

VETERANS FOR PEACE CONVENTION FUNDRAISING GUIDE



FUNDRAISING IDEAS FOR CHAPTERS

Throw a fundraising "House Party" or Community Potluck

House Party: Collect money in advance from those who can't attend. Bring a speaker; have someone give a fund-raising pitch at the party. **Check out the next page for a step-by-step guide and a sample fundraising pitch.**

Community Potluck: Reach out to local peace/social justice/anti-war organizations and community members with an invitation to a community potluck. Have attendees register to bring a dish, collect donations at the door.

Phone bank to your chapter membership asking for donation and collect donations at your chapter meetings.

Host a film screening, speaker, or musician at a local library, community center or local park. Have a recommended donation for attendees.

Partner with a local restaurant at www.groupraise.com.

Choose a date at a participating local restaurant and the restaurant will donate back a % of sales to your cause!

Set up penny wars at your next tabling event:

Set up various jars with the names of competing teams or groups on them. If a donor places pennies or other coins in a jar, that team gets the point for each cent collected. However, if someone puts a dollar in a jar, it counts against 100 cents. Encourage donors to put coins in their team's jars while placing dollars in their competitor's jars. Use things like competing local teams, or any other "rivalry" you can think of to encourage donations.

FUNDRAISING IDEAS FOR INDIVIDUALS

***Many of the ideas above can be adapted to individual fundraising**

Reach out to friends, family, and community members who may be interested in helping to fund you.

Write a letter, post on social media, or create a video - Take the time to perfect your message, explaining in just a few sentences what the opportunity to attend the VFP Convention means to you.

Research Travel Grants

Ask friends or family to donate travel miles.

One of the most expensive parts of convention is getting there and back.

Pledge challenges

Unique pledge campaigns are a great way to catch the attention of supporters for your personal fundraising project. This fundraising idea involves you asking for pledges in exchange for completing a specific challenge.

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STEPS TOWARD HOSTING A SUCCESSFUL HOUSE PARTY

- 1) Find a date, time, and host (preferably someone's house). We don't have much time before the convention, but give yourself time to plan and publicize it well.
- 2) Alert people ahead of time it is a fund-raiser. It could have a 'convention send-off' character to it, with a convention organizing update and/or highlight a local or national campaign.
- 3) Solicit pledges prior to the party, in order to get contributions from those who may not attend.
- 4) Find a speaker and/or issue that might be a draw.
- 5) Prepare to feed people, but also encourage people to bring food.
- 6) No 'entrance' fee, but one could have a 'depository' where people can drop a check, cash, or a pledge.
- 7) Allow for conversation for 60-90 minutes, allowing people to arrive, yet prior to folks leaving.
- 8) A half hour before anyone looks ready to leave, call people together.
- 9) Remind attendees this is a fund-raising party, then introduce a speaker (variety of topics available).
- 10) After the speaker enthuses attendees, thank the speaker and the attendees, then give the fund-raising pitch. **Note: The pitch should encourage people to give more than they had planned (see below).**

SAMPLE FUND-RAISING PITCH

"We're here this evening trying to raise funds for the 34th annual national convention of Veterans For Peace. In particular, we are trying to raise funds for those who want to attend this year's convention in Spokane, WA from August 15 - 18, but may need some help to get there.

We are especially concerned with bringing forward leadership for the next generation of anti-war veterans and of course women veterans, and veterans of color.

Convention costs can easily reach \$1K when you include travel, hotel, registration, food, and incidentals. Let's make some of that happen tonight. If you came here planning to give \$50, consider giving \$100. If you planned to give \$20, give \$50, if you planned to give \$10, give \$20. Can we get someone here to contribute \$50 or more?

***Have at least one party attendee lined up ahead of time to do this.**