

Contrary To Popular Belief...

Fund Raising Can Be Fun

With a little effort, you can raise enough dollars to keep your alumni association afloat and, with a little more effort, you can raise enough to buy "wish list" items for your department. The ultimate is to raise enough funds to support your group, buy equipment and have some money left over.

There have been those who have not taken one red cent from anyone and have still achieved remarkable results. Fund raising is probably the most exciting part of an organization... taking an idea, putting it together, and seeing it succeed. Keeping a good frame of mind, and a proper perspective, is very important in this process.

The most important aspect in fund raising is to have a plan... a goal. It is vital that the organization knows what the police department wants or needs, and that the Chief supports the plan. By starting in this position, all people are going in the same direction. By having a goal, the team can then measure the results of the event, and gain much recognition and satisfaction from their efforts. Without a goal, people will lose interest and the events will not be as effective, fun or beneficial.

The next important aspect to remember is not to spread yourself too thin by trying to do too much. Have a budget, and know what you want to raise and how much it is going to cost you to do so. It is always good to get as much publicity as possible by getting local television and radio stations involved in your event. Get lots of people from your alumni involved in the event so that the work is spread out evenly and no one person feels s/he is doing all the work. Nothing burns out a committee head faster than feeling they must do it all.

As we all know, fund raising is the lifeblood of any organization. We can only operate by the Grace of God and the donations and support we receive from our community. Fund raising may be the least favorite aspect of community work, but it actually can be the most fun and exciting.

Be sure to give recognition to the stores and businesses who contribute to your event; name recognition goes a long way.

Here are some ideas and suggestions from other alumni associations that have been successful...

■ **Have a 50/50 split basket** at the individual CPA classes or alumni meetings. The way to do this is to sell tickets (say for \$1 each) and have the purchaser rip the double ticket in half... keeping one half and depositing the other in the basket. At the end of the evening, draw for a winning ticket. The winner will receive 50% of the money, and the balance goes into the group fund.

■ **Participate in local events** (concerts, parades, fun fairs, etc.) and serve food, drinks, or snacks.

■ **Sell cookbooks.** Have local realtors (or other organizations) buy advertising space in the book. Ask the alumni members (and police officers) to submit recipes. Have crime prevention tips on the index tabs.

■ **Set up a Dunk-A-Cop booth** at a local event such as your local July 4th festivities.

■ **Co-op shopping.** After obtaining your 501(c)3 status, ask stores for matching funds. Many stores already have programs in place for this type of fund raiser. Check with grocery stores like Jewel, Dominicks, and Kroger.



■ **Talk to local restaurants and fast food chains.** Ask a popular local restaurant to set aside a night that they will donate a percentage of their profits of the evening to the association.

Many fast food chains already have programs in place, so talk with McDonalds, Burger King, and Culvers. Then, encourage your police department, alumni, family and friends to eat there that night.

■ **Work the concession stand** at sporting events.

■ **Sell raffle tickets.** Go to a local merchant who supports the police department and community (such as Wal-mart or Target). Often they will give you a special "deal" on a TV or other electronic equipment. See raffle tickets... and make some money while having fun. Be sure to recognize the store on the posters and handouts promoting the raffle. Be sure to check with your city/village... many require a permit in advance that will allow you to sell raffle tickets.

■ **Tag Days.** Collect cash at intersections during busy travel hours such as morning and afternoon rush hours. Be sure to check with your city/village... many require a permit in advance that will allow you to conduct tag days.

■ **And, more!** Garage sales, yard sales, dinner dances, barbecues, fun runs, golf tournaments, and bowling tournaments are all successful ways to raise funds... and allow you to have fun in the process. The event can be as big or small as you like, and each is successful in its own right. ❖