

Rain-Making!

15 Fundraising Ideas for Chapters



For 2006-2007 Camp NSA Presidents-Elect

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Fundraising Ideas for Chapters

Growing Funds For Those Rainy Days



1. **Movie Nights:** Charge admission and show videos from Convention or Winter Workshops, followed by discussion. Alternately, hold a **Demo Video night** and show speakers' demo videos with discussion about what's effective, how to produce one's own. Can be done on a weeknight or weekend. Just add popcorn!



2. **Resource Table** of members and guest speakers' products, tapes of current/past chapter meetings and events (% of \$ to chapter). Create tracking sheets, agreements, release forms for any taping and selling.



3. **Sponsorship** for meetings, events, website, directory. Sell banner ads, create sponsor programs, sell ad space in your print directory, newsletters, e-zines, etc. Create packages of perks for sponsors that may include speaking promos at meetings, signage, visibility in printed materials for logo, business name, etc.

- * nsanewengland.com/uploads/Sponsorship-NSA-New-England.pdf
- * www.Expressionsofexcellence.com/NSA/Ariz_NSA_Agreement.doc

4. **Video Shoots:** Bring in a reputable videographer, book a venue, invite an audience and sell time to have demo videos shot.

Ed Primeau: 248.435.8714 ed@primeauproductions.com;
Bob Chesney/Chesney Communications: www.videocc.com or 800.223.8878 #122



More Fundraising Ideas for Chapters



5. **Speakers Showcases:** Staging a day or night with a sampling of speakers for meeting planners, corporations. Partner with local MPI, ASAE chapter or stage this solo. Options include charging speakers, audience members, garnering a percentage of speaking fees derived from spin-offs of actual event.

6. **One-Day events:** Partner with local Chambers, CVBs, colleges/universities and others to teach. Examples: Public Seminar on Public Seminars, MBA in a Day, etc. Split costs and gate. Both parties promote. *See www.SpeakerNetNews.com compilation on gate splits for more details.*

7. **In-kind donations** for services such as lighting, sound, printing, web hosting, taping, meeting space, travel, etc. Anything that costs the chapter money can be sought as a donation.

8. **Speaker Auction!** Hold a classy auction of speakers' presentations for bureaus and local companies with top chapter speakers reducing their fees up to 50%. Proceeds go directly to chapter. *Contact Carol Fredrickson for more info about how the Minnesota chapter made ~\$16,000. safety@violence-free.com.* (Other auctions also work well for fundraising.)

9. **Special Fundraising events:** Some chapters hold an annual event similar to the Foundation Benefit to fund their own projects, scholarship funds or other needs. May be on a boat, linked to a time of year or current event.



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10. Speakers University of Pro-Track style programming for non-members. Charge non-members to receive training in how to become a professional speaker. Many chapters have affiliate programs and most are cash cows. They also support membership.

New England's FastTrack:

.....www.nsanewengland.com/page.asp?PageID=1048

Michigan's ProTrack:

.....www.nsamichigan.org/pages/protrack.htm

Northern California's Pro-Track:

.....www.nsanc.org/speakers_protrack.php

Minnesota's Apprentice Program:

..... www.nsa-mn.com/ipsd.php



11. Anthology books by chapter members. Chapters have produced their own book full of wisdom on speaking. Members write a chapter apiece. Proceeds go to the chapter. Print-on-demand.

12. Compilations of Forms. Assemble various forms of value to speakers and sell them as a set. Contracts, booking forms, checklists, templates, etc.



More Fundraising Ideas for Chapters

13. **Coaching Clinics:** Utilize visiting speakers who coach and sell their time before/after chapter meetings for private or semi-private coaching sessions with a gate split (% to both coach and chapter.) Can be done in same venue or nearby, same day or day before/after a chapter meeting.

14. **Celebrity Photos.** Charge for photos with visiting celebrities.

15. **Garage Sale/Swap.** Members donate their old books, tapes, CDs, and more.

Additional Ideas:





Fundraising Ideas for Chapters Growing Funds For Those Rainy Days

The Anthology Book

"Speak Up Speak Out"

Members pay to \$500 to pen chapters.
Get byline, photo, bio included.
Receive 12 books apiece;

Cost:~\$2,000 for layout: editor to compile, compose, book designer for cover art. Cost/book: \$5. Sell for \$20.

Print-On-Demand Publishing.

4 month process.

Advantages:

- ❖ Markets chapter
- ❖ Markets authors
- ❖ Sell to new, aspiring members
- ❖ Branding (affix logo)
- ❖ Easily revised.
- ❖ Can become series!

Contact: Azim Jamal to order:
azim@azimjamal.com or through
www.trafford.com.



Originally a project of the Vancouver chapter of CAPS.
Thank you Cheryl Cran!

Recommendation: Gayle Smart, President, James & Brookfield
Publishers, LLC, PO Box 768024, Roswell, GA 30076
www.JamesAndBrookfield.com



James & Brookfield Publishers, LLC.

Publishing Speakers & Consultants Since 1997

More Fundraising Ideas for Chapters



Affiliate Programs — One Model

Monthly all-Saturday meetings covering a different topic each month. Bring in NSA and other subject matter experts. Address topics related to the business of speaking:

- ❖ Business plan
- ❖ Expertise
- ❖ Marketing and e-marketing
- ❖ Negotiation Skills
- ❖ Authorship — articles, books, etc.
- ❖ Product development
- ❖ Professionalism and ethics

Cost: \$1,895 (\$1,295 for members)

Charge students enough to cover regular chapter meetings too. Give discounts to students who already qualify and will join National and Local.

Expenses: Meeting room, equipment (LCD, videocamera, screen, microphones), refreshments, copies, incidental expenses for guest speakers.

Staffing: Speakers donate their time. Students form teams and provide accountability between meetings. Homework assigned.

Seek CSPs and chapter leaders to provide training. Caution guest speakers to avoid taking advantage of newbies.

Bonus: Students grow together, learn about the chapter and can be groomed for leadership opportunities. Graduates can lead the following year's program, step into volunteer roles.

Recommendations: Pay for nice nametags, give students visibility at chapter meetings, hold graduation ceremonies and encourage veteran members to assist students wherever possible. Plan a year II mentoring program for fee.