



**2026 GFWC
ANNUAL CONVENTION**
CLIMBING TOGETHER, SHAPING TOMORROW

THE POWER OF PUBLICITY

by Billie Williams





**2026 GFWC
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THE KEY TO SUCCESSFUL FUNDRAISING

JUNE 28, 2026





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FUNDRAISING THROUGH COMMUNICATIONS

IT IS BETTER TO BE
SEEN AND HEARD....
LET'S MAKE SOME
NOISE

“GRAB THEIR ATTENTION”

- **IN PRINT**
- **IN THE LOCAL NEWS PAPERS**
- **HANDOUTS**
- **POSTERS**
- **BUSINESS COUNTER SPACES**
- **INCLUDE QR CODES PACKED WITH INFO**





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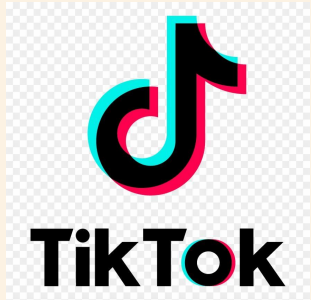
BY WORD OF MOUTH

- FRIENDS
- NEIGHBORS
- CHURCH
- GROCERY STORE
- SPORTING EVENTS
- SCHOOL EVENTS
- ELEVATORS





ALL AVAILABLE MEDIA





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INFORMATION TO INCLUDE IN PRESS RELEASES

- **WHAT THE FUNDRAISER IS ...RAFFLE, AUCTION, BAKE SALE**
- **WHO IS SPONSORING....USE YOUR CLUB LOGO !!!!!**
- **WHERE & WHEN WILL IT BE HELD...PLACES, DATES, TIMES**
- **WHO OR WHAT WILL BENEFIT FROM THE FUNDS...THIS MAY BE THE INFORMATION THAT BRINGS THEM IN SO DON'T FORGET IT...**



AFTER THE FUN IS OVER

- **EXTENDING THE SAME EFFORT WITH AS MANY OUTLETS AS POSSIBLE....**
- **LET THE PUBLIC KNOW HOW SUCCESSFUL YOUR EVENT WAS**
- **AGAIN, LET THEM KNOW WHERE AND HOW THE FUNDS RAISED WERE USED.**



POWER OF PUBLICITY

By Billie Williams SCR Fundraising

Communications.....“The Power of Publicity”

(accessories- noisemakers, horns, bells, etc.)

Step up to the podium and blow the horn and ring the bells, just make noise in general.....

Ladies, welcome to the “It’s Better to be SEEN & HEARD Segment” of our presentation, so let’s make a little noise

Ask ladies to stand up, clap, cheer and just make a lotta noise for just about 5 seconds....

Then ask them, “Do you think they heard you in the hall? In the next room? Outside? Do you think whoever heard you is wondering ‘what the heck is going on in there?’.

Well, that is what you must do if you want a successful fundraising event. You must pique the interest of the public if you expect them to support your efforts. And one of the best ways to do that is?..... You gotta make some noise. And I don't mean just volume wise, but across the entire spectrum of the advertising universe.





IN PRINT- like the local newspaper or handheld flyers and window posters; visit with store and shop keepers and ask permission to use their windows, bulletin boards, or counter space for your signs or info (create a sign that has a catchy title and include a QR Code that can deliver much more information right to their phone)

BY WORD OF MOUTH- talk about it to your friends, neighbors, people at church, in the grocery store, on the street.

ALL AVAILABLE MEDIA- use social media (FaceBook, Tic-Tok and web postings and if you are lucky & have access to radio or Television use them as well; Even the post office can be used, send out postcards invites and reminders and don't forget that postcards are a great place to put the QR Codes.

It is equally important to gauge your community, talk to other organizations to make sure that your offerings don't conflict or overlap.

Do whatever it takes that is within your power to get your fundraising message out to the public and especially your target audience.

And this is the type of information that you must share:





What the Fundraiser is: Raffle, Auction, Bake Sale, Purse Bingo, Spaghetti Supper etc. (if using a meal be sure to advertise what you will be serving, from entrée to sides, including beverages and desserts) Don't be afraid to think outside the box when it comes to types of events.

Who is sponsoring the Fundraiser: Your Club/Organization (here is a good spot to show off your GFWC Logo)

Where and when will it be - Time and location are a must as far as info goes. If it is a raffle, when will the drawing be and if they must be present to win.

Who or what will benefit from the funds accumulated and if it is a long-term goal, make sure to mention that as well. Every good fundraiser must have a beginning and an end.

The Aftermath – Make sure that you utilize as many outlets as possible to let the public know how successful your fundraiser was and again let the public know where and how the funds will be utilized.

Again, I say to you, if you want to have a successful fundraiser, you “gotta” make a “lotta” noise and bring plenty of wanted attention to your event.

(I may try to bring some sort of noise makers for the attendees)





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Fundraising & Membership

by Yvonne Ford





Fundraising & Membership

By Yvonne Ford

It's not always about the money.

Fundraising isn't just about raising money for your club, although that's an important part; it is also about:

1. Raising energy
2. Bringing awareness
3. Community spirit
4. Bonding members to one another

Combining fundraising builds lasting memories, friendships, and fun. It bonds members through a shared, sustainable goal.

Here are some ideas of blending fundraising, awareness, community spirit, and bonding members to one another:

1. Raising Energy:

Engage members. Explore the skills and creativity of your members. Delegate and encourage members to find their right fit to use their talents within the club or for the fundraiser.

2. Bringing Awareness:

- **Social Media:** Use social media to advertise upcoming events and then after the event share pictures of what a wonderful event and how much fun everyone had.
- **Advertisement:** Use posters, brochures, interest cards and pass them out to members to share.
- **New Members:** Have a sign-up sheet at your next fundraisers for potential new members

3. Community Spirit:

- **Local Partnerships:** Engage local businesses for sponsorships to strengthen community ties



4. Bonding Members to one another

Fundraiser: Fundraisers can be friendship builders: welcome each participant and show them how much fun members are having together, the joy of serving together and how each member is valued and needed.

“Fun”-raising: When Fundraising becomes fun it draws in both existing and new members who are inspired by the joy, purpose, and friendship they see in action.

Key Success Factors

- **Transparency:** Clearly show where money is going
- **Inclusivity:** Offer various ways to contribute, such as non-monetary donations or volunteering, allowing everyone to participate.
- **Local Partnerships:** Engage local businesses for sponsorships to strengthen community ties.
- **Fundraising Ideas:**
 - **Upcycled Community Fair:** An eco-fair featuring local artisans selling goods made from recycled materials, with booth rentals and entrance fees helping to raise funds
 - **"Ditch Your Car" Week-a-thon:** Participants get pledges per mile walked, biked, or taking public transit to work for one week.
 - **"Plant & Sip" Workshops:** Host a succulent or herb planting workshop with local plant experts, charging a registration fee that includes materials.
 - **Christmas Tree or Holiday Lights Collection:** Charge a fee to pick up trees after the holidays for recycling or composting, utilizing volunteers to foster community interaction.
 - **Community Garden Initiative:** Turn vacant public land into a community garden, using it to teach about local food systems while selling produce to fund future educational workshops.