



FUNDRAISING PACKET

Guidelines for Planning your Clothed by Faith Fundraiser

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802 Dominion Drive, Suite 100 | Katy, Texas 77450 | Phone 281.676.8837

ClothedByFaith.org



Clothed By Faith

Fundraising Packet

Clothed by Faith is incredibly grateful to you for your commitment to our cause and desire to help us in our mission to provide gently used clothing to the underserved in our local community. Whether your fundraising goals are big or small we sincerely appreciate your support. Any fundraiser, no matter how small, is valuable and worthwhile. Enclosed you will find information to help you fundraise for our organization. This packet includes:

- Information about Clothed by Faith
- Fundraising Strategy (to help you reach your goal)
- Fundraising Ideas (list of fundraisers and tips to make them successful)
- Fundraising letter template (to solicit support from friends and family)
- Corporate matching gift processes and payroll deduction information
- Sample Fundraiser Sponsorship form.

We hope that you have fun while you fundraise! If you have any questions, please do not hesitate to contact us at info@clothedbyfaith.org. We are here to help you!



About Us

Clothed by Faith is a 501(c)3 non-profit organization whose mission is to demonstrate God's love by the provision of gently used clothing to those in need. This is who we are in the words of our Founder, Abi Fourie:

"I founded Clothed by Faith (CBF) with a simple purpose – to show god's love by providing clothing to children at risk and living in poverty.

In July 2013 I felt led by the Lord to reach out to people struggling with poverty right here in Katy, Texas. It was hard to believe that even in affluent areas, poverty existed. After some research, it was a shock to discover how big an issue poverty is right here on my own doorstep.

At CBF our mission is to seek out those who need us most and provide them with new or gently used clothing. We do this through responding to individual requests and by partnering with other charitable organizations.

Most of the clothes we give away are gently used, having been donated by the public but undergarments and socks are always supplied new. We need your help to sustain what we have started and to reach out and help those that desperately need support. Thank you for helping us."



Abi Fourie



1. Learn about Clothed by Faith

Understand who we are, where we are located, who we serve and what our ministry is all about. What kind of clothing do we need at the time of your fundraiser? Can you help us with this need either through raising money or organizing a clothing drive or both? Please take the time to visit our website and find out the answers to these questions and please take the time to call us so we can help guide you through the process and let you know what our greatest needs are at the present time.

2. Assemble your Team

For certain kinds of fundraisers, it is helpful to put some thought into building a team that has a blend of relevant and diverse skills and even useful connections. In order to achieve this, you might need to spread the net wide by considering everyone you know, including your friends, family, colleagues, neighbors, and anyone else you feel comfortable reaching out to be on the team. Choose a team captain to keep the team on task and to help create your fundraising plan and implementation strategy.

3. Plan your Fundraiser

Large scale fundraisers can be time-consuming and expensive, and it is important to take this into consideration when planning your event. Careful planning helps to identify what some of these challenges are and manage them in such a way as to optimize the success of your fundraiser. Suggestions for your *Fundraising Plan* are provided in the next section.

4. CBF Fundraiser FYI's

Clothing Drives

- *New* socks & underwear, new sleepwear and shoes make great clothing drives
- Please contact us for “How To” guidelines as well as a list of what we need most

Monetary Donations

- \$25 clothes an individual for a week; \$100 clothes a family of four for a week
- Debit or Credit card donation payments can be made on www.clothedbyfaith.org
- Checks should be made payable to “Clothed by Faith”
- We appreciate gift cards from any clothing or shoes retailer. For example, Walmart, Walmart, Kohls, etc.
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Fundraising Plan



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When organizing a **large or complex fundraiser** such as a gala, sporting event or holiday market, it is helpful to consider the following aspects of the overall fundraising plan. These are suggested topics only and are by no means an exhaustive or mandatory list.

When organizing a **simple fundraiser** that does not involve managing large numbers of guests, participants, third party vendors and public spaces it is not necessary to create a detailed plan. However, it is still a good idea to give thought to some aspects such as your fundraising goal, target audience, how you will publicize the event and how it will be set up on the day.

Fundraising Goal: Set a fundraising goal taking into account input from the event committee and organization staff and make sure everything in the plan is geared towards meeting this objective. The fundraising goal is the net amount raised after expenses have been paid

Budget: A complete budget should be created listing all expenses such as staff, invitations, social media and other social media, space rental, catering, entertainment, transportation, security, utilities, insurance and other outgoings specific to your event. Provision should be made for unforeseen expenses (contingency)

Leadership and Sponsorship: The leadership team is a host committee generally comprising business leaders, team leaders, key donors and even local celebrities. These people are responsible for contributing time and effort to the event and encouraging others to do the same. Sponsors often provide a significant income and will use your fundraising event to publicize their organization and its charitable interest.

Target Audience: Determine your target audience – is this a fundraiser to which the general public is invited or is it geared towards a specific group of businesspeople, parents, professionals or employees? Tailor your promotional activity accordingly.

Timetable and Event Setup: Build a documented project plan as well as a timeline of events leading up to and on the day itself. The plan should divide up the areas of responsibility and allocate ownership of each to a specified individual. Due dates for deliverables should be clearly defined and progress tracked at regular meetings. Resources for the day of the event need to be identified and volunteers assigned clear tasks. Where will your fundraiser take place, will food be served, will there be entertainment, what attire is required (if any), who will take care of clean-up afterwards?

Publicity: Convince your supporters that your fundraiser is worthy of their time and attention and keep reminding them at various points leading up to the day of the event. There are numerous channels of available communication: email, website, social media, mailed invitations, phone banks, local media outlets

Sales: Establish a procedure for selling tickets (if it is a ticketed event) and accepting donations. Provide more than one way in which supporters can make a donation and define donation levels and any associated perks



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Dry Run: For large, complex events such as sports events and holiday markets where people need to understand the flow of activity and the layout of the fundraiser on the day, a practice run-through is helpful

Thanks: It is very important to acknowledge and thank your donors, sponsor, vendors, contributors and volunteers. Not only is this courteous but it will motivate them to take part in any future fundraisers you may organize



Simple Fundraising Ideas

1. **Baby and/or Kids Resale** – host a baby and kids’ clothing resale
2. **Bingo** - get prizes donated and charge an entrance fee for a night of bingo
3. **Party** – get entertainment and food donated and charge a ticket fee for each guest
4. **Spelling Bee** – hold a spellathon with contestants collecting donations for the number of words spelled correctly. Top winners receive donated prizes
5. **Smoothie Stand** – variation on a theme of lemonade stand
6. **Strike Gold** – ask participants to donate old gold jewelry and convert it to cash
7. **50/50 Raffle** – sell raffle tickets and offer half of the proceeds as prizes
8. **Buy a Meal** – volunteers donate homemade meals to sell
9. **Karaoke** – participants raise pledges to lip-sync and charge entry
10. **Car Wash** – groups wash cars in a high traffic location for donations
11. **Gift Wrap** – offer gift wrap services for a donation
12. **Egg Hunt** – provide egg hunt using egg donations for a fee
13. **Bake Sale** – bake or collect donated baked goods and sell at a large event
14. **Bracelets** – sell silicone bracelets to promote Clothed by Faith
15. **Scratch Cards** – donors receive a sheet of coupons for a small donation
16. **Flamingos** – receive donations to deliver fake flamingos to a person’s yard
17. **Text it** – use a service that allows Clothed by Faith to receive donations by text
18. **Sit-a-thon** – offer babysitting services for a designated evening or two
19. **Coin Collection** – collect change for change? And make it into a competition
20. **Holiday Shop** – collect new and gently used holiday items and resell in gift baskets
21. **Dress Down** – allow workers to dress down for the day by making a donation
22. **Cookbook** – group members offer their best family recipes for a cooker book
23. **T-Shirts** – design and sell t-shirts advertising Clothed by Faith and its cause
24. **Eat for a Cause** – organize a spirit night for Clothed by Faith at a local restaurant
25. **Matching Gift** – ask a corporation or individual to match your donation
26. **Birthday Pledge** – ask for donations to Clothed by Faith in lieu of gifts
27. **Talent Show** – compete for a fee and sell tickets to come and watch
28. **Garage Sale** – ask for donated items to raise money in a garage sale
29. **Sponsored Run** – designate Clothed by Faith as beneficiary for your run
30. **Class Action** – offer tutoring or classes in a skill you have and donate the proceeds



Sample Fundraiser Solicitation Letter



Clothed By Faith

March 24, 2020

Mr John Doe
123 Maple Street
Houston, TX 77493

Re: Fundraiser Event

Dear Mr Doe,

We would like to invite you to join us at the *[insert name of the event]* on *[insert date of event]* at *[insert location of event]* to support Clothed by Faith. Clothed by Faith is a 501(c)3 non-profit organization focused on providing new and gently used clothing to the underserved by partnering with community agents and individual members of the public.

Clothed by Faith comprises two branches – Katy and Deer Park (South East Houston). The mission of both branches is to seek out those in greatest need and provide them with new or gently used clothing. Lack of adequate clothing is widespread and occurs for many reasons that are sometimes overlooked such as a foster family providing for a new intake of children, a teenager in sheltered accommodation or a neighbor who has fallen on hard times unexpectedly.

We need your help to sustain our ministry by helping infants, children and adults alike who rely on us for support. \$25 clothes an individual for 7 days; \$100 a family of four. We are proud of the bags of clothing we delivery to our clients, which provide not only warmth and protection but self-esteem and pride. All proceeds from this event will benefit our clients directly.

We are so grateful for your generous support. If you are unable to attend but would like to contribute please do so by visiting our website www.clothedbyfaith.org and clicking the 'Donate' button or by sending a check to Clothed by Faith, 802 Dominion Drive, Suite 100-300, Katy, Texas 77450. Thank you for investing in our cause.

Your response by *[insert date]* will be appreciated.

Sincerely,

[insert your name]

[insert your title/company]



Corporate Matching Gift Program



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It may be possible to double your support through a corporate matching gift program. Many companies will match their employee's charitable gifts. Sometimes employers will even match a contribution made by a friend to support you in fundraising for an event.

Directions for **Corporate Matching Gift Program**:

1. Contact your HR department and ask if your employer has a matching gift program
2. If so, ask for a matching gift program form to complete (or visit the applicable website) and submit a copy to your employer and to Clothed by Faith. Print a copy for your records.
3. If your company does not have a corporate matching gift program but is interested in making a matching gift, please provide them with the following information:

Clothed by Faith
802 Dominion Drive
Suites 100-300
Katy, TX 77450

The matching gift check will go directly to Clothed by Faith and the donation will be credited to your personal fundraising account.



Automatic Payroll Deductions

For employees who wish to effortlessly donate to a worthy cause, automatic payroll deductions are one of the easiest ways to regularly contribute to a nonprofit organization such as Clothed by Faith. However, companies often limit the type of non-profit their employees can contribute to depending on the industry sector in which the business operates. However, if Clothed by Faith is on your company's list of approved organizations, automatic payroll deductions are a great way to give ongoing, predictable donations.

If you have any questions or your company needs more information please contact us at info@clothedbyfaith.org.

Thank you for considering ways in which to maximize your generous donation.



Sample Fundraiser Sponsorship Form



Clothed By Faith

\$10,000 – Angel Sponsor

- 20 event tickets, 20 raffle tickets, 20 drink tickets
- Recognition at the event
- Company logo/family name prominently displayed on flyers, banner and program
- **7 days of clothing for 100 families**

\$5,000 – Helping Hand Sponsor

- 10 event tickets, 10 raffle tickets, 10 drink tickets
- Recognition at the event
- Company logo/family name prominently displayed on flyers, banner and program
- **7 days of clothing for 50 families**

\$2,500 – Caring Heart Sponsor

- 6 event tickets, 6 raffle tickets, 6 drink tickets
- Recognition at the event
- Company logo/family name prominently displayed on flyers, banner and program
- **7 days of clothing for 25 families**

\$1,000 – Friend Sponsor

- 4 event tickets, 4 raffle tickets, 4 drink tickets
- Recognition at the event
- Company logo/family name prominently displayed on flyers, banner and program
- **7 days of clothing for 10 families**

\$125 – Individual Sponsor

- I would like to purchase _____ (please enter amount) Individual Ticket(s)
- 1 Event Ticket includes a 3-course meal, open bar and live entertainment

Name(s): _____ Signature _____

Address: _____

Sponsorship Level/Donation/Description of Item: _____

Credit Card type: _____ Credit Card #: _____