

Tips For Successful Fundraisers

by Rose Backs, Auctioneer

There is power in your message.

Fundraising is an ever present part of nearly all nonprofit organizations. It can be an overwhelming and daunting task to take on any benefit event. There are a number of ways to ensure success and I'd like to touch on just one: Preparing your guests to give freely at your event.

People support causes they understand and have a connection to. Inundate your guests with compelling information about your cause. I'm not talking about long speeches full of statistics or logistical information. I'm talking about the story of YOU! Tell the story of the lives that have been changed by what you do and why your organization is more worthy than another to receive contributions. You don't have to use a hammer! Simple, subtle messaging is far more effective and easy to do. Here are six examples:

- ◇ Choose a message and stick with it—simple, repetitive messaging (think “the Power of U” – United Way, “Doing the Most Good” –The Salvation Army).
- ◇ Handwritten note of thanks at every place setting.
- ◇ Place placards throughout the room with quotes from recipients of your care.
- ◇ Hang signs with photos of success stories.
- ◇ Put a powerful quote or story on the front or back (or both) of your event program.
- ◇ Send home touch cards so people can reach out to you to get more involved.



Rose Backs began working in the auction industry in 1997. Rose is consistently recognized as one of the top women auctioneers in the nation. She enjoys the opportunity to do something that benefits others.

Local Food Banks Need Your Help

During the holiday season, the spirit of giving leads many to donate to charities, including our local food banks. While these seasonal contributions are greatly appreciated, help is needed throughout the year.

The Community Action Partnership Food Bank (CAP) is considered the “hub” of local area food banks. CAP serves all of Kootenai County and distributes food to more than 30 sites in the five northern counties. Carolyn Shewfelt, the Food Program Manager at CAP, says that in the last year they have dealt with a double-edged sword of an increase in need and a decrease in their donation pool.

“People who used to come in towards the end of the month to supplement their food stamps are now coming in every week,” Shewfelt said. In addition, CAP has either lost or seen a decrease in their food suppliers, such as the closing of a bakery that provided about 500 lbs of bread products per month.

Considering that almost 10,000 lbs of food leaves CAP daily (the equivalent of

about 5.5 1967 Volkswagen Beetles, Shewfelt said), the ability to provide for the needs of the public they serve can be a challenge.

How can you help?

- Donate money. CAP can always use donations for their operating expenses. You can also contribute to a CAP account set up at Super 1 Foods. Your contributions are used to purchase foods that are most needed (proteins like tuna and peanut butter) and/or on bulk sale purchases.
- Donate time. CAP needs 1,200-1,300 volunteer hours per month in various capacities, “especially people who know MS Excel,” Shewfelt added. A time commitment of 4 hours once per week is requested.

CAP is open 7 days a week and located at 4144 W Industrial Loop in Coeur d’Alene.



Community Action Partnership
208.664.8757

CDA 2030: Ideas into Actions

CDA 2030 visioning process aims to create a bold vision for greater Coeur d’Alene in the year 2030, as well as an action plan to help guide us in achieving that vision over time. The result will be a clear, all-inclusive direction for our community, created by the people of CDA. This will include avenues for business, government, education and community groups to make that vision a reality.

To date, the CDA 2030 project has generated involvement and enthusiasm throughout the community. Vision ideas have been collected from community members through a scientific telephone survey, online questionnaires, interactive presentations, workshops, and two major public events. Already, more than 1,800, and counting, community members have joined the conversation!

CDA 2030 has big plans for the next six months of the yearlong project. CDA 2030 will be testing key vision elements with the community during a Vision Road Show and forming the Action Planning Committee to work on details of the Action Plan. Partnerships will be established throughout the community to ensure the implementation of recommended projects, as well as establishing several “Easy Win” projects that will be jump-started.

It's not too late to get involved with the future of your city! For more information, visit CDA2030.org or follow the CDA2030's Facebook or Twitter pages. Join us in building a bright future for greater Coeur d’Alene!



CDA 2030
www.cda2030.org