



HOW TO HOST A FUND DRIVE

Guidelines & Tools

About Beverly Bootstraps

Beverly Bootstraps provides critical resources to families and individuals so they may achieve self-sufficiency. We offer emergency and long-term assistance including: access to food, housing stability, adult and youth education, counseling and advocacy. We are community funded and supported.

How your Fund Drive Helps

By hosting a fund drive to benefit Beverly Bootstraps, you will be helping us raise the funds needed every year to provide services to residents of Beverly and Manchester-by-the Sea. The need within our community continues to grow. To ensure that we can accommodate the needs of our community, we need to continually grow our fundraising efforts. Your generosity will help us to provide services through our Food Assistance Program, Adult Education, Youth and Family Services and Client Support.

Statistics about Beverly Bootstraps Programs

Providing statistics about our programs will help your guests/participants learn more about Beverly Bootstraps and will motivate them to participate in your fund drive.

To share these numbers, download our annual Community Impact fact sheet on our website (www.BeverlyBootstraps.org/about-us/#financials).

Getting Started

Fund drives are easy to organize and are a great way to pull a company, congregation, school groups, Girl Scouts, Boy Scouts or any group together to help make a difference in our community. As a fund drive organizer, there are a few things you should think about as you get started with your fund drive.

- 1) Get approval from your company, school or group leader to hold your fund drive.
- 2) Choose a date or dates for your fund drive and a location, if applicable.
- 3) Remember to contact Beverly Bootstraps to let us know about your fund drive.
- 4) Choose a theme for your fund drive.
We have included a list of suggested themes in this kit.
- 5) Advertise your event to benefit Beverly Bootstraps via email, flyers, announcements, social media and memos – whatever works for your group.
We have included a flyer and suggested language which you can use to help promote your fund drive.
- 6) Set a deadline for collections and remind people when it's approaching. This will help motivate people to submit their donations.
- 7) After your fund drive, contact Beverly Bootstraps to arrange a time to bring the proceeds to our office. You can also mail the proceeds to our office at 35 Park Street, Beverly, MA 01915.

Fund Drive FAQ

➤ **What's the best time of year to host a fund drive?**

Anytime! Our clients need your help year round.

➤ **What kind of donations do you accept?**

Monetary donations can be made by check, cash, credit card and online at BeverlyBootstraps.org.

➤ **Can I just leave my donations outside your building at any time?**

No. Please do not leave donations outside. Stop in at our reception desk and make sure your donations make it inside the building.

➤ **Will I receive an acknowledgement for my contribution?**

Yes! Please complete the donation form included in this kit and be sure to bring it in with your collections. We will then send you an acknowledgement letter.

Fund Drive Themes

Some fun themes for Fund Drives are:

- **Party with a Purpose:** Looking for a reason to host a cocktail party? Consider hosting one to support Beverly Bootstraps. You invite the guests and provide food and cocktails of your choosing. Then call our office and we can provide you with materials about Beverly Bootstraps and possibly have someone from our office attend to talk about our organization. At the end of the party, have donation envelopes available for people to make contributions to Beverly Bootstraps. You then collect the donations and bring them to our office.
- **Be a Neighbor - Feed a Neighbor:** Gather your neighbors together for a block party. You can host a raffle or ask everyone coming to donate \$5 to support Beverly Bootstraps.
- **Denim Days:** This is one of the easiest and most effective ways to raise money in workplaces. Employees can pay \$5 to dress down for a day. Give every employee who participates a sticker so they can show their support. Place a sign in the reception area announcing the Denim Day to alert clients and visitors as to why employees are dressed down.
- **The Guessing Game:** The simplest version is a large jar filled with virtually any item as long as it takes a lot of them to fill the jar. Candy is a great item. Participants then pay \$1 to guess how many items are in the jar. The closest guess wins the contents of the jar.
- **Coordinate a Raffle:** Ask co-workers/family and friends for donations of products and/or services that could be raffled. Set a date for the raffle drawing and sell tickets leading up to the date of the drawing.
- **Ice Cream Social:** Employees/students give a donation for all the scrumptious ice cream and toppings their stomachs can hold.
- **Movie Night:** This is a great idea for schools or kids groups. Pick the latest big hit movie and come watch a movie for a good cause. Ask for a \$2 donation to see the movie and \$1 for a bucket of popcorn.
- **Game Night/Lunch:** Host a game night or lunch party with your friends and/or co-workers. Whether it is Bunco, Euchre, Poker or your favorite board game, this is bound to be an evening of fun. The host provides refreshments (or do a potluck) and prizes, if you wish. Then each guest will bring a \$10 donation as their entry fee to the party.

- **Bake Sale:** Ask your employees/fellow students to put on their baking caps and try out a new recipe. Cookies, candies, cakes, pastries—anything sweet! You can charge by the plate or per item.
- **“Eat in for Hunger”:** Encourage employees to bring a brown bag lunch and donate the money they would have spent on lunch.
- **Wash Away Hunger:** Have a car wash. Charge \$5 per car and donate the proceeds to Beverly Bootstraps.

Suggested Copy for Announcement/Promotion of Fund Drive

Our organization will be holding a fund drive on [dates] to benefit Beverly Bootstraps. This is a great opportunity to make a difference in our community and I encourage you to join this effort to help those in need.

Insert the details of your fund drive here.

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Thank you for your help!

Signed by: Company Executive, Organization Leader or Fund Drive Coordinator

Note: You can also download our annual Community Impact fact sheet (on our website at: www.BeverlyBootstraps.org/about-us/#financials) and include current statistical numbers about all of our programs and services.

FUND DRIVE DONATION FORM

Donation Drop-Off Date: _____

Contact Information:

Organizers Name: _____

Company/Organization: _____

Address: _____

City, State & Zip: _____

Phone Number: _____

Email: _____

Description of Donation: (total cash donations etc.)

Is this donation related to a specific event in honor/memory of someone? (*please circle*)

Yes No

Name and Address of Honoree: _____

Notes: Any additional information regarding this donation?

FUND DRIVE

PROGRAMS & SERVICES

Food Assistance

Client Support

Adult Education

Youth & Family

Thrift Shop

Each year, we serve
10% of the Beverly
community and
many more from
Manchester-by-the-
Sea.

ADDRESS:

DATE(S):

CONTACT: