

# MARKETING YOUR CHAPTER

TO RAISE FUNDS AND PROMOTE YOUR POSITIVE INFLUENCE

# FUNDRAISING



- There are a number of ways to raise funds for your chapter. The key is to ask!
- Step two is to highlight the work that your chapter is doing for the community. Are you truly a service oriented chapter?
- Know your service organization. Why do you support them? What do they do for the community? Are they trustworthy and a real outreach. Choose wisely who you decide to support.
- Make yourself visual in the community. People who don't know you are less likely to donate.
- Keep your chapter in the forefront of the media. Utilize the press to promote your image.
- Utilize your membership resources. It is not the job of just your marketing VP to bring in donations.

# THE KEY IS TO ASK

- Asking for a donation is the first step. There are several ways to involve area businesses and invite them to support your efforts.
  - Start with a letter. A well written letter will give chapter information, explain goals and needs and show the donor what they will get for their contribution
  - Make donating fun. Create a program that involves more than just someone writing a check. A change drive, a silent auction, donation pin ups.
  - Be ready to return the favor. Offer businesses promotion space on your chapter website, concert programs or make arrangements for your support organization to add the company logo to their site.
  - No one is going to walk into your chapter meeting and just hand you a check. By reaching out to the community your funding will grow.



# HIGHLIGHTING YOUR CHAPTER



- Be sure that your chapter is a community oriented service organization.
- Contact your local food bank support system and bring them on board. Utilize the “We Sing To Feed Them All” program through the district.
- Choose a local high school and offer a scholarship program. These are great opportunities and can be of any dollar amount. Set a goal for one or several scholarships.
- Reach out to other community oriented non-profits and offer your assistance. What are their needs and how can your chapter help?
- Know your business. When did your chapter start? How many members do you have? What is barbershop? Know district and society background information as well.
- Identify yourself as the “\_\_\_\_\_” chapter of the Seneca Land District of the Barbershop Harmony Society”. This shows you are grounded and not a fly by night organization.

# KNOW YOUR SERVICE ORGANIZATION



- Choose the organization(s) that you are going to support
- Why did you choose them? What are they doing for the people in your community?
- What percentage of your contribution is used for community service opposed to administrative funding?
- How will your contribution be utilized? What costs will your funding cover?
- Is the organization willing to promote your sponsors on their website / newsletter / programs?
- What other methods of support can your chapter participate in beyond funding? Are there volunteer opportunities you can become involved with?



# BE VISUAL IN THE COMMUNITY

- People donate to what they know. What are you doing to make your chapter stand out?
  - Plan a quarterly press release to keep yourself in the spotlight
  - Plan an open house. Invite the public to share your rehearsal time
  - Plan a membership drive. Let the community know how they can get involved
  - Plan a concert presentation
  - Know what's happening in your community. Is there an event you can be involved with to do a sing out?
  - Reach out with membership posters. This gets your chapter name out there and can help you grow





# STAYING IN THE LIMELIGHT

- Press releases do wonders. Send out a release every 3 months to let people know what you are doing. Have you made a community donation? Has your chapter grown? Have you elected new officers? Can you welcome new members? Have you adopted a new service organization? All these are great opportunities to talk about your chapter and get your chapter information in the papers. Always remember to conclude with an invitation to visit your rehearsal.
- Are you writing a check? Anytime you are giving a donation you should contact all press and media in the area and ask them to be part of a “check presentation”. Make it a big deal. People make donations to those who are giving back to their community.

# UTILIZE YOUR RESOURCES

- It is not the sole job of your marketing VP to bring in contributions. Ask your membership for help.
  - Do you have members who are business owners?
  - Does your members employer do a gift match program?
  - Do your members utilize social media?
  - Do your members frequent other businesses? Barbers, favorite restaurants, a corner grocer, a bakery?
  - Do your members spouses have any connections in the community?





# JUST THE BEGINNING

**Never be afraid  
to try something new.  
Remember, amateurs built  
the ark.  
Professionals built  
the Titanic.**

Anonymous

- These few steps are the beginning of helping your chapter raise funds. Visit the other resources available through the Seneca Land District website to learn more. Outreach ideas, letters, overcoming objections and other informative resources will be available to you.
- For more direct information or questions on how you can tailor your efforts to meet your specific need you can contact Steve Harrington VP of Fundraising at 318-240-8838 or by email at [steveh.sld@aol.com](mailto:steveh.sld@aol.com).
- REMEMBER ~ If you don't reach out and ask the answer to a donation request will ALWAYS be no.