

FUND RAISING METHODS  
OF  
NON-PROFITS  
IN  
KOSCIUSKO COUNTY

By  
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A  
KOSCIUSKO LEADERSHIP ACADEMY  
WHITE PAPER

PRESENTED AT  
PROJECT PROUD

MAY 7, 1992

FUND-RAISING METHODS OF  
NON-PROFITS IN KOSCIUSKO COUNTY

BY  
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SUMMARY

Though charitable giving is part of American life, fund-raising activities often overlap. The result can be needless stress for the donor and fewer dollars for the Non-Profits.

This study seeks to increase the awareness of Non-Profits to each other and to local fund-raising strategies and their timing. The goal is to provide an instrument which will make comparison and analysis possible.

The Kosciusko Fund Raising Calendar lists 118 fund-raising events sponsored by 33 separate organizations over the course of a year.

Due to the recent recession, Non-Profits have had to evaluate their fund-raising strategies. This calendar will provide one tool to help local charities investigate and develop new programs. By studying the most active months for fund-raising and the most popular events, local organizations can better plan their own fund-raising calendars.

Having a large number of service-minded Non-Profits is certainly a credit to our county. However, it is the responsibility of the organizations to avoid overwhelming potential donors with too much fund-raising activity.

FUND RAISING METHODS OF  
NON-PROFITS IN KOSCIUSKO COUNTY

INTRODUCTION

Americans are among the most charitable people in the world. A recent article in the Reader's Digest (4/92:143) observed that even in the 1980s, a "decade of greed", "Americans responded to rising prosperity with an explosive outburst of charitable contributions." Reaching a record of \$102 billion by the end of the decade, contributions to charities grew at a faster pace than consumer spending (see figure 1).

Fund-raising is a crucial income producing activity for all Non-Profits in Kosciusko County. Unfortunately, fund-raising is often done blind. Blind in the sense that one organization doesn't know what others are doing or when they are doing it.

The result of such "blind" fund raising can be:

- Similar methods used by different organizations
- Too many fund-raisers running concurrently
- Donors are "over asked" in a given month
- Lower pledges or contributions in the short term
- Reduced services in the long term.

In order to increase the awareness of Non-Profits in the county, a survey was conducted in March, 1992 (see appendix for copy of letter and survey). The survey was sent to 144 organizations listed on directories available from the Warsaw Chamber of Commerce, United Way, and the Directory of Kosciusko County Social Services (G. Slaughter & W. Young, KLA Class of 1990).

# ARE AMERICANS GREEDY?

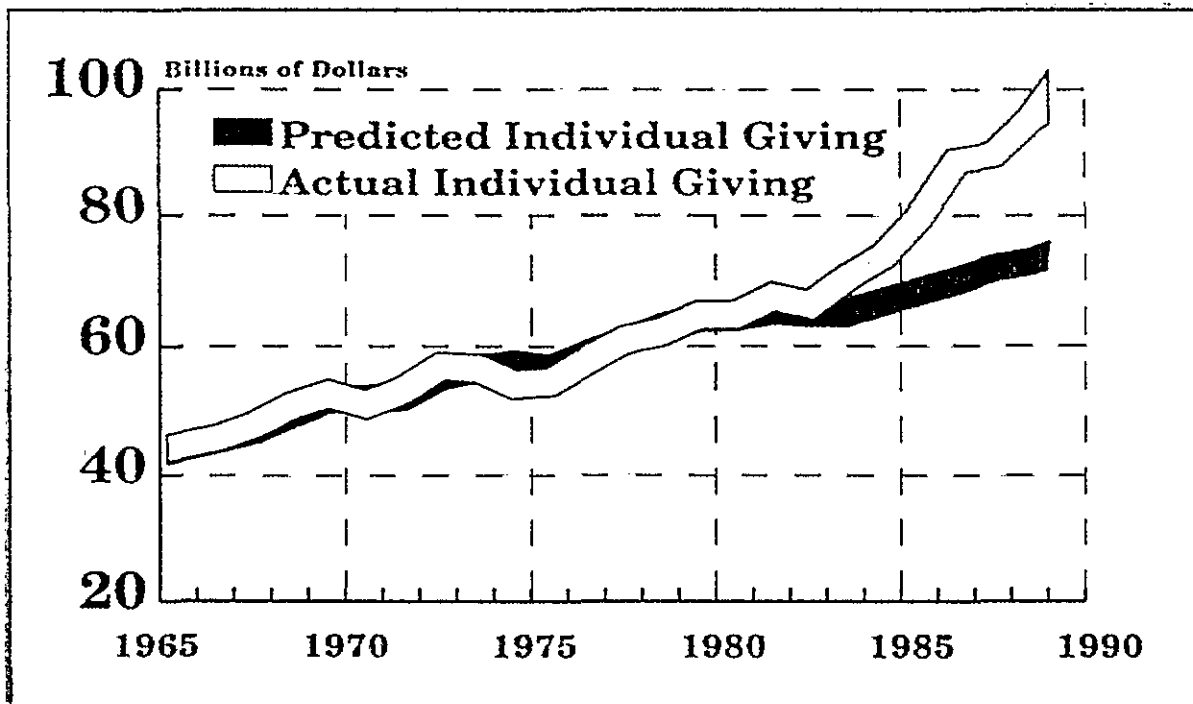


FIGURE 1

Only organizations from those directories were surveyed. Local churches and Parent-Teacher Organizations of the public schools were not included in order to limit the response.

Frankly, the discovery of so many charitable organizations in Kosciusko County was surprising. It is encouraging to realize there are so many groups helping people in our county--and probably many more that the survey was unable to find!

Twenty-seven per cent, or 39 of the 144 surveys, were returned. Six of the organizations replied that they had no regular fund-raising activities.

A Fund Raising Calendar was then compiled from the 33 Non-Profits which listed fund-raising activities. The goal of the calendar is two-fold. First to help the Non-Profits of Kosciusko County analyze their fund-raising strategies and compare them to the timing and methods of other local charities. Secondly, to encourage the Non-Profits to plan their strategies in a way that will avoid giving the generous donors of Kosciusko County "Solicitation Stress Syndrome."

The Kosciusko County Fund Raising Calendar follows this introduction and it is followed by a brief analysis. Of course, such a calendar would not be possible without the willingness of each organization to make their methods public. Those which chose to participate in this survey deserve our appreciation.

# Kosciusko County FUND RAISING CALENDAR

## JANUARY

<u>DATES</u>	<u>ORGANIZATION</u>	<u>ACTIVITY</u>
Thru Feb.	Warsaw Christian School	Magazine sale/renewal
Thru Feb.	March of Dimes	Mothers March
Thru Feb.	Community Public Library	Book Sale
Thru Feb.	Kiwanis Club of Wawasee	Raffle
Thru Feb.	Kiwanis Club of Wawasee	Snowmobile Races
Thru April	Anthony Wayne Area Council Boy Scouts of America	Sustaining Membership Campaign

## FEBRUARY

<u>DATES</u>	<u>ORGANIZATION</u>	<u>ACTIVITY</u>
15	Grace Schools	Mail Appeal
Or March	Lions Club-Warsaw-Evenings	Pancake Breakfast
Thru April	Lakeland Community Svcs.	Valentine Candy Sale
Or March	Republican Central Committee	Banquet w/speaker
Thru April	Republican Central Committee	Mailing
Thru April	American Red Cross	Coupon Books
Odd years	American Heart Assoc.	Residential & Business Campaign, Telepledge, Dance for Heart
Odd years	Welcome Wagon	Spring Fashion Show

## MARCH

<u>DATES</u>	<u>ORGANIZATION</u>	<u>ACTIVITY</u>
Or April	Altrusa Club of Warsaw	Bingo Salad Bar
2nd Week	Lions Club-Warsaw-Evenings	Sausage Sale
1 - 25	Big Brothers/Big Sisters	"Bowl For Kids Sake"
	American Red Cross	Membership
	Historical Soc. Jail Museum	Direct Mail Appeal

## APRIL

<u>DATES</u>	<u>ORGANIZATION</u>	<u>ACTIVITY</u>
1st 2 wks.	Baker Boys' Club	Raffle. Drawing on Good Friday
2	Grace Schools	Phone-a-thon
25	Grace Schools	Direct Mail Appeal
3rd Weekend	Kiwanis Club of Wawasee	Chicken Barbecue
Thru May 2	March of Dimes	Walkamerica
Spring	Combined Community Services	National Volunteer Week
Even year	Lions Club-Pierceton	Chicken Barbecue
	Welcome Wagon	Spring Casino Night
	Warsaw Moon Optimist	Worker Appreciation Day
	Otis R. Bowen Center	Direct Mail Appeal
	Warsaw Christian School	Super-a-thon: Bowl- a-thon, Swim-a-thon, Trike-a-thon.
	Anthony Wayne Area Council Boy Scouts of America	Bowlathon
	Republican Central Committee	Fish Fry
	4-H	Fish Fry
	Community Public Library	Book Sale

## MAY

<u>DATES</u>	<u>ORGANIZATION</u>	<u>ACTIVITY</u>
3	American Heart Assoc.	Taste of Kosciusko
16	Lakeland Community Svcs.	Golf Tourney
16	Kiwanis Club of Wawasee	Pancake & Breakfast
17	American Cancer Society	Door-to-door Crusade
	KCH Auxillary	Quilt Raffle & Flea Market
	Historical Soc. Jail Museum	Cookbook
	Lakeland Youth Center	Car Show

## JUNE

<u>DATES</u>	<u>ORGANIZATION</u>	<u>ACTIVITY</u>
6	Lakeland Comm. Services	Car Wash & Chicken Bar-B-Q
Thru July	Kiwanis Club of Wawasee	Little Ball League
	Big Brothers/Big Sisters	"At Bat For BB/BS"
	American Red Cross	Golf Tourney
	Warsaw Noon Optimist	Circus (Hall of Fame)
	Tri Kappa	Kappa Klassic Golf Tournament
Summer	Lions Club-Pierceton	Candy Day

## JULY

<u>DATES</u>	<u>ORGANIZATION</u>	<u>ACTIVITY</u>
10 - 11	Kos. Community Theatre	Pioneer Days
19-27	North Webster Lions Club	Mermaid Festival
End	Pierceton Chamb. Of Commerce	Raffle
	Lions Club-Warsaw-Evenings	Fish Fry
	American Red Cross	Chicken BBQ & Circus

## AUGUST

<u>DATES</u>	<u>ORGANIZATION</u>	<u>ACTIVITY</u>
15	Grace Schools	Direct Mail Appeal
Last Weekend	Warsaw Christian School	PTF Candy Sale
	Big Brothers/Big Sisters	Custom Car & Truck Show
Thru. October	United Way of Kos. County	United Way Campaign

## SEPTEMBER

<u>DATES</u>	<u>ORGANIZATION</u>	<u>ACTIVITY</u>
7	Council of Aging & Aged	Pro Am Golf Tourney
9/28-10/8	Grace Schools	Phone-a-thon
	Lions Club-Warsaw Evenings	Frozen Fruit/Vegies.
	Community Public Library	Book Sale
	Warsaw Noon Optimist	Golf Outing
Thru. October	Anthony Wayne Area Boy Scouts of America	Popcorn Sale
Thru May	American Heart Assoc.	Jump Rope for Heart
Or October	Republican Central Committee	Banquet w/speaker
Or October	Tri Kappa	Tri-Kappa Follies-Variety Show
Or October	Lakeland Youth Center	Candy Sale

## OCTOBER

<u>DATES</u>	<u>ORGANIZATION</u>	<u>ACTIVITY</u>
15	Grace Schools	Alumni Mail Appeal
17 & 18	Council of Aging & Aged	Back to the Days of Kosciusko
30 & 31	North Webster Lions Club	Haunted House
	Lakeland Community Svcs.	Spook House
	Republican Central Committee	Fish Fry
	Historical Soc. Jail Museum	Barbecue
Fall	Altrusa Club of Warsaw	Chicken B-B-Q's
Fall	KCH Auxiliary	Jewelry Sales
Fall	Lions Club-Pierceton	Chicken Barbecue, Wood Cutting, Cemetery Clean-up

## NOVEMBER

<u>DATES</u>	<u>ORGANIZATION</u>	<u>ACTIVITY</u>
15	Grace Schools	Direct Mail Appeal
	Lakeland Community Svcs.	Christmas Movie
	Kiwanis Club of Wawasee	Needy family Project
	Welcome Wagon	Hobby Auction

## DECEMBER

<u>DATES</u>	<u>ORGANIZATION</u>	<u>ACTIVITY</u>
	Tri Kappa	Santa's Village
	Warsaw Christian School	PTF Fruit Sale
	Warsaw Moon Optimist	Poinsettia Sale

## NO SPECIFIED MONTH

<u>ORGANIZATION</u>	<u>ACTIVITY</u>
Pierceton Chamb. Of Commerce	Mayor For The Day
Pierceton Chamb. Of Commerce	Benefit Auction
Mental Health Association	Direct Mail
Nat'l Mult. Sclerosis Soc.	Direct Mail
Kos. Community Theatre	Family Shows, solicit Businesses for Ads
Baker Boys Club	Direct Mail

## YEAR ROUND

<u>ORGANIZATION</u>	<u>ACTIVITY</u>
Kos. Cty. Council on Aging	Luncheons & Dinners
Winona Lake Historical Soc.	Mass Mail, Direct solicitation, Grant writing.
KCH Auxiliary	Bake Sales and Gift Shop
Historical Soc. Jail Museum	Exhibits & Programs
Friends of Warsaw Community Public Library	Membership, Product sales
Warsaw Christian School	Direct Mail
4-H	Direct Mail, Personal & phone solicitation



### THE FUND-RAISING CLIMATE

Imagine if the taxpayer were being asked to fund all the different services listed on the calendar. Many organizations would probably cease to exist due to lack of funding!

Though some may feel bothered by fund-raising events, it is an effective way to get donors together with organizations they believe in. Without the events, potential donors may never notice the needs in the community or the charities which meet those needs.

With the onset of a recession, Non-Profits have had to take a hard look at their fund-raising. Gregory Coin, Director of Development and Membership at the Winterthur Museum in Winterthur, Delaware, recently reported, "We're getting more creative and testing more strategies" (F.R.I. 31:2, Feb. '92). In the same publication, a hospital fund-raiser observed, "Fund-raising must be more mission- and value-oriented than in prior years. The focus has to be on core values of human compassion, families, and the organization's integration and effectiveness in the community."

The Non-Profits of Kosciusko County should consider investigating and developing new programs. At the same time, currently effective fund-raisers ought to be maintained. For instance, while continuing to emphasize individual giving, a charity could add gift clubs, pursue planned gifts or hold a seminar.

## ANALYSIS OF KOSCIUSKO COUNTY FUND-RAISING

The most active months for fund-raising events in Kosciusko County appear to be April (15), October (11), February (10) and September (10). The least active months are July (6), November (4) and December (3). A bar graph showing all the months appears on the next page (Figure 2).

This data, however, must be interpreted with an awareness of other organizations not reported in this survey. A significant example would be public school PTOs which do a significant amount of fund raising during the first two weeks of the school year.

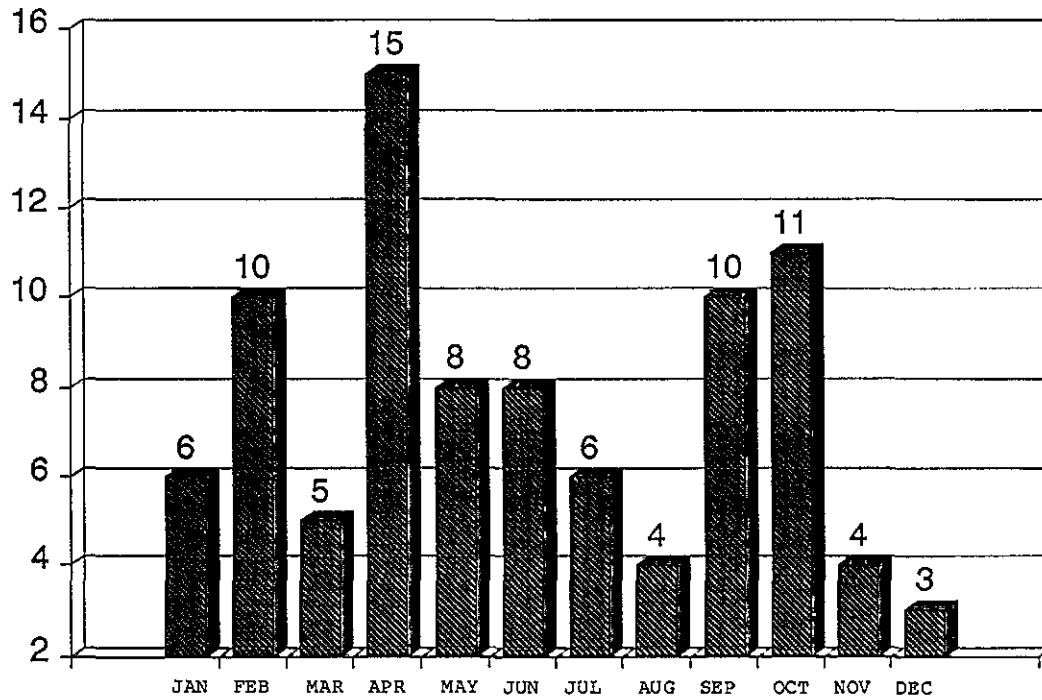
The most popular fund-raising events are also worth studying (see Figure 3 on next page). While it may seem that mail boxes are full of appeal letters, Product Sales is the leading local event (30.5% of all events). That is followed by Entertainment (13.5%), Mail Appeals (13.5%) and Banquet/Meals (9%). Of the Sports events, Golf tournaments lead with 5 of the 9 events.

Altogether, the 34 Non-Profits reported at least 10 different types of events. The total number of fund-raisers throughout the year reached 118. That means each organization averages 3 1/2 events per year. Fifteen per cent of the Non-profits responding indicated that they had no specific regular fund-raising activities during the year.

If this data is applied to the total number of organizations sent a survey (144), it would indicate approximately 430 separate fund-raising events in the county per year. That is an average of 35 per month!

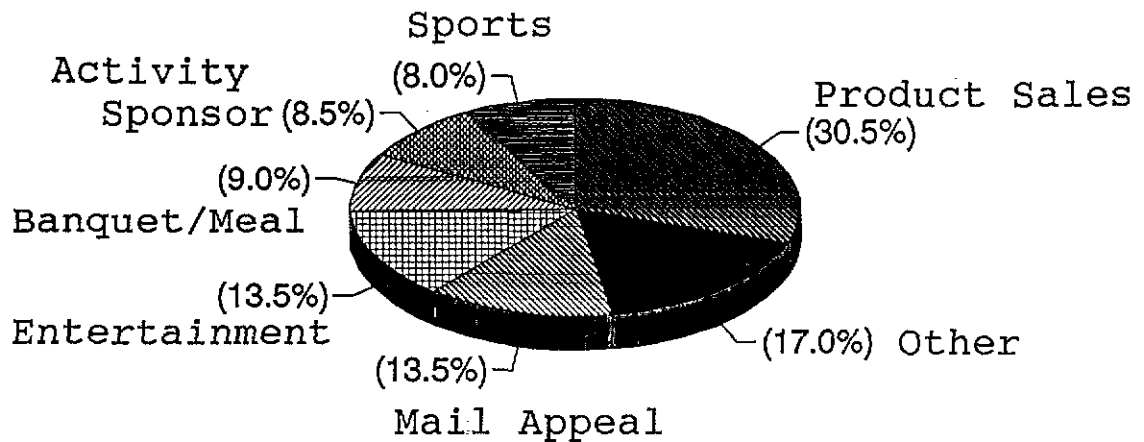
# Kosciusko County Monthly Fund Raising Events

( FIGURE 2 )



# Kosciusko County Most Frequent Fund Raising Methods

( FIGURE 3 )



## RECOMMENDATIONS

1. That Non-Profits examine the timing of their fund-raising events and ask if their constituency is being over-asked in a given month.

2. That other, less crowded, months be considered for appeals. For example, a well-timed/designed fund-raiser that would take advantage of holiday generosity and end of the year tax benefits. There seem to be few November and December events.

3. Non-Profits can examine the calendar for ideas which are more suited to their mission and can clearly make their case for support.

## CONCLUSION

People in Kosciusko County are blessed with a large group of service-minded non-profit organizations. The number of organizations is a testimony that the citizens of this county care about the needs of their neighbors. The quantity of successful fund-raising events gives evidence that we are willing to support organizations that are meeting a felt need.

It remains for the Non-Profit organizations to evaluate their fund-raising strategies with the donor in mind. While Americans may be among the most generous people in the world, they are faced with an overwhelming number of appeals on a monthly basis. Tough choices have to be made about where their limited charitable dollars will go.

SOURCES

Club and Organization List, Warsaw Chamber of Commerce, Warsaw, Indiana.

Directory of Kosciusko County Social Services, Kosciusko Leadership Academy, Warsaw, Indiana, 1990, G. Slaughter & W. Young.

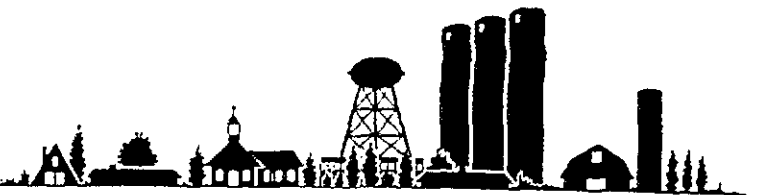
Fund-Raising Institute Monthly Portfolio, Vol. 31, No. 2, February 1992, The Taft Group, Rockville, Maryland.

Reader's Digest, April 1992, Reader's Digest Association, Pleasantville, New York.

United Way Agency List, United Way, Warsaw, Indiana.

A P P E N D I X

# Kosciusko Leadership Academy



March 11, 1992

Executive Director  
Kosciusko County Non-Profit  
Street Address  
City, IN 46500

Dear Director,

Fund-raising is a crucial activity for all Non-Profits in Kosciusko county, but often we do it blind.

Blind in the sense that one organization doesn't know what others are doing or when they are doing it. The result can be:

- Similar methods used by different organizations
- Too many fund-raisers running concurrently
- Donors are "over asked" in a given month
- Lower pledges or contributions short-term
- Reduced services long-term.

In an attempt to increase our awareness of each other, I have chosen to do a survey for my KOSCIUSKO LEADERSHIP ACADEMY White Paper. The survey topic is "The Fund-Raising Methods of Non-Profits in Kosciusko County." A copy of the survey and a postage paid reply envelope are enclosed with this letter.

Your participation in this survey may help your organization be more effective in fund-raising in our county.

Please complete the survey and return it to me by Friday, April 3, 1992. Your timely completion of it will allow me to include your organization's data in the presentation of my White Paper at the KLA "Project Proud" on May 7.

I would be happy to send you a copy of the survey results which your organization may be able to use in your planning. You may request a copy on the survey form.

Thank you for your help with this project!

Hoping to help,

Christian J. Becker

P.S. If you do not do fund raising or are not a non-profit, there is no need for you to return the survey.

# Kosciusko Leadership Academy

## WHITE PAPER SURVEY

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Topic: "The Fund Raising Methods of Non-Profits in  
Kosciusko County."

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SUBMITTAL DATE: Please return survey by Friday, April 3, 1992.  
(Surveys returned on time will be included in the "Project Proud"  
White Paper presentation on May 7 at the Med Park Center.)

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Non-Profit:  Yes  No  
(If "yes", please complete; if "no", do not return survey.)

What are your regular Fund-Raising Methods, when are they used,  
and what type of donor is involved (individual, business)?

<u>Method</u>	<u>Donor Type</u>	<u>Dates</u>
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(Use additional sheet if necessary)

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I  would  would not like a copy of the finished report.

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Please Return To: Chris Becker, Annual Fund Director  
GRACE SCHOOLS ADVANCEMENT OFFICE  
Telephone: 200 Seminary Drive  
(219) 372-5290 Winona Lake IN 46590