



UNITED STATES *Dressage* FEDERATION
SECTION THREE - FINANCES

Fundraising for GMOs

- I. Possible fundraisers (excluding t-shirts and candy) – Don't think small just because your club may be small – don't over extend either.
 - A. Barbecue within the community
 - B. Race tracks have fundraising programs – sell tickets outside your club
 - C. All-breeds horse fairs
 - D. Farm tour of breeders in the area (hire a van service to avoid insurance problems with transportation)
 - E. Halloween or theme schooling show
 1. Costume class
 2. Reduced entry fees to members
 3. Christmas show
 - F. Small schooling shows are good money makers
 1. Very informal
 2. Leadline, walk/trot combined test
 3. Pay-back shows
 4. Appeal to non-dressage riders if necessary with walk/trot/canter, "rail", trail or obstacle classes for part of the day
 5. Stick horse dressage classes for spouses
 - G. Ride-Review-Ride - \$12 entry fee for each test (\$4 to judge, \$4 to club, and \$4 to facility)
 - H. Auction off trainers
 - I. Lessons
 - J. Flowers
 - K. Braiding
 - L. Dinners
 - M. Used tack sale with donated tack – not limited to dressage tack only. Check with your insurance company for coverage limitations
 - N. Lecture/dinner with "name" rider
 - O. Raffles
 1. Be sure to check out tax issues
 2. Success depends on getting tickets out to members at least one month in advance
 3. Labor intensive
 4. Have tickets available at all club functions
 5. Raffle tickets can buy any of a group of items or one specific item (specific item seems more popular)
 6. Banquets can be a good place to sell tickets
 - P. Silent auction with donated items

- Q. Instant raffle – win/lose on the spot
- R. Arms reach raffle
 - 1. Get as many tickets as your arm’s length
 - 2. Ticket price depends on the value of the item
- S. Santa pictures
 - 1. Rent Santa suit
 - 2. Polaroid pictures of horse with Santa
- T. Clinics to prepare for show
 - 1. What is needed to join
 - 2. How to fill out entries
 - 3. What to take to show
 - 4. Equipment
 - 5. Ride some tests and difficult movements prior to show
- U. Mock show
 - 1. Donated lectures
 - 2. Make mistakes on purpose
 - 3. Fashion dos and don’ts
 - 4. Warming up with the “big guys”
- V. How to groom clinics
 - 1. Horse and rider
 - 2. Appeal to outside riders
 - 3. Check hunter show circuit for clinician
 - 4. Advertise with posters in barns
 - 5. Sample prices – winter grooming \$5 per person
 - 6. Advertise to 4-H and pony club; also in want ads
- W. Wine tasting
- X. Lunging clinic
- II. Sponsorship – raise more funds easier
 - A. See if members work or have friends in a corporation
 - B. Visit with local car/truck dealers
 - C. Wal-Mart
 - D. Make a press kit
 - 1. Folder with or without logo
 - 2. Query letter
 - 3. Photo(s) of activities
 - 4. Scale of benefits
- III. What to do for sponsors
 - A. Put sponsor names on scoreboards
 - B. List in programs
 - C. Make banner to be displayed
 - D. List in newsletter
 - E. Spotlight at shows/dinner/reception
 - F. Mention in press release
 - G. Thank you letter or plaque
 - H. Assign person to host sponsor – show them around and tell them about the sport/activity.

IV. Tax ramifications for nonprofits in fundraising

Roles and Responsibilities of Board Members in Fundraising

- Make a personal commitment to the goals and objectives of the organization
- Make a personal commitment to the purposes of the development program
- Give money commensurate with your ability
- Give leadership and time to fundraising efforts
- Plan guidelines and campaign goals
- Establish a fundraising committee, chaired by a dedicated board member
- Establish subcommittees for various types of fundraising
- Determine whether or not outside consultants are needed in fundraising
- Monitor progress and effectiveness of fundraising efforts and make changes as necessary
- Stay up to date on trends and new techniques in fundraising
- Stay up to date on tax changes that might affect funding
- Stay abreast of government funding programs in order to apply if appropriate
- Seek out and cultivate prospective donors
- Use knowledge, understanding and personal network to spread the word about the organization

A Written Annual Fundraising Plan Should Include:

- I. Goal
 - a. Based on actual need
 - b. Comes from the budget
- II. Internal Resources
 - a. Volunteer
 - b. Staff
 - c. Funds
- III. Funding Sources and Techniques to be used
 - a. What sources concentrated on
 - b. Why
- IV. Timing
 - a. Calendar of activities – when will each source be contacted/event take place
- V. Leadership/Organization Required
 - a. Organizational chart
 - b. Volunteer responsibilities (job descriptions)
 - c. Staff responsibilities
 - d. Training required
- VI. Material Needed
 - a. What printed and other materials are needed
 - b. When
 - c. Cost
- VII. Plan for Recognition (Thank You)
 - a. Contributors/Funders
 - b. Volunteers

Before You Start a Fundraising Campaign

- Is your institution visible in the community and does it enjoy a favorable public image?
- Are you certain the above is true?
- Is there unanimity among the members of the Board of Directors and the staff that the purpose is worthwhile?
- Will the Board donate their time? Their money?
- Are enough of the right kinds of leadership knowledgeable about and interested in your project?
- Will they be available to work for you?
- Do you know who the campaign chairperson should be? Will he or she accept the position?
- Are a sufficient number of committed volunteers available to work on the project?
- Can you obtain one gift that is at least 1/10 of the total campaign goal? Is it possible to secure ½ the goal from approximately 50 donors?
- Do you know what your pattern of gifts would be?
- Do you know how much should be raised?
- Do you know when you are going to launch your campaign?
- Do you have a case statement? Did all Board members and important volunteers work together to develop the case statement?
- Do you know who your public/community is? From what area do you attract participants?
- Have you determined what the needs of the community are?
- Do you know what people want (not what you think they want, but what they have told you they want)?
- Are there other agencies doing what you are doing in your area? Can you work with them? How are you different from them?
- Is the cost of your service the lowest possible?
- Are you involving your participants in your goals?

Sponsors

Sponsorship is a cash and/or in-kind fee paid to a property in return for access to the exploitable commercial potential associated with that property. This strategy of improving the fortunes of a company or brand by building a link in the target's mind between the sponsor and a highly valued organization or event can be used to win consumers and key accounts.

I. Why Companies Sponsor

- A. Visibility: generate awareness
- B. Image: identify product with relevant lifestyle
- C. Exclusivity: differentiate product from competitors
- D. Impact a narrow market segment
- E. Business-to-business marketing – receptions, events
- F. Create merchandising opportunities
- G. Demonstrate product attributes
- H. Build sales

II. Attributes of a Successful Proposal

- A. Sells benefits, not features
 1. Addresses the sponsor's needs, not the requestors needs
 2. Tailored to the sponsor's business category

Photos are an excellent addition. If you have a major sponsor, their name might be included in your show title and thus in your regional Omnibus. A major sponsor could be involved in award ceremonies or volunteer parties. It can be a big draw you have a tie in with a charity. It is important that sponsorships benefit the competitor and the sport. With this funding it is possible to have more competitions, better judges, better facilities, reduced fees, more or better awards, and publicity which is a benefit to competitors and the sport of dressage in general.