



WAYS AND MEANS

Leadership Training

January 12, 2019

I) What?!

II) Fundraising

A) The Ask

B) Sustaining Projects

C) Special Events

D) Bounty

III) Brainstorm

IV) Wrap-up



WAYS and MEANS

Definition: methods and resources for accomplishing something and especially for defraying expenses

The Ways and Means Chairperson has the responsibility of raising additional money, in excess of dues, to fund the club's activities. How much money the club raises depends in part on its size and on the activities the club feels it must support.

Regardless of the size of the club, the RWC is not the fundraising arm of the Republican Party. The club's first obligation is to help elect Republicans, support educational programs (e.g. scholarships, veterans, military families), increase membership and encourage the broadest possible participation by members in active political work. Any financial obligation beyond this includes providing the necessary financial help so the club is represented at all local, county, state and national conferences and seminars. It also includes providing the assigned number of delegates at designated conventions.

Fundraising projects fall into two distinct categories:

- **Sustaining projects** are recurring projects/events used to raise money for the club. Examples include: opportunity drawings; jewelry, book and other sales at club meetings; monthly informal meetings or informational sessions with a participant fee.
- **Special events** are intended to raise substantial funds. Maximum participation is desired from other clubs and/or the surrounding community for one-of-a-kind events.

How to Navigate

1. Understand club members' tastes, interests and preferences to ascertain which sustaining projects and special events will have the greatest appeal. Questionnaires at meetings or in the newsletter will elicit ideas and comments. No matter what size or type of event you plan, if your members have little interest in it, you will not make money.
2. Planning in advance is important to assure maximum attendance and participation. When the financial needs of the club have been established by the club's board or budget committee, the Ways and Means Chairperson should present fundraising ideas to the board for approval.
3. Avoid scheduling special events on the same days as other Republican clubs or organizations hold their monthly meetings or events. Also try to avoid scheduling special events on the same days that other clubs within your immediate geographical area hold their monthly meetings.

4. Send members a calendar of events to be held throughout the year so that dates may be reserved. Share the calendar with RWC board and have it published in other clubs' newsletters.
5. Divide and delegate responsibilities for the event with many participants. This will increase the enthusiasm for the event as well as the attendance.
6. Check insurance coverage with the homeowner for events held in private homes.
7. Check with the RWC board about your club's insurance coverage for events, especially if alcoholic beverages will be served.
8. Check with the local police, city council or district attorney if you have any question about legal issues regarding the event. This is important where games of skill or chance are involved, e.g. "casino night" events. In some communities you may also have to determine alcohol, smoking or age restrictions.

SUSTAINING PROJECTS

1. **Opportunity Drawings** include the sale of tickets for chances on gifts either donated to the club or purchased by the club for this purpose. Success depends on several factors, so consider the following:
 - a. Group your opportunity drawing gifts into bundles or baskets of equivalent value. If you have some prize(s) of significantly greater value than the rest, set up a separate opportunity drawing with higher priced tickets or an "auction" with a minimum bid.
 - b. Display your opportunity drawing gifts near your registration table or preferably within the meeting room near "foot traffic".
 - c. Identify a theme for the gifts being offered to attract more buyers. Have a few of the prizes you're offering fit the theme, e.g. Easter basket in March or patriotic basket in June.
 - d. Price your tickets in accordance with the value of the prizes and offer a quantity discount, e.g. one ticket costs \$1.00, while \$5.00 will buy six tickets.
 - e. Display your ticket prices prominently at the registration table, Ways and Means table and the cash box. Always have change, preferably small bills.
 - f. Check IRS regulations for reporting requirements if you plan to set up a "high-end" drawing. Your club may be required to complete a withholding form and your winner may have to declare the value of any prizes where the fair market value of the prize exceeds an amount specified stated within these regulations.
 - g. Ask members and/or other member clubs to provide gifts for the drawing. Also ask your local merchants for gifts, coupons or gift certificates.

- h. Your club should maintain an expense line in their budget for the purchase of prizes should you not have items for opportunity drawings. The club's board should reimburse your expenses with appropriate approvals.
- i. For regular drawings, shop for gifts or decorations at bargain prices at thrift shops, "dollar" stores and online resources such as Amazon.
- j. "Chinese raffle tickets" or "chance auctions" are drawings where buyers drop tickets into a bag set beside the gift they wish to win. These drawings typically earn more for your club than the standard drawing where tickets are drawn from one source and gifts are awarded randomly.
- k. For special (high-end) drawings, find gifts that will be attractive to your members, possibly something they would be reluctant to purchase themselves. New electronics, gift certificates, gas and credit cards, tickets to a large Republican event and fine art/craft projects could net more than the usual. Don't schedule these too frequently as their "rarity" encourages heavier sales.

2. **Sales** - Every club can subsidize some of their activities by selling items to their members and to others. Whatever you're selling, a table to display your items can be set up at every one of your club's meetings, events and even at other clubs' events.

a. Jewelry, either patriotic or Republican, may be obtained from vendors recommended by other Republican organizations. Buy only what you can sell, especially dated campaign jewelry.

b. Books:

Set up a book exchange by charging a nominal fee for a new book if a member exchanges it for another. Charge a higher price if no book is exchanged.

Books in bulk are popular for patriotic children's books or celebrity authors and can be purchased directly from the publisher. Some of these books can also be given to libraries or schools as a Caring for America project.

Club Cookbook with club members' favorite recipes can be copied or published. These can be sold at county/region, and division events.

Club solicits discount coupons from local merchants and sells them as a packet or a book as a local discount coupon book.

c. Club Crafts- Members can meet to make crafts that they then donate to the club to be sold at regular club meetings or offered as a special opportunity drawing prize.

d. Commissioned Items - Design a button, T-shirt or tote-bag and have it manufactured for sale. Have you seen the red "Make California Great Again" shopping bags a local club has sold?

e. Most clubs sponsor booths at local fairs in order to register Republicans. Consider commissioning some items for public sale and getting the booth permits. This could bring more interested shoppers and voters to the registration booth.

3. **Vendor Commissions** are earned by allowing a commercial vendor (preferably someone who is a Republican or supports our causes) an opportunity to sell their wares at your functions.

- a. Vendors want to know how many people will be attending the event. The amount of time (and gas) involved in traveling to a venue, setting up and breaking down, then returning home is an expense to the vendor. Sometimes vendors simply can't afford to come to a club meeting because the attendance will not be enough to make a profit.
- b. Pricing for vendor booths: Except for speakers selling books (who see their book sales as part of their honorarium) and other Republican clubs seeking to sell something for their own fundraising efforts, charge a commission to vendors who attend your meetings and events. Most commercial vendors do expect to pay at least 15 percent of their gross sales before taxes. Some vendors donate a gift for that day's opportunity drawing.
- c. Your club may not be large enough to support some vendor sales, so consider other possible sources for commissions. Your club members represent many industries that might be willing to offer commissions.

4. **Recurring Events** (not special events) are held regularly and several times within a year outside of the club's regularly scheduled monthly meeting. During an election year, this could include meet-and-greets. Other examples are garage/rummage sales, monthly political discussions, ice cream socials, or even meeting regularly for games. Any of these events could include opportunity drawings and/or vendor sales.

One club's Special Event can be similar to another club's Recurring Event. Such an event could require the same amount of effort to plan and execute, but the type of event would depend on club size and the number of people willing to work on or attend the event.

SPECIAL EVENTS

The Ways and Means Chairperson has a great deal of flexibility in setting up special events that will appeal to the club's membership. The size of the club, interests of the members and the number of Ways and Means committee members usually determines the type of event. One person should not attempt to plan, organize and execute a special event all by themselves. Encourage new club members to participate in planning and staging events. Your club benefits from the experience, advice and participation of all members. Examples of past events include:

1. **Barbecues** – Some clubs have let the men be chefs and the ladies provide the rest of the dinner. Have a money-making cocktail party preceding the dinner to get acquainted and raise additional funds. Invite Republican elected officials and dignitaries.
2. **Boutiques** - Gift items are made by your members and then sold on a specific day prior to Christmas, e.g. craft items, knitted or crocheted articles, ceramics, homemade jams, jellies, breads and cookies.
3. **Bunco Parties** – One club's bunco games have been successful enough to be their only fundraising method. Choose a cost-effective venue (home, recreation center or club house), keep admission reasonable (\$10-\$20) and prizes worthwhile (cash, gift cards).
4. **Day at the Races** - During racing season, purchase a group of tickets for your members and sell them at a profit.
5. **Demonstration Parties** - A popular event can cover any number of topics from package wrapping and cosmetics, cooking and floral arrangements. Celebrity chefs are a big draw.
6. **Fashion Shows** – Most communities have stores willing to put on a fashion show and either furnish models or use club members as models. This can be coordinated with a tea or luncheon. Include Republican candidates or legislators as models or to provide commentary.
7. **"Ghost Parties"** - These events appeal to members who are overly involved or who have conflicting responsibilities. Send cleverly worded invitations to a make-believe party. Ask guests to be present in spirit only. They can stay at home in comfort with no baby-sitting, commute or parking problems. All they do is buy a ticket.

"NO bake sales" have the same premise. Instead of baking a cake, give the price of the ingredients you would have used as your donation. No need to bake or buy goodies.
8. **Home Tours** - Select four or five beautiful homes or gardens in your community. The fee covers the tour and refreshments served at one of the homes. Club members host and guide at each location. Tickets are sold in advance to the general public.
9. **Ice Cream Socials** – It's always a fun event during the summer. Choose an appropriate venue and check with local authorities if it is a public area. Bring in some commercial ice cream and sell sundaes, sodas and chilled treats. Have ice cream samples, charging per spoonful, and ice cream eating contest. Invite local Republican officials.

10. Las Vegas Night - Set up a casino with your favorite games of chance. Instead of playing for money, "gamble" for prizes and/or opportunity drawing tickets. Check with local authorities or venues first.
11. Local Arts Gala - Most communities have a group of local artists who would display and sell their wares. Make an evening of it with champagne, hors d'oeuvres and music playing in the background. Charge an admission fee and donate a portion of it to your local arts guild or museum. Invite Republican dignitaries. There are also vendors who host art auctions, bringing in the art pieces for sale as auction items where the club provides the venue and extras but gets a commission on the sales.
12. Tours - Trips to places of historic or cultural interest, to city council meetings, court sessions, etc., by rented bus or carpool. Add a margin of profit over and above the commute and ticket cost. This gives members, especially those who do not drive, an enjoyable and educational outing. Consider serving food/drink en route.
13. Meet-and-Greet - These are familiar to all active Republicans during election cycles, but can also make money for your club with opportunity drawings and/or Republican gift item sales.
14. Plant Sales - During the spring months, have your green-thumbed ladies donate a selection of potted plants. Ask the others to bring other garden-related items to sell at your monthly meeting.
15. Rubber Ducky Races - Set up a large tub of water and sell rubber duckies to contend in races from one end of the tub to another as encouraged by their new proud owners. Offer a prize for the winner. This can be a big money-maker incorporated as part of a barbecue or other outdoor event.
16. Rummage/Garage Sale - This is an old standby for some clubs, requiring a minimum of expense but lots of work in collecting enough merchandise. Organizing merchandise, pricing, selling and then disposing of unsold items can be time-consuming. You may need a permit depending on the community. Expense will include advertising.
17. Sampling Cheese, Wine Tasting, Pot-Lucks - These parties can be pure profit if everything is contributed. Sell recipes or the wine and cheese for added income. If you choose to have a tasting at a winery or brewery, purchase tickets in advance and sell them at a higher price to participants. Some venues allow you to bring your own snacks.
18. Shooting Practice - Arrange with a local shooting range to let your members practice their marksmanship at a reduced rate. The club charges the regular rate and keeps the difference.
19. Silent Auctions - Gather new merchandise or gift certificates from your members. Display for bidding when members will have adequate time to bid and re-bid. Specify the closing time for the auction well in advance. "Trump Chardonnay" has been a very popular silent auction item.

20. Theater/Concerts - Theaters sell blocks of tickets at discounted prices, so add a few dollars for your club treasury when you sell them. Don't forget the small, local community theaters. ~~Check out discounted ticket sales sites.~~
21. Whale Watching, Local Excursions – Tickets can be purchased at a discount and sold for profit. “Groupon” and other discount tickets sites offer many types of excursions.

Bounty

State and County Republican Party affiliates frequently offer clubs money for every Republican their members register. This money, though a valuable resource for the club, is not typically viewed as being within the scope of the Ways and Means Chairperson. Should bounty be a significant money-making goal of a club and the monies are less than expected, Ways and Means may have to revise and increase their fundraising goals. Nevertheless, registering new Republicans is truly worth the time and effort.

Before the Ask

1: Understand that there is a process. Fundraising in all its forms requires a plan, a cohesive team, and a unified asking strategy.

2: Start with your existing connections and move outward. Your staff, volunteers, and existing donors are the ones who care the most about your mission. Start by asking them for donations and then move to their connections.

3: Thoroughly research your donor base. Don't go into an ask unprepared! Research your donors to determine the right amount to ask for and the right way to ask.

During the Ask

1: Be genuine and authentic. Donors want to give to an organization they can believe in. Communicate your sincerity during the donation appeal.

2: Be prepared for something other than a "Yes!" Not everyone is immediately going to want to donate to your cause. Be prepared for No, Maybe, and everything in between.

3: Explain what the funds will go toward. People don't just throw money at nothing. Tell them why their donations are needed and what they'll help accomplish.

After the Ask

1: Say thank you more than once. Gratitude is one of the most important components of fundraising. Make sure your donors are aware of your appreciation.

2: Follow up. Give donors examples of what their contributions went toward. Show pictures, tell stories, and give donors a reason to donate again.

3: Offer other opportunities for engagement. Don't just let your supporters sit in your donor pool. Invite them to events. Encourage them to pursue volunteer opportunities. Engage with them outside of the fundraising appeal.

FROM JUDY REES

RPSDC Official Operation Bounty Plan 2018

Page 6

Voter Registration Chairs!! get with your President and agree on how many Republican do you think you will register in 2019.

Sign up today to the WEB Site Sandiegorepublicans.org/bounty

And agree to Plan A, B C. If you don't make it, you pay \$5 for each registration you did not make, if you do make it plus you get \$5 for each registration over and above you plan.

Plan A, B or C and Agreement

Page 7-9

Plan A – 20 Up front check for your club \$250

Plan B – 40 Up front check \$500

Plan C – 100 Up front check \$1000

Example:

My Carlsbad Registered 205 Republicans in 2018. Met meet our 100 goal by August and requested another Plan C plus we register 5 over the 2nd request and received an additional \$25. Carlsbad club made \$2,025.00 in bounty last year, plus won 1st prize for registering the most Republicans for a total \$2,125.00 was put in our treasury.

- 1 – Every New citizens Ceremony
- 2- Active at the San Diego County Fair
- 3- (6) Street Fairs

Republican Women of California
San Diego County
We Elect Republicans

The Republican Women of California has been formed to:

- Support political education and activity
- Coordinate activities among volunteer Republican women's groups and the Republican Party
- Identify, train, and mentor future leadership
- Support Republican candidates in all elections
- Elect Republicans.

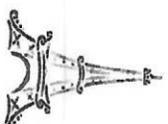
VENDOR LIST - RWC San Diego

Name	Company	Email	Phone	Comments
Mary Ann Wentink	Penny Ante Cons.	mawmaw@cox.net	619)225-8093	gift items, handcrafted jewelry
Peggy Harris	Glamour Girlz	619)749-3650	619)807-3108	boutique & fashion show
Yolanda Rodriguez	Ruby Slippers	rubyslipper42@yahoo.com	714)728-9055	clothes, accessories
Connee Johnson	ConneeJdesigns	connee@conneej.com	858)342-7802	handcrafted jewelry
Kathy Earle	Just for You	just4ukathy@gmail.com	760)637-9700	handbags
Kelly Ball	Muriel	k2d2ball@gmail.com		skincare products
Ginger Cook	ginnylynnndesigns	ginnylynn@att.net	760)685-3455	jewelry, calligraphy, photography
Carol Turner	Touchstone	cturner4sparkle@gmail.com		Swarovski jewelry
Nicholle Hunt	pacifictreetdesigns	pacifictreetdesigns@gmail.com		handprinted t-shirts, gift items
Dawn Sebaugh			619)807-6404	handpainted clothing, fine art
Pauline Goldstein	Pegboard Highway		310)486-6707	gift items
Hazel	HazelsBags	hazelsbags@earthlink.net		handbags, accessories
Joy Bergman	Premier Designs	joy@fatcity.com	858)776-8794	jewelry
Gayle	Gayle's Purses		619)208-3012	handmade fabric bags
Carroll	Handmade by Carroll		619)722-1123	handmade fabric aprons
Mary Ann Schroeder	Escape East		619)985-4764	skincare
Ellen Bitters	Shopping Diva		562)682-7535	
Karyn Williams	Right Wing Jewelry		714)396-9831	
Lili Feingold	Sunken Treasure	rightwingjewelry.com	619)750-5275	
Carol Kovacs	Kovacs Jewelry		951)693-0394	
Eileen Gerber	Fashions Forever		714)970-8257	boutique & fashion show
Quinn Frederickson	Jewels of Liberty		949)472-8846	
Vlad	Truffles and Toffee		661)309-3252	
Gitte Olson	Allure Couture		714)376-3595	
Pam Barrett	Constitution Games	pam@constitutionquest.com		games
Elaine Ensign	Thirty One		619)322-3848	
Matty Banshy			619)995-0733	handmade jewelry
Celia's Bags		javillaman@yahoo.com		
Carol Bowen	Now and Again		714)279-9901	gift items
Kelly Slaughter		kelly@bigtimeconservative.com		

HAPPY 2018!

OPPORTUNITY DRAWINGS

- 1) CHEERS... RUBY CUVÉE AND DELICIOUS CHOCOLATES
- 2) CELEBRATE... SAUVIGNON BLANC PAIRED WITH CHOCOLATE
- 3) CUDDLE... CERAMIC ELEPHANT CANDY DISH AND FLAMELESS PILLAR CANDLE
- 4) COME BACK NEXT MONTH... COMPLIMENTARY LUNCH FOR OUR NEXT SDCFRW MEETING



APRIL IN PARIS...

(SOME OF THESE PRIZES ARE ALMOST AS GOOD)

- 1) VIN ET CHOCOLAT – OUI OUI!
- 2) ONE TICKET TO “NOISES OFF” AT LAMB’S MAY 20TH MATINEE (VALUE \$44)
- 3) BELLE FLEURS – MAGNIFIQUE!
- 4) ONE COMPLIMENTARY SDCFRW LUNCHEON TICKET – TRÈS BON!



AMUSEZ-VOUS WHILE YOU SUPPORT OUR CAUSES

SILENT AUCTION BID SHEET

Item Name:

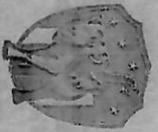
Description:

Name of Individual or Club Donor:

Estimated Value:

<i>Name of Bidder</i>	<i>Contact</i>	<i>Bid \$</i>
1		
2		
3		
4		
5		
6		
7		

SPECIAL EVENT EXAMPLE



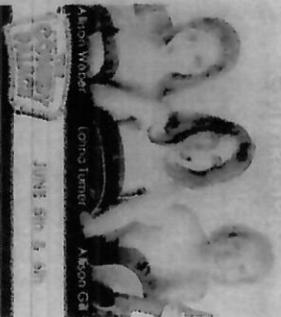
CLAIREMONT REPUBLICAN
WOMEN FEDERATED
invite you to an evening of

FABULOUS FOOD and EXTREME FUN!



Friday, June 5 @ 6:00pm
8878 Clairemont Mesa Blvd
San Diego, CA 92123
Greek Buffet included with
price of ticket.
\$30.00 per person

Friday's show featuring
The Guitar Girls



RSVP to Michele Kuglitsch
(406) 498-5120 kuglitschmichele@yahoo.com

SPECIAL EVENTS
or
RECURRING EVENTS SAMPLE

REPUBLICAN
WOMEN
OF CALIFORNIA



OCEANSIDE

EVENTS FOR 2019

- January-Post Rose Bowl Parade Float Tour
- February - Valentine Dinner/Dance at Iron Mike's aboard Camp Pendleton
- March -- St. Patti's Day event
- April - Huntington Library
- May- Getty's Museum
- June - Women on Target
- July - Washington D.C Tour. (5/7 days)
- August - Moonlight Theater
- September -- San Diego MCRD New Marines Graduation and Lunch at the Bayview
- October - open
- November -- open
- December - Christmas Party

SPECIAL EVENT EXAMPLE

Off Broadway Live Presents "Divine's Diner" Hosted by Cajon Valley Republican Women

Divine's Diner

Lenna & LouAnne Divine and Virginia Bakewell, as their worlds are turned upside down with the unexpected visit from former teen idol, Danny Dunaway.

Secrets are revealed friendships tested, and love is in the air. Take a journey down the Interstate, with music from 1967 thru 1971, because, at Divine's Diner . . ."There's a little taste of heaven in every bite."



When: Sunday, October 14th

Doors open at 2:30 p.m.

Show starts at 3:00 p.m.

Adult Tickets - Main floor

\$33 single \$132 table/4

Elevated BX Tables

\$38 single \$152 table/4

BX Tables Include: 4 tickets,
4 soft beverages, 4 snacks &
4 bottles of water

When You Purchase your Tickets

Call Steve Rolf at 619-988-5483

Mention:

Cajon Valley Republican Group

Off Broadway Live is located:

9490 Cuyamaca Street, Santee, CA 92071

This is our last theater fundraiser of the year! We need to make it a "bang" and fill the 92 seats. Our goal has always been to fill them all, so let end it on a good note to get our \$1000.00.

DEADLINE: AUGUST 31ST. *Invite your family, friends, co-workers or church friends.*

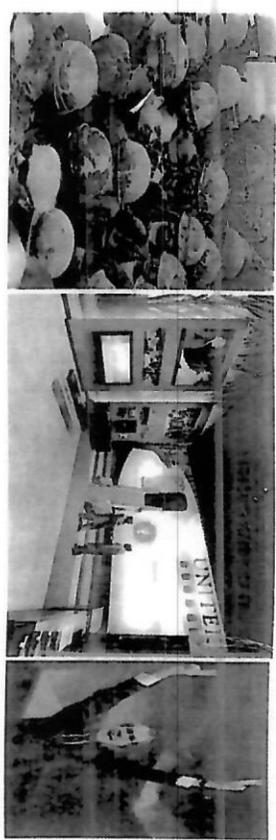
Call Donna Kaufeld to confirm your reservation, so that we wont have to call you!

Her number is 619-444-1250 or 619-808-8082

SPECIAL EVENT EXAMPLE

Oceanside Republican Women Federated

Fund Raiser



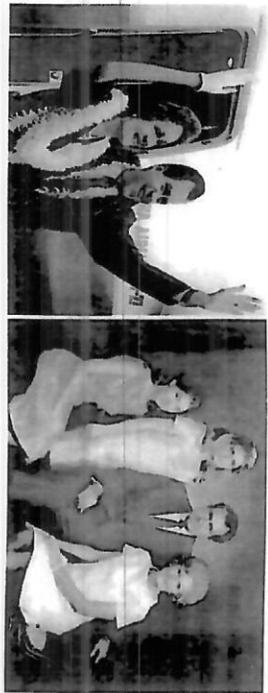
Richard Nixon Presidential Library

Address: 18001 Yorba Linda Boulevard Yorba Linda, California 92886

Date: April 19, 2018 Thursday

Cost before April 1, 2018 ORWF Members \$60.00 Guests \$65.00
Cost after March 31, 2018 ORWF Members \$65.00 Guests \$70.00

This is a great opportunity to enjoy the, (just remodeled and re-opened Oct 2017) Richard Nixon Library and Museum featuring nearly 70 new major exhibits, 30 unique multi-media experiences, 11 original films, 12 custom digital interactive, 10 curated archival film sequences, more than 600 photographs, 8,000 square feet of wall murals and more than 300 artifacts.



The limit is 60 people so sign-up as soon as possible. These fees pay for entrance into Library/tour, gas, vans and "leave the driving to us".

Meeting Location: Oceanside Transit Center.
311 S Tremont St. Oceanside, CA

Time: 8:15 AM. (Vans depart PROMPTLY at 8:30 AM)

Reservation can be made by making a check out for the proper amount, made out to ORWF and sent to:



Pam Connolly
2106 Opal Ridge
Vista, CA 92081
760-716-9299

The Vans will drop us off at the front of the President & Mrs Nixon Presidential Library. Upon arrival, will be met by the library staff. We will receive a brief and they will explain the layout of the library. Our tour will begin at 10:30 am. This price also includes the van ride, gas, entrance fee and an individual boxed lunch (sandwich, chips, piece of pie and a drink). There is a lot of walking so wear comfortable clothes and shoes. The Library has a limited number of wheel chairs and they are on a first come first served basis. If you want to bring your own, email me and I will check with the availability on the van. The Library will reserve our seating for lunch.

Returning from Nixon Library- The vans will depart the President & Mrs. Nixon Presidential Library at 3:00 PM and arrive at the Oceanside Transit Center approximately at 4:30 PM (Traffic)

SAMPLE LETTER TO POTENTIAL DONOR
"THE ASK"

Date
Name
Organization
Street
City, State ZIP

Dear (Business Owner or Manager's Name):

It was a pleasure talking with you about (caring for America project or whatever reason you want to raise \$\$). For (club name), it takes a lot of support from partners like you to achieve our mission of (Caring for America project or other reason you want to raise \$).

You can show your support to our cause (name what it is) without making a monetary gift. Please consider donating an in-kind contribution of (service, goods, gift certificate, coupons).

In order to reach our goal of [goal] this [time period], we'll need to collect [amount] of [service/good] to help support our latest campaign. [Company Name] can help achieve [specific goal] by becoming an in-kind sponsor of our cause.

In doing so, you'll help [number] of community members in [Community Name or cause]. Even better, we'll help spread the word about your business to our members, supporters and our community.

If you are as excited to partner with us in sponsoring (project, cause) please reach out to (name, number, etc). We will follow up with you soon and thank you in advance for your generosity.

*With warm regards,
Signature of a leader in the organization
Typed name of organizational leader*