

**IDEAS AND METHODS FOR
RAISING FUNDS WITHIN YOUR COMMUNITY**

PREFACE

Civil society organizations play an important role in a democracy, by providing avenues for citizen participation in political processes, as well as avenues for citizen's to address collectively issues and needs in their communities. Women's associations, sports clubs, labor unions, agricultural cooperatives, student associations, and domestic election monitoring groups are just a few of the non-governmental civic organizations that allow people to act together and pursue shared objectives.

The handbook begins by detailing some of the planning and organizational considerations your group will need to make prior to sponsoring any fundraising activity. The handbook then outlines some of the more popular fundraising activities that have proved successful in many different countries around the world. A description of each activity is divided into four sections. The **Overview** provides a general depiction of an event or activity and the manner in which it will enable your organization to earn money. **Special Requirements** report the different constraints, needs, or necessary materials inherent to the specific fundraiser, while **Unique Benefits/Considerations** discuss some of the distinctive characteristics of each activity. Additionally, **Important Steps** defines the specific actions your organization will need undertake in order to help ensure a profitable, enjoyable activity.

A common current runs throughout the fundraising activities detailed in this manual: all of the activities described are designed to enable your organization to provide a good, service, or type of entertainment to members of your community *in exchange for* revenue. The ideas contained in this manual do not represent an all-inclusive list of community fundraising activities. They also do not come close to approximating the wide variety of other fundraising options available to a nonprofit organization. You should feel free to adapt or alter these fundraisers, or invent your own fundraiser, to best fit the needs and interests of your community and your organization.

NDI often works to support the development of civil society organizations committed to democratic change in their respective countries. Through the provision of technical assistance and practical information, NDI programs are designed to strengthen the capacity of individual organizations and coalitions. Program activities have focused on a range of organizational development issues, including leadership and management, strategic planning, message development, communications, membership and volunteer recruitment, and fundraising. All of these issues are fundamental to development of self-sustaining organizations. This handbook primarily addresses the issue of community-level *fundraising*.

IDEAS AND METHODS FOR RAISING FUNDS WITHIN YOUR COMMUNITY

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INTRODUCTION

No organization can operate effectively without proper funding. Without money, an organization may be unable to conduct meaningful programs or execute the tasks that are central to its mission. This practical consideration leads organization to develop and maintain funding sources. At the same time, if an organization that values its independence becomes too reliant on one source of income, it can become subject to the interests of the single funding institution or individual. Furthermore, the organization risks being unable to operate should that source suddenly be incapable of providing further funds. Nonprofit organizations can and should utilize a number of funding sources including grants, donations, and membership fees in order to finance their operations. Some of the most important sources of income for nonprofit organizations, however, are *fundraising events at the community level*. Fundraising within your city, town, or village is important, not just because it is a great way to earn money for your organization, but also because it will raise your organization's profile within the community.

Whether you are involved in a local club, committee, national staff or the board of directors, you can help your organization raise money at the local level by sponsoring any number of fundraising events. You can design, organize and implement fundraising activities that often: require little or no expenditure; help convey your organization's message; are enjoyable activities for the whole community; attract new members and new volunteers, and create new revenue in order to continue your organization's important work.

Some specific fundraising activities, however, may not be appropriate or effective in every environment. In many emerging democracies, fundraising is often a new idea that many people are not comfortable with initially. It is also true that people will only give money when they support your cause. For this reason, it is important to inform people why you are fundraising (i.e., how the funds will be used in your organization and how the funds will be used to benefit the community). It is also important to experiment with the different fundraising techniques to determine what will work best in your community.

Fundraising should be an inherent, complementary part of your organizations plan for achieving its stated mission. As described in the body of this handbook, fundraising activities are tied to other organizational endeavors. Conversely, fundraising activities provide unique opportunities to disseminate your organization's message, raise the organization's profile in the community, and increase membership.

Fundraising is also about financial responsibility and accountability. The need to manage and account for money made and money expended is an important organizational issue to keep in mind as you engage in fundraising. Effective organizations develop financial accounting systems that record where money came from and report on how it was used. In many organizations, a treasurer is responsible for overall financial management. The treasurer is supported by systems and procedures that ensure an accounting of all funds. For example, staff members and volunteers should be required to keep all receipts when purchasing items,

and to provide receipts when donations are made to the organization.

FUNDAMENTAL RULES OF COMMUNITY FUNDRAISING

Regardless of whether you sponsor one of the events described within this manual or invent your own lucrative affair, you should adhere to the following fundamental rules to ensure the success of your fundraising activities.

It will never work if you never try. Keep this in mind when dealing with skeptics who say, "This won't work in our country." A fundraiser will work if it is well-planned and adheres to the other Golden Rules.

Know the law. Investigate all of the pertinent laws and regulations that may affect your ability to sponsor fundraising events and whether these events will alter your nonprofit status. Also, before you begin working on a program, determine if and when you will have to pay taxes on proceeds from the fundraiser.

Make a plan. Plan out every aspect of your fundraiser. Write out the plan and distribute or display a copy of it to your staff and volunteers. This will remind everyone exactly what should be done to organize the event and who is responsible for specific tasks.

Don't lose money trying to make money. As you design your fundraising plan, investigate and research all of the factors that will go into each fundraising event. If the initial costs of an event appear too high, consider another method of raising money.

Be conservative in your estimates. It is always better to *underestimate* the number of volunteers and participants you think will take part in a fundraiser. If you overestimate, you could find your organization overburdened or losing money on an event or an activity.

Make the most money in the quickest amount of time. While many different events or functions may earn money for your organization, some will certainly take less time and be less costly to sponsor than others. Choose only those events that can raise the most money with the least amount of burden on your staff and volunteers.

Make every fundraiser fun. People will volunteer to help and others will attend your event if they think that it will be enjoyable.

The more volunteers the better. The more help you have, even working on the smallest of tasks, the easier it will be to ensure the success of your event and the more time you will have to work on other things. Additionally, each new volunteer has a different set of friends and family members who your volunteer can ask to attend your events or be a permanent member of your organization.

Thank your volunteers. Without the help of volunteers, most fundraisers would never

succeed. Treat your volunteers with respect and thank them repeatedly and publicly for a job well done.

Use fundraising events as publicity opportunities. Fundraisers are perfect opportunities to increase your organization's profile within the community. Holding a press conference or distributing a press release announcing your event will help to increase attendance and the public's awareness of your activities. Moreover, people may attend your fundraiser who know very little about your group and its mission. Therefore, at your fundraiser display information about your organization, its activities, and how people can join .

Explain your cause. All staff members and volunteers involved in a fundraising effort should be prepared to explain what your organization will do with the proceeds from the event or activity. An effective technique is to describe to members of the general public how one individual's assistance can enable a specific activity to occur. For instance, volunteers may want to explain how the proceeds from one book at a book sale will go to pay for transportation costs for one of your group's election monitors or the printing costs for 50 of your organization's local government guidebooks.

Record everything. Make a written record of everything having to do with the fundraiser: purchases, expenses, donations, revenue, volunteers, and attendance. It will provide a record of what transpired and, using the record, you will be better able to plan future events of the same nature.

Repeat successful fundraisers. The most lucrative fundraisers are those which develop into annual or bi-annual events. People who previously attended a periodic event and enjoyed it will look forward to attending again. Those who contributed their time to the event and had fun will anticipate volunteering to help again in the future. Most importantly, you can improve the affair every time you sponsor it by learning from what worked best and what could have been improved.

Don't be afraid to ask. You will not get any money unless you ask for it, so do not be shy. There is nothing shameful about asking people to support your cause.

GETTING STARTED

Establishing an Overall Fundraising Plan

The first thing your organization should do *before* determining what type of community-level fundraising events that it will sponsor is to establish a long-term fundraising strategy. Typical fundraising strategies include one, three, and five year projections, specifying in writing your organization's fundraising goals, what projects or activities your organization wishes to sponsor, and the various methods that it will undertake in attempting to fund its programs. This plan should include all of the fundraising methods your group is considering including grant or proposal submissions, solicitations of donations, and membership fees. The plan should also identify the organizations, institutions, corporations, and individuals you intend to target.

Within this framework, your organization should determine how much money it anticipates raising through community-level fundraising events, the number of events it can realistically undertake within a certain time period, and the number of staff members or volunteers that your group can rely upon to assist in designing, organizing, and carrying out fundraising programs. It is very important that your organization *not* attempt to undertake too many activities or too ambitious an event, thereby sapping valuable human resources away from your group's other important projects and activities.

Your strategy should also include establishing one person as your organization's Fundraising Coordinator. Every organization should have one individual who coordinates all of the group's fundraising efforts and who is continually at work on some stage of a revenue-generating program. For a nationwide or multi-club organization, this Fundraising Coordinator can and often should be a permanent, full-time staff member. For smaller or local groups the Fundraiser can often be volunteer, part-time or hold other staff positions within the organization.

Important Steps for ALL Fundraisers

No two fundraisers are exactly alike and all require a different set of planning and organizational considerations, materials, number of volunteers, and various logistical arrangements. It is extremely important, however, that your organization carry out a certain number of important steps that are crucial to the success of every community fundraising activity. During the course of the planning and organizing of any event, your organization should:

1. **Nominate one Event Coordinator.** Each fundraising event should be managed by one individual who will arrange and organize all aspects of the proposed activity including

assigning tasks, managing expenditures, and developing the schedule. It is not necessary that this individual be the organization Fundraising Coordinator and, if the group is sponsoring multiple events, it is often beneficial that another person be nominated for this position.

2. **Determine your audience.** Some events or activities typically lend themselves to certain age or interest groups while others are popular with a wider proportion of the population. Consider who you would like to attend when first deciding the type of event you want to plan.
3. **Choose the date.** Once you have decided on a specific activity, one of the next things you should do is determine *when* it will take place. Make certain that the day and time for the event are convenient for people in the community to attend.
4. **Decide on the location.** Many fundraisers must be held in an area or room which can accommodate a large number of people. Your organization should make every attempt to find a suitable location which could potentially be obtained for free, for a minimal amount of money, or in exchange for services. For example, spacious restaurants may be willing to host an event in order to sell food and drinks to the guests. Similarly, a school or theater may be willing to donate the use of a hall or stage in order to be publicized as a sponsor for the event or in exchange for a portion of the proceeds .
5. **Develop a budget.** Your organization should develop a budget for each fundraiser that you consider sponsoring. This budget should estimate -- as definitively as possible -- all of the expenses that your group will likely incur. Additionally, the budget should estimate the amount of proceeds your group envisions earning. If the expenses seem to outweigh the possible earnings, look to sponsor a different type of fundraising activity.


Typical expenses and revenues which you should consider in your budget include:

Expenses

Room/location rental
Equipment purchases/rentals
Salaries for paid staff members
Transportation costs
Printing fees
Advertising expenses
Office equipment parts and supplies (such as printer ribbons or computer paper)
Stationary and non-equipment office supplies
Telephone/Fax charges
Postal fees
Food/beverage expenses

Revenues

Ticket sales
Food/drink sales
Donations

 **You can not begin advertising or making logistical arrangements for a fundraiser until you have chosen the date and location!**

6. **Make an advertising plan.** The success of almost every fundraising event depends on the participation of members of the general public. In order to ensure that as many people as possible attend, volunteer to help, or donate their goods or services to your event, you should establish a formal advertising plan during your initial organizing stages. This written advertising plan should establish exactly which methods you will use to educate the general public about your event and how much the advertising will cost. Typical advertising methods include leaflets, posters, press releases, newspaper advertisements and/or radio announcements.
7. **Obtain 'Free' media.** Organizations are often able to secure some advertising for free or for a reduced price. For instance, printers may be willing to offset the cost of making posters or leaflets if they are noted as a sponsor for the event. One of the best methods to educate people about your activity is through a press conference or a press release. If provided with a press conference or release, the media will often produce a story about or mention an organization's fundraiser to inform the public about local events.
8. **Recruit volunteers.** Again, the participation of volunteers is crucial to the success of most fundraisers. Estimate the amount of assistance you will need to carry out your program and aggressively recruit both members and non-members of your organization to volunteer their time. Ask volunteers to be *very* realistic about the amount of time that they can donate to your event -- it is difficult to effectively plan an event if volunteers are suddenly (and at the last minute) unable to assist due to other commitments. Finally, set up friendly competitions to increase staff and volunteer participation. For instance, award a small prize to the person who sells the most tickets or obtains the largest number of donations for an event.
9. **Price items competitively.** For many fundraisers, you are selling donated goods or services which have cost your organization little or nothing. It is far better to sell a lot of these items for a low price than only a few for a higher price and risk having an excess of unsold goods at the end of an event. Remember, no matter how low you price the goods, once you have paid for your expenses you will still be making a profit.
10. **Give out consolation prizes.** For fundraisers that involve games of chance or contests (such as cake walks, raffles, or talent shows) many organizations distribute stickers, posters, or other organization materials as consolation prizes to those people that do not

win..

11. **Create a donations box.** Many generous people will want to donate their money to your organization if they believe in its mission and have been asked to contribute by people they know and respect. Therefore, create a small box with a slot through which people can place money (similar in appearance to a small ballot box). Design a sign for the box that describes how your organization will utilize all proceeds that are placed in the box. Display the box at the entrance to your fundraising events so that people are able to donate further to your cause.
12. **Hold a post-fundraiser evaluation meeting.** Gather all of your staff members and volunteers together after the event to discuss what worked and what did not work. Be sure to ask for everyone's input. Use this as an opportunity to begin discussing the next fundraiser.

FUNDRAISING ACTIVITIES

Advertisement Books

Overview

Advertisement booklets or '*ad-books*' are small publications containing useful, educational information of interest to the general public that your organization can design and publish. Small businesses, major corporations, and private donors pay for advertisement space in the booklets which organizations then distribute to businesses and residences for free. The booklets can contain any information that will prove useful to the community, including important phone numbers and addresses, material on voter registration, local government data, informative statistics, and various hard-to-find facts.

The key to ad books is selling the advertisement space to generate the revenues. Businesses are often willing to pay for advertising space in such a publication to publicize their products or message. People find the information contained in the free booklets useful and will refer to them often, and thereby will see the business' messages on a regular basis.

Special Requirements

- Volunteers to compile the information which will be included in the booklet, to sell advertising space, and to help distribute the booklet.
- A publisher who can produce the booklet for a reasonable price.

Unique Benefits/Considerations

- Ad-books are educational in nature and will be a permanent resource that citizens can refer to over a long period of time.
- Ad-books contain information that is best disseminated in a written format (i.e., phone numbers, addresses, dates, or statistics)
- Your organization can build in 'free' advertising space for itself in the booklet

Important Steps to a Successful Advertisement Book


1. Determine whether or not you will be able to publish the advertisement booklet in an affordable manner. If printing costs in your community are too high, your profits will be limited.
2. Calculate the number of booklets that you wish to print. There is no 'correct' number

of booklets. However, you should consider both the printing costs and the fact that businesses will only want to advertise in a booklet that is going to reach a lot of people. For a community of, 15,000 people, 500 booklets might be sufficient. On the other hand, nationwide ad-booklet might be printed in much larger numbers.

3. Ascertain how you will distribute the booklet and the number of volunteers you will need to help in this effort. Some groups mail the booklets to residences and businesses though this is often too expensive to justify the cost. More often, organizations will hand deliver them or simply place several copies of the booklet in businesses or public areas such as libraries, schools, government offices, or train stations. Members of the general public can then take the booklets if they wish.
4. Nominate a volunteer committee to carry out all of the planning and implementation of an advertisement booklet. One person should be charged with coordinating the effort, one with researching, designing, and compiling the information for the booklet, one with managing the ad sales, one with arranging agreements with a publisher, and one with recruiting volunteer distributors.
5. Establish the value of the advertisement space and the number of ads that the booklet will contain. The middle page (where the booklet naturally opens), the back page and the inner cover pages should sell for the most money, as people will see the advertisements placed there most often. Allow advertisers to purchase full, half or quarter page advertisements.

Important Note: In determining the price for the ads, assume that you will NOT be able to sell all of the ad space. This will help ensure that you charge an appropriate amount for the ads and that you will not lose money on the project.

6. Design and compile the information that will be included in the booklet. Create a rough draft version of the booklet to show to interested buyers of advertising space. Make certain that the rough draft is well-presented and that the information it contains is accurate. Businesses will not want to be associated with a poorly designed product.

 **Customize some drafts of the booklet to show companies or businesses who may want to purchase advertising space.** For example, draw on a company's natural competitiveness by including advertisements from rival organizations or businesses. This technique may entice them to purchase your ad space in order to respond to their competition.

7. Recruit volunteers who will be in charge of selling the advertisement space. Draw up a list of businesses that they should approach initially and divide the list among the various volunteers.
8. Print and distribute the book. Make certain to give a number of copies to the

organizations that purchased ad-space.


Auctions

Overview

An auction is an entertaining event featuring the sale of donated goods and services to members of the general public. Individuals make an offer, or a 'bid', on each item for sale. The person who submits the largest bid (*i.e.*, who is willing to pay the most money) is able to purchase the item. Your organization receives all of the revenue from the sales of the donated items.

Prior to the auction, organizers obtain donations of goods or services which your organization can sell. Popular articles often include homemade deserts, student artwork, crafts, or used items such as children's clothes, tools, books, records, or cassette tapes. In addition, businesses are often willing to donate items in exchange for free publicity. Restaurants, theaters, or stores may be willing to give items or gift certificates if they will be noted as a sponsor. In addition, well-known artists may be willing to donate some of their work to the auction while celebrity actors and sports figures can often be enticed to donate memorabilia such as autographed pictures. Finally, volunteer services can also be auctioned. Members or associates of your organization can agree to 'donate' their particular skills or talents. People then bid for their services, which might include foreign language or computer lessons, tutoring, assistance in home or automobile repair, car transportation to a particular location, or use of office machinery.

To ensure a proper turnout, volunteers publicize the auction, send invitations to a large number of people, and make the event open to the general public. Public figures, such as sports stars, politicians, famous journalists, actors or well-known artists, may also be willing to donate some of their time to the auction. They can often act as official guests of honor, master of ceremonies, or the program moderator. Moreover, their involvement will encourage people to attend and attract greater attention to the event.

 **One good way to attract people to the auction is for the volunteers to sell raffle tickets.** Volunteers tell each individual who buys a raffle ticket that the winner will be chosen at the auction and that the winner will *have* to be present to claim his/her prize. The moderator will then announce the winner of the raffle at the end of the auction so that people will stay for the entire event.

The auction is made up of individual sales for each donated item. Each person in attendance is given a paper card (usually approximately 15 x 15 centimeters) with a unique number printed on it. During the auction, the moderator displays one item for sale and/or

describes it in detail. The moderator then sets a price at which the bidding will begin and asks members of the audience to indicate -- by holding their numbered cards in the air -- if they want to purchase the item at that price. The moderator points to the first person to hold up his/her card indicating that he/she has the right to purchase the item at that price. If there is confusion as to whom the moderator is pointing, the moderator may announce the number of the card-holder as well. The moderator then sets a slightly higher price for the item and asks participants to indicate if they want the item at the new, higher price. Again, the moderator points to the first person to hold up his/her card indicating that he/she now has the right to purchase the item at the new price. Bidding for the item continues in this manner until no one is willing to pay a higher price than someone else has already agreed to pay. An auction volunteer then collects the money from the 'highest bidder' (the person who has agreed to pay the most) and presents them with their item. If the item was a service rather than a good, the volunteer presents the bidder with a written document describing and indicating their right to the service.

As soon as one item is sold, the moderator begins to auction another gift or service. In this way the auction proceeds quickly. The auction is completed when all of the items are sold.

Special Requirements

- A location which can accommodate a large number of people.
- Donated gifts and services
- Materials to make the paper cards

Unique Benefits/Considerations

○ Aside from possible fees to rent out a location, there is very little cost associated with an auction and a fairly low risk of losing money on the operation. It should be noted, though, that auctions are typically very labor intensive and staff members and volunteers often spend a good deal of time organizing the various aspects of this type of event.

Important Steps to a Successful Auction

1. Identify volunteers. Because of the number of people needed to help sponsor an auction, you should organize staff and volunteers into at least three different committees — each headed by one individual — that will be in charge of the following pre-auction activities:

Donations — This committee will solicit all of the goods and services which will be sold at the auction.


Advertising/Press Relations — This committee will be responsible for ensuring a strong

attendance

Set-up — This committee will determine the location and make certain that all supplies and equipment are available for the auction.

Volunteers should also be identified for the following day-of-event activities:

- Moderating;
 - Accepting payments and recording payments;
 - Greeting people at the door and ushering them to their seats;
 - Carrying and displaying auction items.
2. Have the Donations Committee begin soliciting donated goods and services from corporations, local businesses, cultural organizations, private individuals, and members of your organization at least six weeks prior to the auction. When soliciting goods, look for items that correspond to the types of people you think will attend. For instance students may be interested in items different than those of interest to pensioners.
 3. Write out a separate description of the services or items you will auction. Provide one copy to the program moderator so that he/she can describe the service or item to the audience, as well as a copy to the person who purchases the service or item.
 4. Assign each staff member and each active volunteer the task of finding at least two gifts or services that can be donated to the auction. Hold weekly meetings in order to monitor progress on this commitment.
 5. Make sure the location you choose has the proper sound equipment for the moderator, necessary electrical outlets, and adequate seating.
 6. Obtain the paper for the auction cards. When guests enter the auction, one volunteer should write — in numerical order — a new number on a card and hand it to each attendee. By writing the numbers on the cards at the event, you will not waste any paper on cards that go unused.
 7. Print a program or create a bulletin board that includes descriptions and/or pictures of each of the items to be auctioned. Distribute the program to guests as they enter the auction or display the bulletin board near the entrance.
 8. Openly display the items to be auctioned. Allow time at the beginning of the auction for people to examine each of the donated goods or

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to read a description of the proposed services. In addition, you may wish to organize a cocktail hour or light buffet that will immediately precede the formal auction, allowing people time to examine the goods for sale. Remember, though, that unless you are holding the auction at a restaurant, you will likely have to organize, pay for, and staff any pre-auction affairs. Always have two to three volunteers on hand to answer questions about the items and services.

9. Record each purchase and price. An account of the items that were most popular and sold for the highest prices will provide useful information when organizing future auctions.
10. Set up a table at the entrance of the auction where visitors can pick up information on your organization or sign up to volunteer during your future activities.

Bake Sales

Overview

A bake sale is an event involving the sale of homemade desserts, sweets, and other baked goods that volunteers agree to prepare and donate to your organization. Your organization then sells the goods to members of the general public. Bake sales are held most successfully in outdoor public areas, such as markets, squares, parks, schools or other locations with significant pedestrian activity. It is also possible, however, to hold the sale indoors at a school, theater or other large hall.

Special Requirements

- Volunteers to assist in the planning and organization of the event and in securing and selling the donated baked goods.
- A suitable location in a popular walking area and possible permission from local authorities to establish a temporary sales booth in a public location.
- Tables used to display the items for sale.

Unique Benefits/Considerations

- Very little to no expenditure required.
- Not labor intensive. Majority of work will involve asking people to donate food for the event.
- Can be held in conjunction with a book sale, auction, raffle, or other fundraising event.

Important Steps to a Successful Bake Sale

1. Assign each staff member and volunteer the task of locating at least one item that can be provided for the sale (*e.g.*, a plate of cookies, candy, sweets, a small cake, or a loaf of bread).
2. Locate a suitable area to hold the sale. Set up a table or booth in a public place that enables you to display items for sale as well as your organization's signs, emblems, and written information.
3. Obtain authorization from the proper authorities to sell goods in a public location.
4. Price the items competitively. No matter how low you price the goods, once you have paid for your limited expenses you will still be making a profit.

Bingo

Overview

BINGO is a game of chance played in a large group setting. Participants purchase from your organization special BINGO cards that are divided into 25 squares. Each square on each card is marked with a different number ranging from 1 to 75 and no two cards are alike. (For a more complete description of the cards, please see below.) A moderator selects numbers at random from a sealed box and announces each number as it is drawn. Using small pieces of paper provided by your organization, participants mark the numbers on their cards that correspond to those numbers announced by the moderator. The first person who is able to cover five numbers in a row on their cards, "BINGO!" A staff volunteer then checks the card to ensure that the person has been able to correctly cover five numbers in a row. If so, the person wins a prize. Typical BINGO events include approximately 10 to 15 rounds, each with a separate winner.

Special Requirements

- Volunteers to locate prizes, advertise event, make or obtain the necessary equipment, and moderate the activity.
- BINGO cards, BINGO numbers to be drawn, small pieces of paper to mark numbers on cards, and a method of drawing the numbers at random.
- A large enough room to accommodate the desired number of participants.

Unique Benefits/Considerations

- Many organizations award cash prizes in BINGO. In order to ensure that they will not lose money by awarding prizes that are too large, the cash awards are determined as a function of the number of individual BINGO cards that the organizers have sold.
- BINGO equipment can be reused for any number of BINGO events.
- There are many different variations on the traditional BINGO game of connecting five numbers in a row. Other games include 'Blackout' (covering all of the numbers on a card) and 'Four Corners' (covering all four corners). Your organization can certainly create new, exciting variations as well.

Important Steps for Successful BINGO

1. Locate a venue which can accommodate the number of people you think will attend the BINGO event.
2. At least for your first BINGO event, set a date several weeks in advance for the BINGO

game, preferably on an evening or a weekend to allow as many people as possible to attend. Begin advertising to attract participants.

3. Make or purchase the BINGO cards, numbers and number covers. The BINGO cards should be approximately 20 x 20 centimeters, made of thick or laminated paper or cardboard, and divided into five columns and six rows (see diagram 1). Assign random numbers to the various cards, making certain that no two cards have the same exact set of numbers. In general, under the 'B' column, numbers should run from 1 - 14, under 'I' from 15 - 30, under 'N' from 31-40, under 'G' from 41-60, and under 'O' from 61 -75.

Diagram 1

B	I	N	G	O
1	16	34	41	62
7	19	35	44	66
9	22	FREE	47	69
11	29	37	49	70
12	30	38	50	75

Note: All players can use the FREE space (which is always positioned in the middle of every card) in order to connect numbers diagonally in regular BINGO.

4. Determine whether to award cash or non-monetary prizes. If non-monetary prizes, begin soliciting organizations and individuals to donate goods or services to the event. If you decide to award cash prizes, subtract all of the expenses for the event to determine the cash awards as a function of the number of cards sold divided by the number of BINGO games you will run throughout the evening.
5. Establish how much you will charge for the use of each card. Keep in mind that players often prefer to play with more than one card at a time.
6. Sell food and drinks to participants during the event as another way to generate revenue.
7. Ask players to return all of the BINGO cards at the conclusion of the event.

Book and Music Sales

Overview

A book sale is similar to a bake sale, except that it involves the sale of donated reading materials, or recorded music. Individuals agree to donate used books, magazines, records, cassette tapes and/or compact discs to your organization. Your organization then sells the items to the general public. Like bake sales, book sales can either be held in public outdoor areas such as markets, squares, parks or other locations with heavy pedestrian traffic and indoors at a school, theater or other large hall.

Special Requirements

Book sales require the same staff involvement, suitable location, and necessary materials as a bake sale.

Unique Benefits/Considerations

- Very little to no expenditure required.
- It can provide educational materials to the public.
- The items sold at book sales will not perish over time like baked goods and other food items. If items go unsold, your organization can attempt to sell them again at a later date.

Important Steps to a Successful Book or Music Sale

1. Assign each staff member and volunteer the task of locating *at least one* used item for donation to the sale.
2. Identify volunteers for planning, preparation and day-of-event activities.
3. Locate a suitable area to hold the sale. If outside, obtain authorization from the proper authorities to sell goods in a public location.
4. Set up a table or booth in a public place that presents items for sale as well as your organization's signs and written information.

On-going Book Sales

Overview

In addition to a book sale at a special location or on a specific date, you can also conduct a book sale at your office.

Unique Benefits/Considerations

- Can become a regular, continuous form of revenue for your organization.
- Can help attract people to your organization's office where they can learn more about your organization's mission and its activities.
- Can be used to sell unsold books from book sales.
- Does not require finding an outside location for an event. You should, however, consider space limitations within your office. You may simply not have enough room or storage space to sponsor an on-going book-sale.
- Little publicity is necessary. A few posters or leaflets will often be an adequate amount of advertising for this small-scale activity.

Important Steps to a Successful On-Going Book Sale

1. Ask staff members and volunteers to locate *at least one* used book which can be donated to your organization for the initial sale.
2. Create a display table for the books and locate it at or near the entrance to your organization's offices. Make a sign that explains that the books are for sale.
3. Price the books competitively. Again, the more books you sell the greater the profit for your organization.
4. Encourage visitors to your organization to look over and purchase books that interest them.
5. Advertise the book sale on occasion using flyers, leaflets, and other free or inexpensive forms of publicity. Staff members and volunteers should tell their acquaintances about the sale as well.
6. Ask staff members and volunteers to continue to locate books for the on-going sale.

GOOD JOB! The Russian nonprofit organization Nevskii Angel sells organizational manuals to other Russian NGOs, in order to fund their own activities.