



Church Fundraising: The Ultimate Guide

from Beginning to End

**The questions you should be asking yourself
when fundraising for church and faith groups.**

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CHAPTER
1

**Church Fundraising:
The Ultimate Guide**



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CHAPTER 1

Church Fundraising: The Ultimate Guide

Welcome

Hello there. Yes you, we know you are reading this. Welcome to Rada Mfg. Co.'s latest installment in fundraising guides, the Ultimate Guide of Fundraising for Churches. You look a little scared but don't worry, after going through this guide you will feel a lot better about fundraising!

Fundraising is not an easy thing to do, so we're here with tips to lead you on the right path! That is what this guide is for, so we'll help you with the nitty-gritty planning details and then your church fundraiser will be that much easier to take care of.

You may be wondering how we can help you. Well here at Rada Mfg. Co. we have been working with various groups and organizations on their fundraising goals since 1948. We've been around the block a few times, and now we are ready to help you out as well. Basically, fundraising is in our blood.

After releasing our [Ultimate Guide to Fundraising](#), we realized that it might be a good idea to write a guide specific to churches and faith-based groups and organizations. A large percentage of the groups we work with fit into this category and when thinking about it, we realized that a church fundraiser can be a very different process than other fundraisers.



What You Will See In Here

We will guide you through the three-part process of fundraising. They are (of course) the basic beginning, middle, and end. Within the these three parts we will break it down even more into questions you should be asking and what you should be planning at each stage. Also since faith-based fundraising can be very different than fundraising with other groups or nonprofits, we have a few tips about how to handle faith-based fundraising versus other types. This guide can help you answer any concerns people may have regarding church fundraising.

To help you out even more we've included a few resources at the end. These include a checklist to make sure you are on track while fundraising, as well as examples of promotional materials you can use to promote and advertise your fundraiser. These examples will be a great place for you to start especially if you aren't familiar with writing materials for advertising.

The Basics

There are **three** steps to take to complete a fundraiser:

- ① **Planning**
- ② **Fundraising**
- ③ **Wrapping Up**



Now within each of these three steps there will be a section called **Ask Yourself**. These are questions that you should have answers to during each stage of your fundraising process. Ask yourself these when you have problems that need solving, such as raising money, building a committee, finding a leader, recruiting fundraiser volunteers, deciding on a fundraiser, creating a plan for future fundraisers, or any other issue that is giving you trouble.

Throughout your fundraising process keep these questions in mind!

Do this and you can stay on track!

The State of Church Fundraising

Since you are looking at this guide, you probably know that churches are in a pretty tough spot right now. Churches in the United States are self-funded and they have a lot to be taking care of! First, they need to take care of basic administrative costs: property maintenance, utilities, and salaries for the various church staff. Then there are other costs such as faith-formation materials and many churches may want a small surplus for any unexpected surprises like a broken heater in January or raccoons in the attic! Also, if you are simply a faith group rather than a church, you probably don't have a lot of funding in general and the fact of the matter is that it is hard to do anything substantial these days without some kind of money. This is where ideas like fundraising start to come into play.

Church donation money usually comes through offerings given weekly during church services. Many churches also use the concept of "tithing," where a person or family gives 10% of their



annual income to the church. This can, of course, depend on the church or organization.

This isn't always enough. Many churches are struggling to keep their head above water, especially in the past few years with the general economic crisis having affected everybody. So sometimes a church needs to be a little more creative.

So the next thing a church can do is a fundraiser. We'll get into what kind of fundraisers you can have later on, but right now we'll focus on the biggest concern many people may have when fundraising within a church or faith-group setting.

Many people might not believe that churches should be a part of fundraising and they should just work with what they have. Others don't like the idea of fundraising because it can take away from local businesses. This is a reasonable concern, but this guide will address these concerns and help you plan a fundraiser that helps your church out while not taking anything away from the local community.

The Number One Must-Have of a Fundraiser

Remember, the most successful fundraisers have a specific goal or vision they are working toward. Church fundraisers aren't any different! With a specific goal in mind, you can do anything you want! (Except, you know, breathe underwater or fly like a bird. That might take a little more than a fundraiser!)

Please, please, PLEASE make sure you have a vision! Why are you fundraising? If it is just to have some extra cash lying in the church savings account, you may want to rethink having a fundraiser at this moment. Have a specific goal in mind. Maybe you have a yearly



fundraiser to raise money for your faith-formation curriculum costs, or perhaps your youth group is going on its annual mission trip? These are specific reasons for which you can tell people **why** you are raising money.

The GOLDEN Rule

Don't be afraid to ask! Do you know why people don't donate money or purchase from a fundraiser? It isn't because they don't want to, but because no one actually asks them! So don't be afraid to ask those around you; you might be surprised at the response you get. Ask for help with the fundraiser, ask people to promote your fundraiser, ask people to buy from the fundraiser, for goodness sakes, even try asking for a free-will donation if people don't want to buy stuff. Just remember.... ask!



CHAPTER 2

Start at the Beginning,
Not in the Middle!



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CHAPTER 2

Start at the Beginning, Not in the Middle!

You wouldn't read a book starting in the middle, so why would you do that with a fundraiser? Doing this could lead to disorganization, confusion, and costing your church more than it gains. It is not yet the time to start actual fundraising yet. Right now all you need to do is plan. This part of the guide is the longest because planning should be the biggest chunk you spend time on. It would be best to spend at least half of the entire fundraising process should be dedicated to planning.

Ask Yourself:

Why are you fundraising?

Does your church need new hymnals or songbooks? Maybe the heater decided to finally go kaput or your youth group is planning a mission trip to give back to others. Have something specific like this in mind when you are planning a fundraiser with your congregation and/or community.

If you have a why, other aspects of fundraising will become a lot easier. People want to know the story. This also means you shouldn't fundraise if it isn't needed. People don't like being bombarded with fundraisers, so don't throw one at them if there is no reason for you to.



Church Fundraising Causes:

- *mission trips*
- *mission projects*
- *church trips*
- *school uniforms*
- *church festivals*
- *new church pews*
- *building fund*
- *fundraising committee*
- *faith building challenge course*
- *funds for church camp*

Church Groups:

- *women's groups*
- *children's groups*
- *youth groups*
- *ladies' aid societies*
- *pastor's aide committees*
- *church choirs*
- *J.O.Y. Circles*
- *food pantries*
- *ushers*
- *church groups*
- *quiz teams*
- *Bible school*
- *Sunday school*
- *Relay for Life*

Who is going to be involved in the fundraiser?

Pick out a leader for the fundraiser. The person in charge of the group doesn't have to head up the entire process. Maybe there is someone who often takes the lead in your church or group. It may even be a good idea to find a group of people to make up a committee that will work together.



Look for people that have these kinds of traits:

- *organizer*
- *active participant*
- *previous experience*
- *good communicator*
- *listener, delegator*
- *flexible*
- *can make quick decisions*
- *people person*
- *multi-tasker*

And the #1 Trait to look for (remember the golden rule!)

Make sure your fundraising leader is someone who is not afraid to ask! Remember, no one can pull off a fundraiser alone, so make sure there is help! Remember the golden rule: sometimes the only thing that needs to be done to get someone to purchase something is to ask them to!

Once you put together a committee figure out who you are going to have be directly involved. For example, if you are raising money to remodel the room for your youth group, consider having the members of the youth group as active participants. When people communicate directly with who the fundraiser is going to help out, they will be much more receptive to purchasing.

What kind of fundraiser are you going to do?

Churches are in a unique position for fundraising, since they are community-based. This means that faith-based groups have great potential for successful, self-made fundraisers.



What is the profit that you will get with your fundraiser?

Thinking about the profit is something few fundraising groups may do, but is one of the most important steps of the process. Whether you are participating in a catalog fundraiser or planning an event it is important to make sure that your final profits will offset your initial investment so that you will be able to reap some rewards from the fundraising. Raising money is what fundraisers are all about, so you need to make sure you will actually make money.

Look below to see how you can calculate a fundraiser profit:

Most fundraising companies use this system to determine fundraising profits:

Product price – **wholesale price** = **fundraising profit**
(minus) (equals)

To determine the percentage your group is getting, use this equation:

Profit / **product price** = **profit percentage**
(divided) (equals)

The same can be applied to a fundraiser and/or event you are putting on yourself. It might look like this:

initial cost of event – **price of product** / **ticket** = **fundraising profit**
(minus) (divided) (equals)

So the percentage your group will earn is:

Profit / **initial cost of event** = **profit percentage**
(divided) (equals)

The higher the percentage you get the more profit you should expect to receive.



Fundraising ideas for your church or faith group

Bazaar A bazaar is a market where a lot of miscellaneous items are sold. Find a bunch of volunteers and host your very own bazaar at the church! Ask each “booth” to pay a fee or have them donate a percentage of their profit that day to the church.

Pump Gas Try contacting a local gas station and see if the management will support your church by letting people from your church pump gas at self-serve gas stations. Ask for donations while doing this.

Lunch/Bake Sale While putting together another event, also make sure there is food! People love food. Have volunteers put together plates of delicious treats or scrumptious meals! Set a price for each of these plates and offer them for purchase. Since you have volunteers making the plates, this can be done at almost no cost!

Yummy Cupcakes Ask for volunteers to bake some cupcakes. Make sure you have people make quite the assortment! Or you can even set up a bar of sorts where people can design their own cupcakes with frosting and sprinkles. This would be a great event to host right after a church service, so make sure there is coffee as well! The more options you have, the more likely people will want more than one!



Cakewalk While hosting another event, have a cakewalk! Ask volunteers to bake fun cakes for people to try to win. Have a participation fee around \$5.00.

Radio Station Speak with someone at the local radio station. You might be able to host a “pay-for-requests night” where people can call in and donate money to listen to a song of their choice.

Online fundraising In recent years, church donations have fallen. Churches that start an online donation process have seen a rise in donations by the under-30 crowd. This could be a good option for your church if there are a lot of younger people that attend!

Sell a catalog or home party fundraiser These kinds of include options like cookie dough, jewelry, TupperWare, Scentsy, candles, Rada Cutlery, and more. These fundraisers usually have everything easily organized and planned for your group. All you need to do is get the specific materials for the fundraiser, sell the product, and pass the product out when you receive it. This may be a great option if you are uncomfortable with a fundraiser that involves a lot of planning and organizing.

Auction of Promises Find people at your church or group who have special interests or abilities. Then plan an event where these can talents be “auctioned” off! These skills could be really useful for other people in your group.

Christmas Carols Nothing gets people into the Christmas spirit quicker than hearing the sound of people singing Christmas Carols. Have a container where donations for the music can be placed.

Barbecue Organize a barbecue for family and friends or get your social group to organize one. Charge a fee for tickets to the event.

Coffee Morning Do people in your group meet up regularly with friends? Set up a weekly or biweekly coffee at the church! Charge a small fee for the coffee and a breakfast consisting of simple food such as muffins or donuts.

Easter Egg Hunt This is a great event for kids of all ages. Hide little Easter eggs around the area where your group or church meets and charge a small fee for the children. Give a prize for the one with most eggs.

Golf tournament Are there a lot of golf enthusiasts within your group? Speak with a local county club or golf course to see if you can arrange a fun, low-key tournament with a portion of the entry fees going to your church.

Quiz Night Pick a theme and host an entire night around it. It could be a holiday theme or an event based on Biblical stories. Invite teams to come and compete.



Raffle A high-level or low-level raffle – you decide. Then charge per ticket. Note: make sure you check in to local state laws about raffles. Some states charge certain tax or fees. Make sure the tax expense wouldn't cancel out any kind of profit the raffle would make for you!

Silent Auction Include this as part of a dinner dance or another event. Select the item to be auctioned and put out a piece of paper with details of the prize, asking people to give their name, contact details and proposed bid. The highest bid of the evening wins. People will keep coming back to check on bidding and to up their offer if they really want it.

Talent Competition Have your youth group or Sunday school classes put on a show and advertise for local talent to perform. Sell tickets and offer prizes for contestants.

World Food Day Does your church or community hold a variety of cultures from all around the world? Host a World Food Party at your church with samplings of cuisine from all around the world, charging for each ticket.



Child care for date night Hold one of these nights on weekly basis, if possible. Have some of the youth in your group or church provide daycare for couples so they can have a fun date night! The kids can be dropped off at wherever your group meets and be watched from dinner through the night. Have a suggested donation or have people donate as much as they think is right. If your group can't do this on a regular basis, think about offering this around Valentine's Day and Christmastime. This is a great on-going fundraiser.

Chili Cook-off Have some volunteers whip up some delicious chili and soups and let attendees vote on their favorite! This is an event where you can charge an entry fee or have freewill donations. Make sure to have a prize for the winner!

Cutest baby picture Have some member of the group bring a baby picture and set a jar next to it. You can have people vote for who they think is the cutest baby by placing change in a jar. After a week or so, see who has the most votes!

Fill the Film! See if you can find any of the old film canisters for cameras. They may be located at thrift stores or you can ask someone at your church. Ask the congregation to fill canisters they have at home with quarters and bring them to church.

Flower Sale Sell flowers during a special holiday like Christmas, Valentine’s Day, Easter, and other major holidays.

Gingerbread house auction Have volunteers spend an evening making gingerbread houses to be auctioned off on Sunday.

Holiday gift wrapping Offer to wrap presents for people in the congregation around the holidays for a fee.

Kidnap the Pastor Make sure you get permission first, of course! Plan a Sunday in which the pastor will be “kidnapped.” This means they won’t be able to give the sermon until a specific amount of money is raised by the congregation.

Lost treasure Ask people to go “treasure hunting” at their house. They can search all over their house for spare change lying around. Ask them to donate that to your group.

Map your way This is a great fundraiser for a group that is planning some sort of trip, most likely a mission trip. See how many miles it is from your location to where your group is traveling to. Ask members to sponsor a number of the trip’s miles. You can even charge only a dollar or so per mile, because it is likely your donations could add up!



Flocking A pink flamingo lawn ornament travels from lawn to lawn of church members. People pay a certain fee to have the youth group place a plastic, pink flamingo in someone else in the congregation's yard. There should be a phone number to call to have the flamingo removed (for a price, of course) somewhere on the flamingo. If someone does not wish to have the flamingo travel to his, her lawn, that person may purchase "flamingo insurance."

Toilet Attack! Similar to the pink flamingo fundraiser but with a toilet! Find a toilet and let the youth decorate it. Cover it with colorful duct tape, bumper stickers, or paint.

The 500 Dollar Wheelbarrow Fun fact: a big wheelbarrow can hold **AT LEAST** 50,000 pennies? That amounts to \$500! Ask members in your group or congregation if any of them have a wheelbarrow that could be borrowed. Use a sign to explain what the wheelbarrow is for.

5k Host a 5k for the runners/walkers in the church. Set up a fee for each runner. This can become a daylong event if you want. Plan other events and pair this with other fundraisers in the list.

Rent-a-Youth Auction Do the youth at your congregation have some unique skills? Or maybe they are really good helpers? Auction off your youth to members of the congregation for whatever timeframe you designate. This will allow members of your congregation or faith group to get some help, but also the youth can raise some money for an event like a mission trip as well! This works great if you pair it with a dinner or something similar. Make it fun!

Car Wash Members of the church can pledge a donation per each car that volunteers wash. Then they can wash cars at a designated location for free! So if a sponsored volunteer washes 45 cars and someone pledged to donate \$2.00 for each car, the volunteer would receive \$90.00.

Envelopes Take 100 envelopes (or as many as you want) and number them 1 to 100 (or however many envelopes you have). Someone takes an envelope with a number on it. That number is how much they donate.

REMEMBER

Any of these fundraisers can really be paired together. You can put a couple together to have a fun fair, or bazaar. Just don't combine too many of these. That may overwhelm your audience and scare them away from helping.

Anything can also be paired with a Monetary donation

Some people want to just be able to donate money. A creative way to do this is have a week for donations. Each day of the week have a different ways to donate money. For example have a family count how many shoes they have in their house and for each pair they donate a dollar.

How should you advertise the fundraiser?

There are a lot of different ways to advertise your fundraiser you are putting on:

- *Press release*
- *Radio ad*
- *Advertising*
- *Posters/flyers*
- *Social media*
(Facebook, Twitter, Google+, LinkedIn, Instagram, Pinterest, Snap Chat, Tumblr)
- *Email promotion*
- *Mail*
- *City newsletter*
- *Promotion on your own website*

Check out the end of this guide to some writing and design examples of these advertising and promotion methods.

If you are still looking for more tips and information about fundraiser promotion methods after looking through this, check out our [Ultimate Guide](#). It has even more ideas for promoting your fundraiser.

Have you set up KPIs (key performance indicators)?

First of all, you may be asking what KPIs are. Well they are Key Performance Indicators, and they help you decide if you are accomplishing your goals. If one of your goals is to raise \$1500 in the next 3 months, the KPI for that could be to plan a large fundraising event and advertise in towns within a 30 mile radius.



It may also be a good idea to create a timeline and checklist for these goals and KPIs. Check in with the people helping out with fundraisers on a regular basis. Is everything working the way you want it to? Make sure you are staying on track!

On track = less stress

Less stress = happy leader!

Where are you going to fundraise?

Since this is a fundraiser for your church, if you are planning an event it will probably be taking place at the building where you meet or worship. That is the obvious answer. However, if you are selling specific things, like through a catalog, where else can you go? Should you tell the congregation to take these to their work and school? That could be a good idea, but tell people to check with these locations and make sure it is okay to bring outside fundraisers in.

When is the fundraiser?

This should be where you start. If you want to have a big festival-style fundraiser to celebrate the Fourth of July, don't wait until halfway through June to start planning! That will not work out well at all. In all actuality, you should start planning months before the fundraiser starts, so that you can make sure that all your eggs are in a row.





Checklist

- Is your church ready for a fundraiser? Do you have something specific you are raising funds for?
- Have you decided when the fundraiser will be?
- Have you picked a fundraiser?
- What will be your fundraising profit?
- Is it high enough that you will raise a good profit?
- Did you decide on a few important KPIs?
- Are these KPIs ones you will actually be able to reach?

CHAPTER
3

Time to Fundraise!



3

CHAPTER 3 Time to Fundraise!

Now that you have finished planning everything, it is time to get rolling. This part of the process should last anywhere from a couple of hours to a couple of weeks, of course depending on what type of fundraising you picked. Never have fundraisers last more than three weeks, people will forget about them, get annoyed, and a million other things.

Having a shorter deadline creates more urgency, so this will be the shortest part of your fundraising process. This means that when people know that there isn't a lot of time to participate in your fundraiser, they will want to be involved.

Ask Yourself:

Do your volunteers know what their responsibilities are?

Now that the fundraiser is in full swing, check in with the people that have volunteered to help out. Were their instructions clear? Do they actually know what they need to be doing? If you are participating in an ongoing fundraiser, speak with them and make sure they are keeping momentum up.



Who are you talking to about your fundraiser?

Now that the fundraiser is in full swing, who are you telling about it? If your fundraiser is a kind of event, it may be a good idea to find volunteers that can be places to promote it the day of the event. You can also continue the promotion of an event-based fundraiser by making sure there are still advertisements about the event around the area.

Also, faith-oriented catalog-style fundraising often works the best if you talk with people you know personally. Many people aren't really the biggest fans of being solicited by strangers. As a good rule, if it is something you wouldn't appreciate, maybe don't do it.

What are you doing to continue to promote your fundraiser?

Promotion doesn't end when the fundraiser starts! Make sure there are signs posted around town, keep advertising going on the radio, or keep working on the plan you made. Make announcement when you have church services or get together as a group. Always keep the momentum going.

Remember, there is a group of advertising examples in the back of the guide!



How is your fundraising going?

While the fundraiser is going make sure everything is on track. Are your goals and KPIs being met? Get your fund raisers meeting those goals. Keep in touch with them during the fundraiser and keep them inspired.

Checklist

- Do you have advertising for your fundraiser?
- Are you continuing to advertise if your fundraiser takes place over a few weeks?
- Is the fundraising going well?
- Does each person volunteering know what they are doing?
- Are you getting the word out to all possible audiences/customers?



CHAPTER
4

The Final Wrap Up



4

CHAPTER 4

The Final Wrap Up

Time to Wrap Everything Up

The actual fund raising should now be over but you aren't quite done yet! Now it is time to finish the fundraiser up. This may include cleaning, handing ordered products out to people, thanking people for their help or support, and seeing if everything was as successful as your church or faith group was hoping for.

The more reflection you make now, the less you have to prepare for when you do your next fundraiser.

Ask Yourself:

Who do you need pass out items to?

This question is important ONLY if you did a fundraiser where someone ordered something and now needs to be passed out. This should be done in a timely manner, because if you take 5 months to pass something out for a two-week fundraiser, your supporters are simply going to be annoyed at you.

Who do you need to thank?

They say it takes a village to raise a child. The same MAY be true for fundraisers as well! Well, at least somewhat. Remember, you didn't accomplish this all alone, so give the people that helped you out some appreciation. This doesn't have to be anything intricate; a simple thank-you card or even a phone call will be great.



Where did things go right? Where did things go wrong? How successful was your fundraiser? Did you meet your KPIs?

Get together with everyone that volunteered their help for the fundraiser. It is now time to reflect from the beginning ALL the way to the end. Make a list of what worked and what didn't. This will help you down the road.

Now also check to see if your fundraiser made the goals and KPIs you set during the planning stage. If so, pat yourself on the back my friend! If not ask yourself and the group why? Maybe you didn't set realistic goals. That's okay.

Was your profit what you expected it to be?

If you planned ahead to see what kind of profit you should make, now it is time to see if you were accurate in your estimate. Hopefully you made what you were expecting to. If not now it is time to see where your calculations went wrong and plan for that in the next fundraiser.

If you didn't plan for what profit you might make, it may now be a good idea to figure out what your profit was and then set up a plan to estimate your profit before you start your next fundraiser.



What can you do differently next time? How can you help the future fund raisers of your church/group?

After you figure out the question above, create a document of sorts to figure out how to fix what didn't work out so great. This may take some trial and error. You might not have a "perfect" fundraiser until you've done QUITE a few. Even then, you may never reach the perfect fundraiser. That is okay, though! What matters is that you are reflecting on the fundraiser and deciding what can be done to make it MORE successful, get a higher ROI and meet all your KPIs.

This may sound pretty similar to the above, and it definitely is, but it can be a good idea to have something documenting what went **right this time**, and then having another where you document what to **fix for next time**. This is where you could write down what your old goals were and maybe tips for making them more realistic if it was really hard for your group to meet your initial fundraising goals.

Compile EVERYTHING you did. The more you record now, there will be less planning for future fundraisers. How great does that sound?

Soon enough, fundraising for you will be like a well-oiled machine, with everything going exactly as planned ALL the time. So keep those records, my friend!



Checklist

- Were all of your KPIs met?
- Was your profit what you expected it to be?
- Did you make a list of what went poor and also what went well?
- Did you thank all of your volunteers, and maybe the participants as well?
- If you ran a catalog-style fundraiser, have all the people received their items?
- Have you compiled a document of tips for future fundraisers?



CHAPTER
5

How Does Rada Fit
Into All Of This?



5

CHAPTER 5

How Does Rada Fit Into All Of This?

We did say we would get to the part where we talked about how we can help you out. Well, here it is! Rada Mfg. Co. offers a fundraising program with a history of success since 1948. Last year alone, we helped over 18,000 fundraising groups raise money for their causes. These groups made a 40% profit from their sales of Rada Cutlery and other kitchen products.

We are also proud to say that our products are all 100% American made. So we might not be the neighbor next door, but we can say that everything we have is from the USA.

The best thing is, we have a lot to offer to you. Rada Cutlery offers cutlery, utensils, gift sets, stoneware, cookbooks, and delicious food Quick Mixes. These are products anyone can use and enjoy. The products are practical, but also make great gifts. They make sense at any time of the year. Plus, all of our products have a reputation of quality. The fact of the matter is that people like our stuff.

If you're interested in fundraising with Rada, keep reading to find out more about how the program works. If not, just skip this part! At the end of this guide are those handy-dandy checklists and examples we told you about in the intro.



Benefits of selling Rada

Don't get too intimidated by this list, it is just that there happens to be a lot of benefits of fundraising with us! Remember, we've been doing this since 1948, so we really do know what we are doing.

- ✔ All of our products are 100 percent USA-made.
- ✔ We care about the environment and use recycled materials.
- ✔ Our customer service is pretty awesome, and they love answering questions! Call us at 1-800-311-9691 if you need anything.
- ✔ Fast delivery – all products ship within 2 working days of receiving your order.
- ✔ You receive a 40% profit from your sales.
- ✔ If you sell over \$1,000 worth of products, we'll sort and package your orders for you- there is no need to do that yourself, so that means even less stress put on you!
- ✔ Rada Cutlery is made from surgical-grade stainless steel. We believe in long-lasting high quality.
- ✔ Rada products are a great value, which makes them easy to sell.
- ✔ We offer an online fundraising option, which is perfect for distant friends and family.

- ✔ When you work with Rada, you're working directly with the manufacturer, so there is no middle-man to bump up the prices.
- ✔ Kitchen products are extremely useful and practical and make busy lives easier.
- ✔ These products are perfect for parents.

Promotional materials we offer

Rada also has a huge selection of promotional materials you can order to help make your fundraiser a success. Whether you're selling from stock at a school or church function or just handing our catalogs to friends and family, these materials can help. Rada offers posters, table runners, display boxes, t-shirts, a CD of product images and much more.

Find the promotional materials you need on the Rada Cutlery web site.
www.radacutlery.com/fundraising/selling#materials

Successful Rada Cutlery Fundraising Comments

"We have sold Rada before for our church and want to have another fundraiser. Your products are great! Thanks."

– Stacey, Bethel Baptist Church Colfax



"We have used this the last couple of years and been very pleased with the quality and how quickly you ship your orders. Thanks."

– Elizabeth, Mars Hill Bull Creek Baptist Church



“We love Rada knives, think others would too. We are trying to raise money for our children’s group at our church.”

**– Diane, Shine Your Light
Poplar Creek Baptist Church**



“I have loved RADA for years, my Mother used to buy it from the Lady’s Aide at our church. Love the sharp thin blades, and really like the Bread Knife.”

– Delores, Hillsboro, WI



“We have 38 in our choir and would like to order some new music. I have been involved in your Rada knife sales for many years and we have always been successful. I look forward to this sale also.”

– Kathy, Trinity Baptist Church



“I helped with a fundraiser using your products a few years ago with another church I was attending. My experience was wonderful and I wanted to use your organization again. I not only sold your product but it is all I use in my home. Thanks!!”

– Kim, Princeton Higher Ground Church



“We have sold your products for several years now and have many returning customers. Everyone appreciates the high quality and the reasonable prices. Our church is very grateful!”

– Donita, Brodhead UCC Women’s Guild



“I bought from my niece about 10 years. Great product for the price. So much better than all the candy and wrapping paper. We have 20 kids going on a mission trip that need to raise funds. I like that this gets them involved but sells easily. Thanks!”

– Jan, McDonald Road SDA Youth Mission Group

“I headed up a Rada fund raiser at my church a few years ago. Everyone loved the products...it was a great success!”

– Rae, Monticello Tri Kappa



“I have used your knives for many years and live their reputation. We are looking for an upstanding product to sell as fundraiser for missions. Thanks.”

– Lynn, Elizabeth Chapel UMC Youth Group



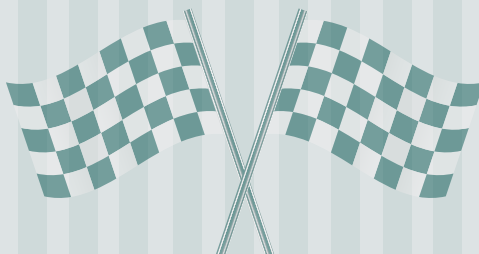
“This is our best fundraising project. Thanks for making it so easy for us.”

– April, Mercer United Methodist Church



CHAPTER
6

Conclusion



6

CHAPTER 6 Conclusion

Look at this, you have made it through the entire guide. Congratulations! Now that you have done that, it is time for you to go out and get started. Remember, start with the planning. All good fundraising starts with a lot of planning first. It may seem like slow-going at first, but you will be glad that you did that rather than hitting a few bumps in the road later on.

If you'd like to fundraise with Rada, please visit www.radacutlery.com/ssl/request-catalog to request a catalog.

Check out www.radacutlery.com/fundraising to learn more about the program or call us at 1-800-311-9691 for help with your fundraiser at any time.

Now go out and do! You've got this, we believe in you. Good luck!



CHAPTER
7

Final Checklist



7

CHAPTER 7 **Final Checklist**

Now that you have reached the end, we have laid out a checklist for you and your fundraising group. This is a list of what you should make sure you have completed during all three parts of the fundraising process. The checklist is located on the next page. Print it out and let this be your guide throughout your fundraiser!

This checklist is a great way to help you build up a time line for a fundraiser.





Start at the Beginning, Not in the Middle!

- Is your church ready for a fundraiser? Do you have something specific you are raising funds for?
- Have you decided when the fundraiser will be?
- Have you picked a fundraiser?
- What will be your fundraising profit?
- Is it high enough that you will raise a good profit?
- Did you decide on a few important KPIs?
- Are these KPIs ones you will actually be able to reach?



Time to Fundraise!

- Do you have advertising for your fundraiser?
- Are you continuing to advertise if your fundraiser takes place over a few weeks?
- Is the fundraising going well?
- Does each person volunteering know what they are doing?
- Are you getting the word out to all possible audiences/customers?



The Final Wrap Up

- Were all of your KPIs met?
- Was your profit what you expected it to be?
- Did you make a list of what went poor and also what went well?
- Did you thank all of your volunteers, and maybe the participants as well?
- If you ran a catalog-style fundraiser, have all the people received their items?
- Have you compiled a document of tips for future fundraisers?

CHAPTER
8

Promotion Examples



8

CHAPTER 8

Promotion Examples

Welcome to the fun part of the guide! The next few pages hold examples of advertising resources your church and/or faith group can use while promoting your fundraiser.

Before deciding on how to promote your fundraiser, think about what the best way would be to advertise it. Depending on where your church is and how large your organization is, different advertising will work for you. The smaller and more community-based you are a part of, the more personal you can make the advertising.

Brainstorm advertising ideas with your fundraising committee. You and your committee understand your community better than you think you might. Ask yourselves: How do you respond to advertising? What kind of advertising sticks out the most for you? When you figure this out you may figure out the best way to advertise for your church or faith-based organization.



Flyer

A flyer is a versatile promotional option. You can hang them up as posters at the church or in your local neighborhood, hand them out to church goers, and more.



Use a large attention grabbing headline that says something about a fundraiser.

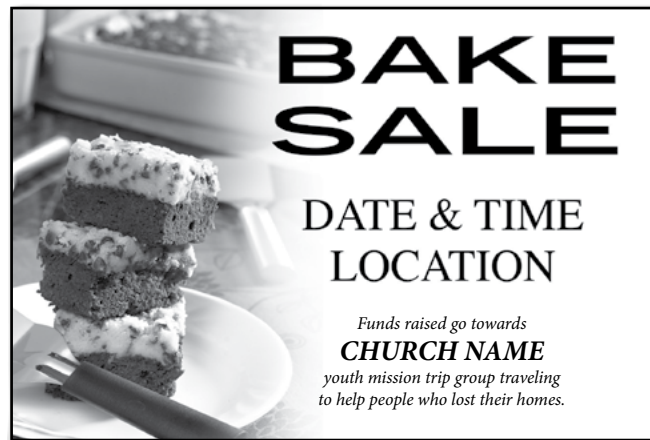
Make sure to include contact information and provide where the fundraiser is, who is running it, when it is happening, and other details you want your audience to know about.

Visuals help a lot to get your flyer noticed before someone else's does.



Newspaper Ad

A newspaper ad is a really great idea if you are fundraising in a smaller, local community.



You will have to check in with your local newspaper to see how much it will cost to advertise your fundraiser. So depending on costs you'll have to decide if you want a design ad like we have displayed below, or if you just want to have a couple lines of text that describe your event.

Remember to include contact information and provide where the fundraiser is, who is running it, and when it is happening!



Radio Ad

Much like a newspaper ad, a radio ad is great for local radio stations that reach a large audience in your local community. The most attention-grabbing radio ad is only about 10 or 15 seconds long. This is because listeners can't replay the message on the radio, so it needs to be short and concise enough that they will remember the message.

Also, remember with a radio ad you will need to budget for the cost of the ad. Speak with your local radio station to find out how much it will cost.

Below we have an example of text you can use to build your own radio ad. Include your own details for your specific fundraiser and make sure people know the who, what, where, and when of your fundraiser! The example below would be about a 15-second ad.

Example:

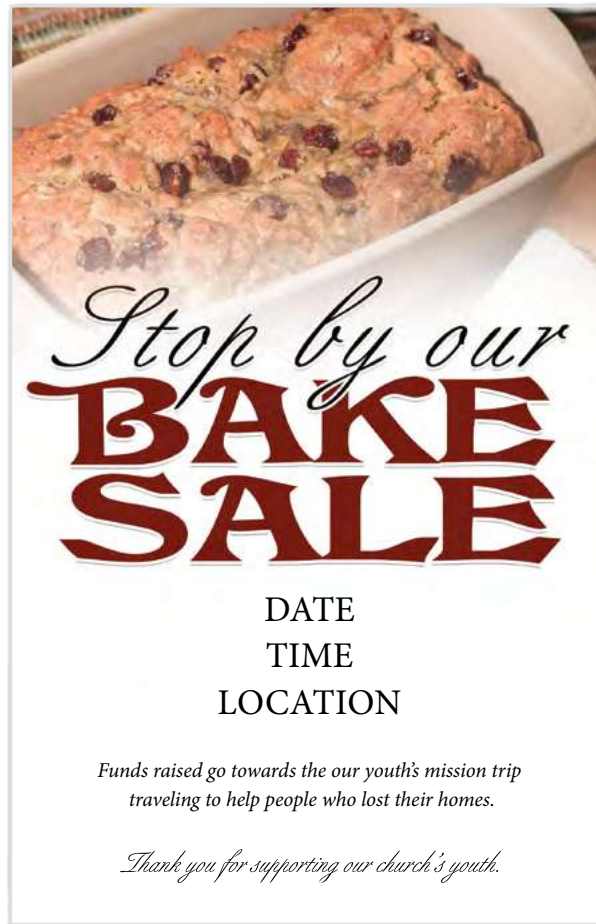
***THE FIRST LUTHERAN CHURCH OF SMALLTOWN, USA IS
HOSTING A SOUP AND PIE SUPPER ON WEDNESDAY, JUNE 8TH
AT SEVEN P.M. AT THE CHURCH ON SIXTH STREET. THEY HOPE TO
SEE ALL COMMUNITY MEMBERS THERE TO EAT SOME DELICIOUS
FOOD. THEY WILL BE ACCEPTING FREE-WILL DONATIONS.***



Bulletin Insert

As a church or faith organization this way of advertising can be your secret weapon. Bulletin inserts are unique to churchgoers and anybody that attends your church on a regular basis will definitely see this form of advertising.

Check out a text example for a bulletin insert below:



Bulletin inserts ads are great for churches and faith-based groups because you will probably be adding them in to the insert you already distribute weekly. This means there will be less added cost because you won't be paying to place the ad in there.

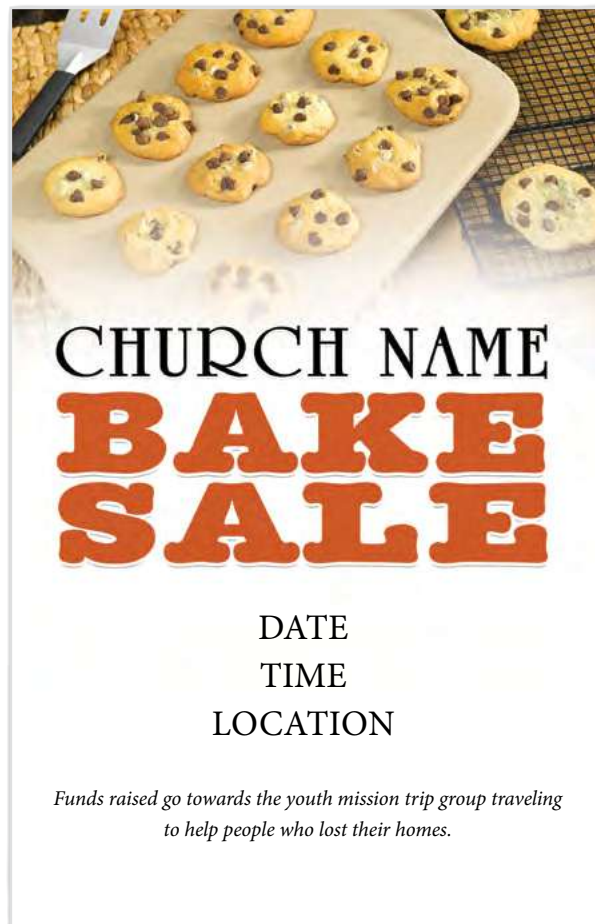
Include the who, what, where, and when of your fundraiser in the ad and it will allow many people to know what you are doing with your fundraiser!



Newsletter Insert

If you want to reach a wider audience than just your weekly churchgoers, a newsletter insert is a good idea as well. This will allow you to reach out to everyone in your congregation and/or faith-group. Your newsletter insert may end up looking just like the bulletin insert so there will be even less preparation.

Check out a text example for a newsletter insert below:



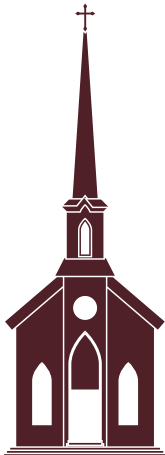
Your newsletter may work in quite the same way as your bulletin, but as we said above, this may reach a wider audience than your weekly churchgoers.

Include the who, what, where, and when of your fundraiser in the ad and it will allow many people to know what you are doing with your fundraiser!



Press Release

A press release is great for when you want newspapers to cover your fundraiser without having an ad in the paper. This is especially great if your fundraiser involves an event since it will allow a lot of people to read about it.



**CHURCH
NAME**

Address
Phone
Fax
e-mail

News Release
FOR IMMEDIATE RELEASE
Date

FOR MORE INFORMATION:
name of fundraiser leader
title
e-mail
phone number (optional)

Church to Have a Fundraising Event

WAVERLY, Iowa. --- The local church will be hosting a fundraising bake sale this weekend at [time] and [place]. They invite everyone from the community to come to the church and check out what kind of goodies they will be selling. The church is hoping to raise \$1000 for the youth mission trip group traveling to help people who lost their homes.

“We are really excited to be serving some delicious baked treats at our event.” said the fundraising leader.

The church has a bake sale like this twice a year.

###

WWW.CHURCHNAME.COM



A press release is easy to write, it just happens to have a strict format to it. We've included an example below so you will know how to write up your own.

The body of your press release should be set up like this: (add location here) - The body of your press release should be a description of the fundraiser, with the most important information first. This means including the who, what, where and when of your event. Remember to add a quote from one of your fundraiser leaders in the information. Readers like to hear what the event is all about. Also, keep the press release to only one page in length and double space the paragraphs.

Remember, besides these examples there are many other ways you can promote your fundraiser. Word of mouth is always a great idea, especially within the community of a church and/or faith group. In tightknit communities, that form of spreading information might work better than a lot of other options. Check out the list below to see some other promotional examples.

Other options:

- *phone calls (cold-calling or otherwise)*
- *handwritten letters*
- *social media campaign*



Thank You

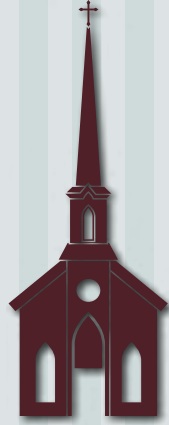
Thanks for taking this ride with us! We hope this guide to church and faith-based organization fundraising is helpful for you and we look forward to working with you more in the future.

Also, check out radacutlery.com/fundraising to learn more!

Still have questions after that?

For more information contact us at: CustomerService@RadaMfg.com or toll free at 1-800-311-9691.





Church Fundraising: The Ultimate Guide *from Beginning to End*

Rada Cutlery has been working with fundraising groups since 1948. Each year, we help over 18,000 clubs, organizations, schools, churches, teams, and civic groups make a 40% fundraising profit.

To learn more about our fundraising program, visit www.radacutlery.com/fundraising.

