



# LEADERSHIP WEEKEND

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## Fundraising

Chapter Leadership Weekend  
July 28 – 30, 2017

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### Fundraising for Your Chapter can be FUN!

- Objectives
  - Discuss the process of growing your chapter business
  - Describe each of phase for a fiscally healthy chapter
    - Assessment, Goal Setting, Planning, Implementing and Investing
  - Identify two fundraising goals for your chapter
  - List four fundraising ideas for your chapter

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### Assess Your Chapter's Financial Status

- Is your chapter fiscally healthy now?
- Where are the funds currently invested?
- Are the chapter members a priority and do they have weigh-in?
- Has your chapter done a Needs Assessment?
  - Survey Monkey, group discussion,
- What is the history of your chapter's annual spending?
  - Annual earnings?
  - Is EOY balanced?

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### Setting Realistic Goals = Success!

- What do you want to accomplish as a chapter?
  - Consider chapter size, culture & needs assessment
- What is your time frame? Is this an annual goal or a change that may impact the chapter long-term?
- What are your resources? Be realistic! Don't compete with other
  - Achieve. Succeed. Inspire. Recognize. those who have been successful & translate.

**Fundraising**

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### Planning – Investment of Time = Dividends!

- List and align ALL resources
  - Include stakeholders both internal & external:
    - Chapter members, Board Members, etc.
    - Designate an "owner for each endeavor"
    - Industry partners – may want access to chapter members
    - Provider peers: MDs, Pharmacists, NPs, PAs., Social Workers, Pathologists, Chaplains, Patients/Family members, psychologists, etc.
- How will chapter invest in members?
  - Regional conference, individual education, certification, recruiting efforts, retreats, chapter programs, communication initiative

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### Implementation – Labor of Time & Energy!

- Create a time frame & stick to it!
- Begin with one or two initiatives & build from there
- Make this a consistent part of your chapter culture
- Plan to embrace the success and share at your chapter meetings

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### Invest in the Execution of your Plan!

- Choose an investment that will enhance the desire to become a member
- If you own the CME process, assure a positive and fluent relationship with Pharma and other industry partners
  - Will save commerce
  - Increases quality & availability of CE, peer collaboration and the unity of your chapter
- Provide a "Lift Component" for Self Care & address Burn Out

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**Plan thoughtfully and you will enjoy revenue!**

**Remember – you are running a chapter business!**

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### Chapter Goals

- Annual Chapter Needs Assessment – can help set goals
- Community Outreach
  - Local outreaches in your area/importance of outreach
- Chapter Member Benefits
  - Chapter programs, conferences, education
  - Chapter President – Congress scholarship
  - Chapter meeting attendees - raffle for ONS membership at end of year (name put in raffle each time member attends a meeting)
  - Point system - each point worth \$ that can be turned in for reimbursement

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### Start the Process

- Yearly retreat for Chapter Board Members
- Needs Assessment results
- Train Board Members (assign mentor)
- Plan, Plan, Plan!
- Spread ideas and needs to chapter members
  - Emails, flyers,
  - Don't forget social media
    - FB, Twitter,
- Find the right people to make it happen

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### Partner with the Community

- Hometown newspaper
- Ask HCPs for monetary contributions or raffle items
  - Remember – contributions or gifts to ONS are NOT deductible as charitable contributions for federal income tax purposes
- Invite people in the community to speak
- Develop a brochure to recruit donations and new members
- Community donations
  - Give chapter funds, door prizes, etc.
  - Is "free" advertising for whoever is donating

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### Recognize Donors & Volunteers

- VERY important to recognize them!
  - Announcement at beginning & ending of program/conference
  - Recognition signs at programs/conferences
- Thank You's
  - Email or handwritten thank you notes
  - Can include picture of event to show success
- Hors d'oeuvres Party to recognize vendors who have supported chapter that year

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## Chapter Size

- Unique goals and limitations
  - Most can be overcome or re-adjusted
- All chapters can raise funds and invest in the chapter's future
  - No matter what size!
- Don't let current amount of \$ in chapter bank account limit the chapter's goals!

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## Your FUN Ideas

- Wine & Paint Party
- Bunco
- Food bank donations
- Kits for homeless
- Kaps for Kids
- Candlelighter's
- Hand out sun screen at the beach
- Legacy Money

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## More of Your FUN Ideas

Adopt a Cancer Family at Christmas/Holidays  
Collect \$ all year via 50/50 raffle at meetings

Pt Assistance  
Chapter member identifies person in need

Access 3<sup>rd</sup> Party Organizations  
Leukemia/Lymphoma Society  
AXIS con ed program offerings

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## Still More of Your FUN Ideas

- Vendors at Conferences/Symposiums/Fairs
  - Encourage attendees to visit each vendor
    - Card for attendees to get stamped by each vendor & then put cards in drawing
    - Attendees get tickets from each vendor they visit & then put tickets in drawing
- Meeting attendee names get put into annual drawing for free ONS membership
  - Chapter members' name put into drawing each time they attend a chapter meeting