

Junior Farmers' Association of Ontario

Fundraising Toolkit



TRAINING TOOLKIT

Why Should You Fundraise?

- Events can cost more than attendees are able/willing to pay
- Helps to build up the cash reserves for the club for future events
- Allows you to be able to offer scholarships/programming in the area



Who Looks After Fundraising?



It could be a designated role or every member of the club could join in and help



Sponsorship

Vs.

Donation



DONATION

Donations are cash or gifts which are given with no expectation of recognition therefore they can receive a receipt from JFAO



SPONSORSHIP

Sponsors receive recognition (eg. on the website, poster board, etc.) therefore no receipt is issued

Sponsors may invoice JFAO for the amount they are providing



Who Should We Target?



Local businesses
Associations
Restaurants
Equipment dealers



Your club members
eg. 50:50 draws,
raffles

Avoid corporate head
offices

Target local branch instead

Contact JFAO head office to
see if they have already
been approached



How to Start?



STEP 1:

- Discuss with your committee how much is needed

STEP 2

- Set a goal and be sure everyone knows what it is

STEP 3:

- Establish a value proposition for your club members
- eg. If we raise \$2500 as a club each member gets a \$20 reduction on their ticket price



STEP 4:

- Build up a target list.
- Collect mailing addresses, phone numbers and email addresses



STEP 5:

- Prepare a letter that can be sent to potential donors

X See next page for sample letter



STEP 6:

- Decide what donors will receive in return. Are you making a sponsor board? Are they getting tickets to the event? What is in it for them?



[DATE]

Dear [NAME]

We are excited to share with you that we are hosting a curling bonspiel December 31st, 2019 for Junior Farmers and Alumni to raise money for The Kawartha Food Share.

For over 100 years, Peterborough County Junior Farmers have been proud to serve our community in many ways. From raising money for local charities, cleaning up County Road #2, to engaging rural youth to pursue leadership opportunities in the community, Junior Farmers has played a large part in many community members lives. As such, we are very excited to turn this charitable cause into a celebration of our clubs' long history in Peterborough County. Our goal this year is to raise \$500 for the Kawartha Food Share with your support.

We are looking for a silent auction item valued at above \$50 to raise money during our event.

If you can support us in this way or are interested in supporting us a different way, please contact our club president Lora Keitel at ptbocountyjf@gmail.com or by phone (705) 931-7486.

Thank you very much for your consideration, we will be following up with you in a few weeks.

Sincerely,

The Peterborough County Junior Farmers



1 week



STEP 7:

- Email or mail your letter

STEP 8:

- One week later call and see if they have seen your request. If they haven't send again. If they have recieved it ask if they have any questions



ČTVRTEK 20 Vendelín

PÁTEK 21 Brigita

SOBOTA 22 Sabina

NEDĚLE 23 Teodor

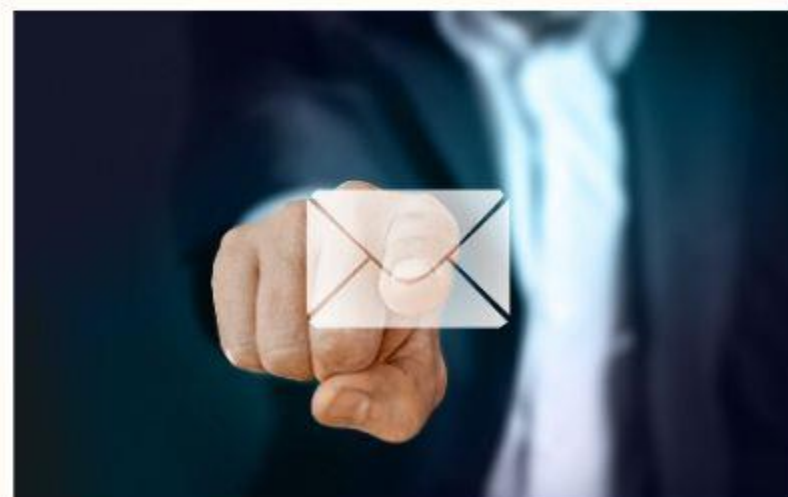


STEP 9:

- Try to obtain a commitment to donate

STEP 10:

- If donor commits thank them very much and remind them of the benefits eg. tickets to the event



STEP 11:

- Follow up with an email thanking them again and asking for their logo for your Partnership board or website





STEP 12:

- Keep a well organized chart as to who is committing and what they are donating. If cash/goods not received within 3 weeks follow up with donor. Do not post logo until donation is received

STEP 13:

- After/following the event share a picture of the event showing off your partner board so they can see their logo displayed



Frequently Asked Questions



MAY I HAVE A RECEIPT?

Sponsorship and donations are different. Donations, cash or gift, are given with no expectation of recognition therefore they can receive a receipt. Sponsors receive recognition (web site, poster board) therefore no receipt is issued



DONATIONS THAT COME WITH A CAVEAT?

“I will donate but you must serve burritos as a meal”. Before you commit share this with your committee as they may find this too restricting



I THINK OUR HEAD OFFICE ALREADY DONATES TO
YOUR HEAD OFFICE?

Call the office any time to verify



TEST YOUR KNOWLEDGE

ALL ABOUT FUNDRAISING



TRAINING TOOLKIT



WHAT IS A DONATION?

A A type of membership fee

B Cash or gift given with no expectation of recognition and a receipt can be provided

C Cash or gift in which an invoice is provided to the office

D Cash given with the intention to help a certain club or community

SEE THE NEXT SLIDE FOR THE ANSWER



ANSWER:

B Donation is cash or gift given with no expectation of recognition therefore they can receive a receipt

Refer to slide 5 for more information



WHO SHOULD YOU TARGET WHEN FUNDRAISING?

A Local restaurants

B Local equipment dealers

C Club members

D All of the Above

SEE THE NEXT SLIDE FOR THE ANSWER



ANSWER:

- D** All of the above;
- When fundraising you should target local businesses, associations, restaurants, equipment dealers and your club members
- Avoid corporate head offices

Refer to slide 6 for more information



WHAT SHOULD YOU DO IF A DONATION SOMES WITH A CAVEAT?

A Commit and make sure the caveat is properly stated in the receipt

B Agree if it is reasonable. otherwise provide alternatives until the satisfaction for both parties are met

C Share with the committee before committing to any types of caveats

D Refuse donation and explain that we do not accept any types of caveats

SEE THE NEXT SLIDE FOR THE ANSWER



ANSWER:

- C** Before you commit share this with your committee as they may find this too restricting

Refer to slide 14 for more information



A close-up photograph of a hand giving a thumbs up gesture. The hand is in sharp focus, while the background, showing a person in a suit, is blurred.

Congratulations!

You have successfully completed the
Junior Farmers' Fundraising Toolkit

