



# Kiwanis Fundraising Quick Guide

## 1. Choose the Right Fundraiser. Rate each 1–5 to compare options quickly.

- **Mission Fit** — Does it clearly support kids and community?
- **Member Energy** — Will people enjoy doing it?
- **Community Appeal** — Is there a natural audience?
- **Effort vs. Return** — Is it worth the time?
- **Tradition vs. Innovation** — Does it honor history while staying relevant?

## 2. Clarify Your “Why”. Ground your fundraising in purpose—this motivates donors and members.

- Kids or programs we most want to support: \_\_\_\_\_
- If we raised an extra \$5,000, we could: \_\_\_\_\_
- A story that shows our impact: \_\_\_\_\_

## 3. High-Impact Fundraiser Ideas

- **Pancake Breakfast** — High community appeal; moderate effort; strong tradition.
- **Golf Outing** — Strong revenue potential; great for sponsorships.
- **Trivia Night** — Low cost; high fun; easy to repeat.
- **Holiday Market** — Vendor-driven revenue; great visibility.
- **5K/Walk** — Broad appeal; scalable; good partner opportunities.
- **Reverse Raffle** — High return; works well with dinner events.
- **Online Auction** — Flexible; low overhead; easy donor engagement.
- **Restaurant Give-Back Night** — Simple; low effort; good for small clubs.

## 4. Mini Communication Templates

### Event Invite (3 sentences)

“We’re raising funds to support \_\_\_\_\_. Join us for \_\_\_\_\_ on \_\_\_\_\_. Your participation helps us make a bigger impact for kids in our community.”

### Donor Thank-You

“Thank you for supporting \_\_\_\_\_. Your generosity helps us \_\_\_\_\_. We’re grateful for your partnership in serving kids.”

### Sponsorship Ask

“Our club is working to \_\_\_\_\_. We’d love to partner with you as a sponsor for \_\_\_\_\_. Your support directly impacts kids and families in our community.”

**5. Fundraiser Success Checklist. A reusable guide for any event.**

- Clear purpose + revenue goal
- Defined roles (chair, communications, logistics, finance)
- Timeline with milestones
- Marketing plan (social media, partners, schools, members) -leverage the Kiwanis marketing and branding guide.
- Tracking of all financial aspects of the event. (Summary revenue / expenses, ticket sales, sponsorshops, silent auction baskets, etc)
- Day-of operations plan (Emcee, Check in, taking money after auction, etc. Include guest speakers from non-profits that you do service for in the community)
- Thank-yous within 48 hours
- Post-event evaluation + celebration

**6. Grants & Partner Funding**

- Kiwanis Children’s Fund - <https://www.kiwanis.org/who-we-are/kiwanis-childrens-fund-who-we-are/>
- Rocky Mountain District foundation grants - <https://f24.site.kiwanis.org/>
- Local community foundations
- Corporate match programs
- Strong request elements: clear need, measurable impact, simple budget

**7. 90-Day Action Plan. What action will you take now for your next fundraiser?**

Goal	First step	Who	Deadline

**Additional Resources:**

**Kiwanis Silent Auction Planning Guide:**

[www.kiwanis.org/wp-content/uploads/2023/07/silent-auction-1.pdf](http://www.kiwanis.org/wp-content/uploads/2023/07/silent-auction-1.pdf)

**5 Fundraiser Fundamentals (Kiwanis Blog)**

<https://www.kiwanis.org/five-fundraiser-fundamentals/>

**Kiwanis Marketing and Branding guide**

<https://www.kiwanis.org/members/branding-marketing/>

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