



Fundraising Ideas

General Broads Support and Local Chapter Revenue

Broads support the protection and preservation of wild public lands across the nation. Funding for our nonprofit organization comes from membership, grants, donors, and in kind donations. Fundraising is an excellent way to support Broads national goals as well as your Broadband's projects, events, and grassroots efforts. It can be a fun way to engage your members and community and a fantastic way to create visibility around Great Old Broads. Here are a few creative ideas to guide you in supporting the national office and your local chapter. Please contact the Grassroots Leadership Program with any questions or to share your ideas.

Broadband and Community Garage Sales

This is a really fun spring, summer, and fall activity that creates visibility around your Broadband, helps you connect directly to your community and talk to people about your work, and can be an excellent fundraising event.

Ask your Broadband members to go through their garages, homes, and closets to find items they are ready to get rid of. Pick a date and a location for the sale, and advertise it in your local papers, on flyers, Craigslist, and Facebook. To make this an even bigger event, host a Community Yard Sale with donations to benefit Great Old Broads. Invite anyone in the neighborhood to donate their garage sale items to the event and ask that all of the sales go to the Broads fundraiser. Location suggestions include school parking lots, churches, homes, or perhaps a community center.

Public Film Nights with Panel

Choose a film that connects to your work and find a venue that would work with you to show it. Have \$5 of the charge or all of the proceeds go to Broads. Sometimes venues will even donate drink sales if there is alcohol served there. Consider partnering with another conservation organization if you'd like to up the game and host a high profile film festival. Invite panelists connected to the focus area of the film and have a Q&A following the viewing.

Even easier: Go to your local neighborhood or corporate theatre and discuss Broads with them. Ask them if they'd be interested in partnering with you on a "Local Nonprofit Night." Would they be willing to donate 10% of their sales that evening to the organization? 5%? The only work you put in would be the advertising and perhaps tabling there.

Go Local or Bust!

Often times you'll find a restaurant, bookstore, or outdoor gear store, any business really, in your town that wants to or are willing to give back. Host a Broads night with them! You'll be bringing in business which they'll love and they will donate partial proceeds to Broads. You get to hang out and advertise your work. I've seen towns do this as 10% Tuesdays- each Tuesday of the month, a business or the town itself will take on a nonprofit.



Plan a Broadband Fundraising Event

Tap into the specific talents and interests of your local group. Are they musicians? Host a music event. Quilters? Have a quilt raffle. Do they have specific natural history skills? Offer a guided outing. Your imagination is the limit.

Ask for Donations

Ask members to take turns providing snacks or drinks for various events. Ask for help with gas money for drivers for activities. Ask participants to throw in a few dollars to help with Broadband expenses. If you don't ask, they may not think of it and they can't say yes!

Raising Money for Broads

In addition to fundraising for your local chapter, bringing money to the National Office helps support our grassroots leadership program and advocacy efforts in so many ways! As a Broadband Leader, you can be a valuable contributor to our national fundraising efforts such as:

Wild for Wilderness Online Auction: The Wild for Wilderness Online Auction is Broads biggest fundraiser of the year, raising over \$50,000 each year in the fall. Community members all over the country have the opportunity to bid on auction items donated to the auction over a week's period and the proceeds go to Broads. Host a party to promote the Broads annual online auction! Gather friends and members together in a fun setting with food and drink and share bidding tips and auction items with one another. Talk about what you're winning, suggest great items to others, and have a celebration about your work. The auction is our biggest fundraiser of the year and critical to sustaining our general operating budget.

Amazon Smile and iGive

If you're looking for small ways to promote fundraising for Broads, let people know they can do it with their online purchases! When using Amazon, log in at <http://smile.amazon.com> and select Great Old Broads for Wilderness - every purchase made donates a small portion back to us! For other online shops, ask people to sign up with iGive.com, which will also help them to donate a portion to us. Both are explained in more detail on our website under 'Donate'.

Merchandise Sales

Broads logo gear is a great outreach and marketing tool for the organization and sale of merchandise helps us raise dollars as well. Display samples at meetings and Broadband events and help "sell" merchandise directly or encourage buyers to go to our website to order. For larger events consider "ordering" merchandise to sell from the national office.

Build Membership

Your Broadband members and event participants may not be dues-paying Broads, but they can be! Membership helps us to raise funds, ensures involvement with Broadband communications and allows us to keep in touch with our beautifully printed *Broadsides* newsletter. Additionally, gift memberships can be a wonderful way to recruit new members or recognize hardworking Broads. If somebody is on a tight budget you can let them know about becoming a 'Budget Broad' at any price.

