

Camp Ta-Kum-Ta





Transitioning from Staff Driven Special Event Fundraising to Volunteer Driven Event Fundraising

November 7, 2014



Camp Ta-Kum-Ta





Events



- How many of your camps have events?
- What types of events do you have?
- How much revenue do your events bring in each year?



Reasonable Cost Guidelines



•Direct Mail (Acquisition)	\$1.25 to \$1.50 per \$1.00 raised
•Direct Mail Renewal	\$.20 to \$.25 per \$1.00 raised
•Membership programs	\$.20 to \$.30 per \$1.00 raised
•Benefit Events	\$.50 per \$1.00 raised
•Donor Clubs/ Support Groups	\$.20 to \$.30 per \$1.00 raised
•Vol led Solicitations	\$.10 to \$.20 per \$1.00 raised
•Corporate Solicitations	\$.20 per \$1.00 raised
•Foundation Solicitations	\$.20 per \$1.00 raised
•Capital Campaigns	\$.10 to \$.20 per \$1.00 raised
•Planned giving programs	\$.20 to \$.30 per \$1.00 raised

Source: James Greenfield, "Fundraising Fundamentals" 2nd Ed. Wiley, 2002 p.499.



Use Events to Increase the Love



- A great opportunity to educate donors and prospects on the importance of your mission, programs and services
- A chance to further establish and solidify the relationship between an individual and your camp
- An outstanding opportunity to publically recognize both individuals and those who have played a central role in your growth and success



Donor Pyramid



HubSpot

PARK GIVING/DONOR CULTIVATION PYRAMID

20+



Years

0





Types of Events

Internal vs. External

4th Annual Ri Ra Santa 5K
 Presented by New England Federal Credit Union
 Sunday, December 7th, 2014. Starting at 10:00 am
 All race participants receive a Santa suit to be worn during the event & to keep. Plus FREE breakfast for all participants.

START
 New England Federal Credit Union
 Burlington's All Santa Race 5K Run & Walk
 Santa-friends are encouraged to collect pledges to support Camp Ta-Kum-Ta.
 Anyone collecting \$150 or more will be put into a Santa hat for prize drawings. The top Santa or Friend who collect the most money will be awarded a gift card to Von Barger's, The Finest Diamonds & Artisan Jewelry.
 Pledges accepted on line & on race day.
 Register Today at www.Santa5K.com

St. Patrick's Day
 Join members of the Camp T&K staff and the generous people of

RIRA IRISH PUB
 A portion of the proceeds benefit the wonderful children at **CAMP TA-KUM-TA**

SUNDAY, MARCH 17, 2013 // ALL DAY AFFAIR
IRISH MUSIC & BANDS ALL DAY

Traditional Irish Breakfast // \$11.95 (12 omelette)
 RIRA Merchandise Blowout // Location only // \$5
 Guinness & Switchback Plate // \$7.95 (open to Camp T&K)
 Tullymore Dove Irish Whiskey // \$5.00 (open to Camp T&K)
 No cover charge // Cover locations all but included

Reserver: Menu, Eggs, meats, breads, fresh breads, roasted to order & served to you. A portion of proceeds to benefit the wonderful children at Camp Ta-Kum-Ta. 10% discount on all items at the time of purchase. For more information, visit www.ta-kum-ta.org

RE/MAX NORTH PROFESSIONALS PRESENTS

VT LONG DRIVE COMPETITION

LONG DRIVE FOR A CAUSE
 ALL PROCEEDS TO BENEFIT CAMP TA-KUM-TA

TICKETS NOW AVAILABLE AT VTLONGDRIVE.COM
 Qualifying Events in August & September - Check Website for Dates/Locations

Qualifying Minimums:
 Open - 250 yards
 Senior - 230 yards
 Women's - 210 yards
 Kids Under 12 - 100 yards

Championship:
 September 20 - Essex Family Fun Center, 9 am - Noon
Open champion will win a custom golf club from Bombtech Golf!

\$25 Per Round (10 Balls to Quality)

Bonus Rounds at Championship:
 Switchball
 Happy Putt
 Etc.
 \$10 per round

QUALIFIER TO BE HELD HERE ON:

SPONSORED BY: **Union Bank**, **PrimeLending**, **RE/MAX North Professionals**, **BOMBTECH GOLF**, **everest golf**

SEPTEMBER IS CHILDHOOD CANCER AWARENESS MONTH

"LIKE" Shearer Volkswagen of South Burlington on Facebook and they will DONATE \$5 to CAMP TA-KUM-TA.



Camp Ta-Kum-Ta's Events



Internal (Raise Approx. \$200,000):

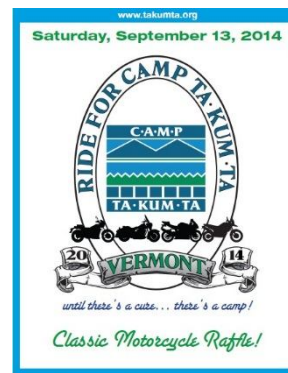
Lobster Bake



30th Anniversary Gala



Motorcycle Ride





Camp Ta-Kum-Ta's Events Internal



PROs:

- They have become an established part of community life
- They draw attention to specific needs and empowers people to address them
- They stand out from other local special events
- We know our donors, we can ask new donors OR existing donors to sponsor or to attend
 - Find event sponsors
 - Seek In-kinds donations for design, printing, entertainment, venue, flowers, etc.
 - Seek sponsors for food, alcohol, dessert, etc.
- Silent & Live Auctions/ Raffles

CONs:

- Timely, costly, and can burn out donor base

\$\$\$ mainly comes from sponsorship & auctions NOT from registration fees OR ticket sales



Camp Ta-Kum-Ta's Events



External (Raise Approx. \$350,000):

- Yankee Sportsman's Classic
- Hockey Tournaments
- Calcutta's
- Community Theater productions
- St. Patrick's Day event at local Irish pub
- Super Bingo event
- Golf Tournaments
- Car Shows
- Italian Tasting Dinner
- Cupcake Eating contest
- Kickball tournament
- Color Run and Santa 5K
- Halloween event
- Online auctions

- Spin-A-Thons and Zumbathons
- Community Nights at local restaurants
- Harvest Festivals
- Ta-Kum-Ta Thon
- Head Shaving event
- Hot Air Balloon Ride
- Longest Drive Comp.
- Poker Tournament
- AND MANY MORE.....





Camp Ta-Kum-Ta's Events External



PROs:

- Paid staff time is not being used, yet camp is still receiving the funds
- Volunteer organizes each event

CONs:

- Less control over the event
- Event organizers don't always know your existing relationships with donors
- Donors may be approached without you knowing
- Relying on one volunteer, risky



The Problem



Events face the same challenge:

It is anticipated that increased support will be required from staff, to sustain participation levels.



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The Solution



- Establish a volunteer organizer for each event
- Migrate event planning, execution and overall management to the volunteer event organizer
- Transition staff from hands-on event execution and management to event oversight



Who are Good Individual Prospects for My Camp?



- Board Members
- Former Board Members
 - Current Donors
 - Event Guests
 - Volunteers
- Clients and their families
 - Alumni
 - Parents of Alumni
- Staff
- Vendors
- Leaders in business community
 - Local foundations
 - Religious organizations
 - Community organizations
 - And....and....and...



Community Event Forms



We provide the event organizer with:

- Our Community Event Guidelines

We require:

- Community Event Agreement to be approved BEFORE the event is promoted or our name is associated with the event
- We review all promotional materials

What we provide:

- Advice on event planning
- Promotion of event
- A camp rep to speak at the event
- Banner, Brochures, Stickers
- Volunteers (at select events)
- A camper to speak (at select events)

MOST IMPORTANT: ALWAYS UNDER PROMISE AND OVER DELIVER!!!

Camp Ta-Kum-Ta's Community Event Agreement Form

Thank you for your interest in supporting Camp Ta-Kum-Ta. Please submit this form at least **1 month** prior to your event. This application must be approved each year by Camp Ta-Kum-Ta prior to publicizing or holding the event.

We ask that you please read the **Camp Ta-Kum-Ta Community Event Guidelines** prior to filling out this form.

Please submit this by mail to **Camp Ta-Kum-Ta, Attn: Events, PO Box 459, South Hero, VT 05486** or by email to ktdevelopment@aol.com.

Event Organizer Contact Information

* First Name:

* Last Name:

Organization Name (if applicable):

* Address:

* City: * State: * Postal Code:

* Phone (day): Business Home Cell

Phone (evening): Business Home Cell

Phone (day of event): Business Home Cell

* Email:

Additional Contacts/Committee:
(please list)





Committee/Team



A group of people linked in a common purpose

- Members with complementary skills generate synergy through a coordinated effort
- Allows each member to maximize his/her strengths and minimize his/her weaknesses.



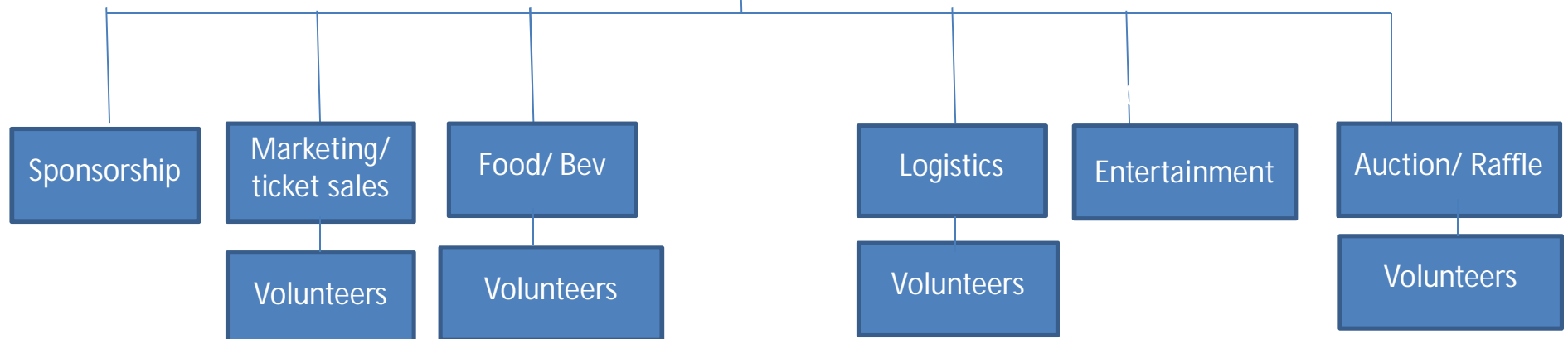
Event Team Chart



Camp Staff
(Oversight)



Volunteer,
Event Organizer





Volunteer Event Organizer Engagement



- **Communicate, communicate, communicate**
 - Keep event organizers informed
- **Conduct well-managed meetings**
 - Establish regular team meeting schedule
 - Action items
- **Be respectful**
 - Volunteers have other priorities – this is not their “PAYING” job
 - If you say you will do something to support a volunteer, do it, and do it in a timely manner



What could go wrong?



- Lack of participation from volunteers and stakeholders
 - Conflicting priorities
 - Inexperienced event organizer
 - New team / new volunteers
- Unclear or changing scope and objectives
 - Unrealistic estimates
- Reality intrudes: changing business climate or priorities
 - Problems with sponsors and vendors



How important are event organizers???



Event Organizers are JUST as important to us as Major Donors!

Ways to do this:

- Check in with them throughout the year
- Invite them to come for lunch during your camp program to see the camp in action, so they can see first-hand what their support makes happen.. **SHOW THEM THEIR IMPACT**
- Send them a letter at the end of each year, summarizing all of the great things that happened throughout the year, which they helped make possible
- Invite them to other events (free of charge) throughout the year
- **Don't** only contact them when it is time for their event again



Is it Ok to turn down an EVENT??



YES!!!!

Before signing off on an agreement, make sure you clearly discuss how the camp can support the event

Ask yourself:

- Do they require YOU to sell the tickets?
- Does the success of the event sit on your shoulders?
 - Do they expect you to get a lot of volunteers?
- Do they expect you to provide the raffle prizes, silent auction items, etc.

ASTANDUPLIFE PRESENTS...
COMEDY CAUSE
www.ASTANDUPLIFE.COM

Friday 3/22/13
7pm - 9:30pm
18+
\$15.00

Join Chow Bella as we raise funds to support local, valuable profit & non profit charities in our community!
ONLY 70 Tickets will be sold!
This Month's featured Non Profit:

Dinner reservations should be made before the show 4-6:30pm.
Drinks, desserts, & appetizers will be available during the show.

CHOW! Bella
RESTAURANT



McKee's
ISLAND PUB & PIZZA

presents
A CALCUTTA FOR CAMP TA-KUM-TA

Sunday, April 27, 2014
McKee's Island Pub & Pizza
513 Route 2, South Hero, VT
4:00-8:00pm

Tickets: 1 ball, 1 dinner = \$50.00
1 ball, 2 dinners = \$60.00
(You do NOT need to be present to win)

All Proceeds benefit Camp Ta-Kum-Ta

Buy your tickets TODAY by contacting:
Ryan Johnson ryanjohnson@mckeespubs.com or 802-372-5503
Hattie Johnson hattie@lakumta.org or 802-372-5863



Successful Events



Things to remember....

- Stick to the mission and make sure it comes through the flowers and the frills
- Keep it short, sweet and simple!
- A well established event becomes part of the community's identity, strengthening relationships between the non-profit and the people it serves
- Events need to be more than just fundraisers; they need to be fun-raisers, too!
- Successful events should remind participants about the mission of the non-profit
- People remember a successful event and look forward to it every year. Make it memorable by making it unique



Until There's a Cure
..... There's a Camp

Questions



Contact Info

Hattie Johnson

Acting Executive Director & Director of Development

802-372-5863

Hattie@takumta.org

www.takumta.org