

FUNDRAISING IDEAS & BEST PRACTICES

Hosting an event or charitable outing?

Here are a few unique ways to include Birdies at an upcoming event or charitable outing:

- At a golf tournament, create a putting contest in which a \$20 donation (or more) is required to participate and win a prize. Be sure to secure a great prize(s) from one of your event sponsors!
- Collect a \$20 donation as a raffle entry. For example, each donation provides a donor with (10) raffle tickets and a donation that goes further with Birdies.
- Collaborate between Birdies at live/silent auctions and through event registrations.

Implement additional opportunities in existing fundraising efforts

Many organizations have existing efforts in development. There could be exciting opportunities to implement Birdies into what you are already doing!

Added Incentives

Organizations might want to utilize connections in the community to secure additional prizes for their donor base.

For example, create a raffle to win a 'special prize' (secure a donated iPad, event tickets, restaurant gift card, etc.) for any donor that partakes.

Set a goal and be specific

A great way to engage a donor base is to set a fundraising goal for the Birdies program. Keep your goal prominently displayed on your website and social media as a reminder of contribution levels and growth.

For example, if your organization needs new equipment, promote the Birdies for Tampa Bay Charities program, solicit donations, and be candid about the expenses involved and how their donation will be used.

Traditional Fundraising

If you have an eager group of staff/volunteers willing to help you fundraise in-person, find a high-traffic area and set-up to promote and solicit donations for your participation in Birdies.

Be sure to engage with and get permission from any nearby businesses, however in our experience, many are usually more than happy to allow charities to solicit. They may even make a donation!

Utilize Social Media

Promote the Birdies for Tampa Bay Charities program as a way for your followers to maximize their donations! Let them know you receive 115% of the money they gift to your organization.

Corporate Matching

While businesses may often be a great resource for higher donation amounts, often community-minded organizations with charitable relationships will agree to match your donations up to a certain amount or participate at a higher-level knowing their gift will be matched and more!

Need additional help? Have new ideas?

If you have ideas and suggestions for new ways to utilize the Birdies for Tampa Bay Charities program in your fundraising efforts, do not hesitate to let us know!

The Valspar Championship is happy to assist in the implementation of different physical and online campaigns, review collateral, and be an additional creative outlet.

Should you have any questions, please contact birdies@thecopperheads.org or (727) 942-5566.