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A smiling woman with blonde hair, wearing a white cap and a grey jacket, is the central focus. She is holding a red folder. In the background, there are stacks of money. The image is overlaid with a purple and yellow graphic design.

Fundraising Ideas : How to reach Your Targets

Fundraising Ideas: How to Reach Your Targets

I bet you are all familiar with fundraising for it is not an all-new matter. As a matter of fact, it has been around for decades now, and many organizations, groups, and individuals have already considered it at some point in their lives. They have developed plans and programs and raised funds for their own aims. They have met people, dealt with them, and earned bucks out of their fundraising strategies. And, perhaps what best is that they have built relationships with people they never expect to know in the first place.

Fundraising has been a popular method of gathering funds for certain programs or projects. It may seem a simple and do-it-yourself process though, but the truth is, it's not the real case. Fundraising is not as easy as you may think. It demands more time, effort, dedication and interest from the fundraisers, and it wouldn't be successful without such ingredients. It is for this reason that today, most of the fundraising events and projects you know are handled by large groups and organizations. Of course, they all have different purposes, but every plan they make is taken and participated with everyone involved. It then seems that team work is needed for the fundraising project to be successful.

There are a number of strategies or methods involved in fundraising. These ways, however, differ according to what is considered by the group planning to fundraise and it mostly depends on how much time and budget the organizations can afford to make.

Now, if you are somehow wondering what these fundraising methods are and if you want to know what strategy will best suit your needs, then I find no reason for you to stop reading. Just read on and know exactly what the possible ways

are for reaching your fundraising targets. Note that these strategies are often considered by thousands of organizations and charities handling fundraising projects in today's highly demanding environment, and it is perhaps for the reason that these popular ways are proven to give them greater chances of achieving their fundraising goals in the long run.

Here are the common fundraising methods you may be interested in:

Method #1: *Demonstrations and Exhibitions*

Many of the fundraising events held anywhere in the world these days carry the essence of demonstrations and exhibitions. Yes, this is the most common type of method employed by charities and other fundraising organizations on earth, and I guess the real reason for this strong preference is that demonstrations and exhibitions carry some kind of art and beauty that is potent enough to attract and persuade audience to participate and make donations.

So if you are thinking of running a fund raise with your peers for whatever wholesome purpose you may have in mind, your primary choice would be to organize demonstrations or exhibitions. You can organize these events anywhere you want them to be held, and for you to earn profits, subject the people to certain charges, even just for entry.

Through demonstrations and exhibitions, you may also be able to make money from sales of whatever you have produced during the event provided that you are strong and great enough to encourage the participants or exhibitors to donate even just a percentage of their profits.

Speaking of sales, I have mentioned below some of the brilliant ideas you may incorporate on your fundraising events. Consider the following:

- ***Fashion Show*** – In today’s trendy society, fashion shows are becoming so popular. You can see them on televisions and even read some news of them on the magazines and newspapers. I bet no one is unfamiliar with it as children and adults alike have seen them. So, for fundraising purposes, fashion shows can be a good option. However, be sure to have a fashion company or shop that will provide the show. The profits you’ll get from this event come from the sale of the tickets or perhaps on the percentage of the sales resulting from the show.
- ***Flower Arranging Demonstrations*** – Many people, men and women alike, love flowers. With this fact, it’s no wonder that flower arranging demonstrations are getting popularity. A number of flower shops and boutiques have already tried this technique, and it’s nice to know that gain profits out of it. So if you want to raise funds for whatever valuable purpose you may have set, a flower arranging demonstration could be a good option. Just coordinate with an expert flower arranger and ask him or her to deliver a short talk and demonstration to your targets. You may be surprised to know how much you have brought up out of this event.
- ***Painting Exhibitions*** – From simple flower arranging, let’s proceed to a much exciting event – painting exhibitions. Well, if young and old artists or those who appreciate the beauty of art are your target, then organizing a painting exhibition could be the best move you can make. Organizing this event is after all very simple. All you have to do is to coordinate with the local artists and let them exhibit their masterpieces.
- ***Beauty Discussion and Demonstration*** – Many people, young and adults, are to some degree interested to know some tips and hints on how to maintain their outer beauty. Knowing the number of people interested in this matter, raising funds through organizing a beauty discussion and demonstration could be a great alternative to consider. Just contact a local

hairdresser or a beautician, perhaps, to conduct an evening of advice and demonstration that has something to do with make up and hair care to suit different tastes and style.

- ***Food Tasting*** – What about this option? If you are the type who considers your kitchen as your favorite part of the house, then raising funds through an event known as “food tasting” can be a great idea. Simply try some new foods and invite people to taste them. You can even bring your friends out there and let them discover your hidden cooking talents. Be sure to raise some money from it though.

As you may notice, such mentioned ideas related with raising funds from demonstrations and exhibitions are pretty easy to organize. All you need to have are the necessary sources, and of course, the time and effort needed. So if you want to fundraise in such way, be ready for it.

Method #2: *Sales*

Commonly known as product fundraising, sales is a method recognized and practiced by many charities and organizations to raise funds. Well, sales are pretty common. You can find them at malls or simply on the sidewalks. They just vary according to what is offered, and of course to what concept the organization is considering.

For instance, several organizations have considered auctions. What they usually do prior to the event is they collect whatever items they are planning to gather and auctioned them to the public. Most of the items they collect, however, are pretty unwanted, but knowing that there are still some people out there who want to own something possessed by their idols, for instance, auctions of these unwanted items appear. Perhaps the best source for this kind of event is the

famous artists or actresses and actors who are willing to donate their unwanted possessions and allow it to be auctioned. As expected, the common target of these sales is the fans.

Aside from auction, a plate sale can also be a good idea to consider. This event can be considered as a hit especially for those who love to collect plates. Yes, there are people who are like that. Probably it could be you or your friends. So to raise funds, display and offer unique and decorated plates to the public. You can even do something to make the sale attractive. Perhaps you may like to load the plates with cakes and pastries, or you can assign a ticket number on each plate and consider a raffle. Whoever wins the raffle gets the plate and any of its contents. Now isn't it a great idea?

You can also consider a jewelry sale. You can ask your friends or your peers to join you in this event. If they do, you can create customized jewelry and sell them at a pretty affordable price. This idea is also worth considering, right?

Method #3: *Musical Events*

What about musical events? That's a pretty great idea, isn't it? Well, you probably are aware that millions of people in the whole world love music. About 90% of the world population may have a passion for it. Given this fact, organizing a musical fundraising event can be a great decision to make. This will attract not only a portion of the population, but all of the living people. Yes! So, if you want to raise funds for your valuable projects, then you better consider organizing musical events and charge the people for entry. That's reasonable, right? If you can find a good venue that is for free, much better. You can make more money from it.

Now if you need some bright ideas to start your musical event, I have here some options for you to consider:

- ***Choir concert*** – Be sure to contact the best local choir in your town and cooperate with them to make the event possible.
- ***Dancing Display*** – You can organize a dancing display possibly by asking a dance troupe in your place to perform on your behalf. Give them some great reasons to encourage them to accept your request and say “yes”.
- ***Barn Dance*** – Do you like the taste of the olden country dancing? If so, then organize a barn dance and raise money from it. You can even consider a traditional country food display along with the dancing entertainment.
- ***Classical Music Display*** – You can choose from a number of musical performances in the last few centuries and perform it with the audience of today.
- ***A Folk Night*** – This can be great with a bar, a chair and a good music. Exciting!
- ***Summer Bash*** – Why not organize this kind of event in one of the summer’s evenings at your garden, perhaps? This can also be great with a buffet supper and a group of musicians around.

Musical events are really a great way to fund raise.

Method #4: *Competition Events*

Here comes the competition! As you may know, competition events are pretty famous. They have been practiced for decades now and many of the audience have enjoyed this kind of event for some reasons. In the first place, competition events suit people of every gender and age. Yes, children and adults alike can participate on it. What's more, they yield promises to the people, which is to some degree materialistic but attainable. I'm talking about the prizes, actually.

Given how great competition events are, it's no wonder that they can be perfect for fundraising. For instance, you can consider or organize certain kinds of games for the people to participate and enjoy. Set games for adults and for children, and invite people to witness the event. What about a duck race for both the targets? Hmm...that would be interesting especially if that has something to do with racing plastic ducks on the river and rewarding the owner of the duck that crosses the finishing line first. This is pretty perfect when you are raising funds for the wildlife, right? And, what about a quiz bowl? This is ideal for the wits. So form teams to compete against each other. You can make money from their entry fees and maybe a raffle.

Method #5: *Customized or Themed Meals*

Finally, hundreds of fundraisers consider offering themed or customized meals to the public as the highlight of their fundraising event. This is primarily for the reason that this method catches and draws hordes of people close. After all, many are interested to have great fun with the best meals around.

However, it important to stay within the laws on serving food, drinks and alcohol. Yes, certain places have this rule, so make sure that you stay on its level to avoid possible consequences. For an idea, you can consider a valentine supper or dance party on Valentines Day. You can even consider a coffee morning event for the coffee addicts. Just make sure that you've got a host who is willing to make his home or garden a venue for that great themed meals you have. Make money

from the entry. And, to raise more funds from it, organize some forms of competitions or raffles.

Other Fundraising Ideas

There are a lot more possible events you can consider to raise funds for whatever projects you may have set. Some of the traditional ideas that work well include:

- A movie night
- Chocolate drive
- Sponsorship from friends and colleagues
- Trivia night
- Casual days at work

You can also try something new and different, such as:

- Mystery tour
- Island tour
- Donations from family and friends

So that's it! This is just simply the start. You can still do some great ways to raise your funds to the highest level. But whatever events you would like to consider, be sure to ask for a permit and don't dare cross the limits set for you to note. Just make your fundraising event as enjoyable and exciting as possible, and set your dedication and interest to make all your targets and aims reachable.

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