

FUNDRAISING IDEAS

Apply for Awards

- Apply for the Circle of Excellence Awards and the President's Award for Chapters. This is a good way to raise money for your chapter, plus get recognition not only in your hometown but also at the National Teaching Institute and Critical Care Exposition (NTI).

Chapter Dues

- Keep the annual chapter dues low; perhaps only \$10 per year.
- Non-member pricing
- Membership drives

Educational Workshops

- **Annual CCRN review.** We now have a reputation for excellent conference speakers and amenities. This conference makes money every year because of the low overhead. (It is held at our hospital which also supports printing, etc.)
- **Certification reviews.** Host certification reviews with popular speakers. We have had very high attendance this past year.
- **Beacon Summit.** We did a Beacon Summit that was ~6 hours long. We charged a nominal fee, but because the overhead was low (support from our hospital for rooms, mailing and printing, plus speakers from the chapter) we made about \$1,000. It did not take much planning but was very successful based on participation.
- **Door prizes.** Offer three or four door prizes per meeting. Door prizes can be nursing-related items such as books, or take-care-of-yourself items, such as lotions, candles, etc.
- **Free attendance.** Offer several members a free one-day attendance at a chapter educational event through a raffle system. For each meeting members attend in the fall, they get their names in a drawing in January for free attendance at an upcoming event. The more meetings a member attends, the more chances he/she has to win.
- **Successful educational symposiums.** We put our main focus of fundraising on planning a successful educational symposium. We are able to make a significant amount of money by looking for ways to cut costs: We obtain local professionals to speak for free; we have pharmaceutical companies or health care systems sponsor the breaks and lunch; we get vendors to provide door prizes, plus pay an exhibit fee. We make several thousand dollars on these symposiums.
- **Go green!** Stop printing handouts at conferences. Put the handouts online.
- **Critical Care Internship Program (CCIP).** The San Diego Chapter established this, and all area hospitals participate and pay the chapter for their staff to attend. CNS's from various hospitals teach the various components.
- **Sponsored topics.** If the speaker topic at a chapter event is trauma, ask the hospital trauma unit to donate money to help put on the program, etc.

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- **Vendor Fairs.** No education for chapter members. Instead, have a Vendor Fair where you “rent” space to vendors, they display their literature/products, and vendors might provide short education topics. You can also attach a “vendor bingo” game to this type of event – have each vendor’s name on the bingo cards, and have the vendors stamp or initial each member’s card as they visit their booth. The members then put their completed bingo cards in a box, and the chapter awards a prize to the winning card.

Fun Stuff

- **Wine/cheese reception with a speaker and CNEs.** Charge a reasonable fee, work with a vendor to cover costs and get a great speaker. Consider having two vendors work together to get a popular speaker/topic.
- **CNE bus trips.** Sponsor a bus trip to an interesting destination (shopping mall, etc.). Then listen to CNE tapes on the way so the participants earn some CNEs. On the way home have social time.
- **Split the Pot** (also known as 50/50 raffle). We used to do a Split the Pot raffle. Members buy a ticket. The raffle winner gets half the money raised and the chapter gets half. (Often the winner donates his/her winnings back to the chapter, but that is not mandatory). *Please note: This type of raffle is allowed if everyone is offered an opportunity to purchase a raffle ticket.*
- **Cookbooks.** Creating a cookbook is a good fundraiser if you have a large population in your area. You can make a lot of money, but it is a lot of work.
- **Fundraising sales.** Sell articles such as candy, calendars, first aid kits and t-shirts.
- **Silent auctions.** Silent auctions work at our annual educational symposium with items donated or bought using donated funds. You can also sell items chapter members have made (woodworking, knitting, all handmade items). Take photos of items to include in a virtual brochure for more participation. Display items in the hospital lobby. Encourages a lot of bidding!
- **Annual pie sale.** The Fairbanks North Star Chapter takes pie orders and asks for a donation that will go toward nursing education. Chapter officers/members bake the pies and bring them to the hospital on the day before Thanksgiving for pick-up. All of the pies go very quickly (within an hour) so no one has to be there long to sell them. The sale has become a tradition, and the chapter has loyal customers who buy pies each year. The chapter makes approximately \$1,000 from this event.
- **Rummage sales.**
- **Chain restaurants.** Some chain restaurants will earmark a percentage of profits for a chapter on a certain day (Sweet Tomatoes, Dunkin Donuts, etc.).

Budgeting

The Greater Kansas City Chapter has been very successful at maintaining a healthy bank balance. While we are an older and larger chapter (we celebrated our 40th anniversary in 2013), I think some of the things we do can be generalized for all chapters.

1. Develop an itemized budget for each fiscal year. This is completed during the last quarter of our fiscal year for implementation at the beginning of the next year; therefore, it would go into effect July 1. We each stick to the budget as we plan events, and no money outside the budget is spent without board approval.
2. As we are developing the budget, we make a decision if we are going to a) spend more money than we bring in, b) remain budget neutral, or c) grow our balance. This guides us in our budget development.

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3. We bring money into the account by offering several educational events throughout the year. We highly publicize them and charge chapter members a small amount, \$20-\$50 depending on the length of the offering. The fee is higher for non-chapter members who belong to AACN and even higher for non-AACN members. We always make money on these by getting speakers who can be sponsored by a vendor or who are willing to donate their time, and we have the event space donated by an area hospital.
4. We have a yearly two-day symposium that draws about 100-125 nurses annually. We have the symposium at an event center. By careful planning, obtaining vendor support and the help of a silent auction, we usually net around \$5,000. That is our prime money-making event.
5. Another vital strategy is our habit of investing in our leaders. We always send a couple of chapter officers to the Leadership Development Workshop at NTI and provide scholarships for them to offset the cost. Investing in our leaders improves leadership ability, rewards active involvement in chapter activities and lets us continually obtain new ideas through networking at NTI. It can be scary at times to see that money flying out of the treasury, but it really does grow the chapter. This year let it be your chapter's *Dare To*.

Cheryl Rader, Membership Chair, Greater Kansas City Chapter & Region 14 Chapter Advisor (2012-2013)