Innovative Ideas for Generating Chapter Funds

Robin Bartlett, PhD, RN
Director, STTI Board of Directors
Objectives

• Explore valuable resource options from STTI to assist in chapter fundraising activities

• Discover inventive ideas that chapters are implementing to generate non-dues revenue
Why do people give?

- They support the organization
- Someone asked them personally
- Emotional appeal
- There was a prize or incentive
Leadership Forum
20 - 22 September 2012 • Indianapolis, Indiana, USA

Fundraising

Percentage of members who made a gift to their association for a purpose other than dues anytime in the past.

- 21.4% in 2007
- 43% in 2008
- 33% in 2009
- 50% in 2010

Percentage of nonprofits reporting an increase in fundraising proceeds from special events.
Fundraising Ideas

- Member-to-Member Donation Appeals
  - Your members understand what makes other members interested
  - It makes the “ask” personal
  - Volunteers become more engaged with the chapter and are more likely to stay connected in the future
Fundraising Ideas

- Send renewal reminders and ask members to donate to the chapter
  - Renewal form includes a chapter donation line
  - Call Center secured more than $1,000 in chapter donations just by asking those who called in
  - Members gave over $50,000 to their chapters last year at the time of renewal
Fundraising Ideas

• Purchase STTI products and re-sell
  – Brass nameplates
  – Badge reels
  – Notecards
  – Car magnets
  – T-shirts

www.nursingsociety.org/chapters > Merchandise
Fundraising Ideas

Are any of your members book authors?

- Many book vendors (including Nursing Knowledge International) provide discounts on bulk orders
- Ask the author to sign the books
- Sell them at your next chapter event, on campus, at hospitals and other healthcare facilities
Fundraising Tips

• Build a team
  – A fundraising committee can brainstorm and focus specifically on this task

• Use interesting, diverse communications
  – Tell your story
  – Telephone, E-mail, mail, social media, in-person

• Find community partners
  – Partners that share a similar mission/vision
All Chapter Officers

The All Chapter Officers group is comprised of officers from all STTI chapters. The purpose of this group is to provide chapter leaders with opportunities to network, collaborate and share resources.

edit community settings

Announcements

Early registration deadline extended for Leadership Forum!
By: Michelle Lilly  Jul 20, 2012 9:44 AM

Register by 1 August to receive the best rate!
Three full-days of educational programming encompassing two “stand-alone” events. One event is focused on nursing leadership and the other is focused on chapter training. Both events will include plenary and concurrent sessions, poster sessions, STTI Info Fair, exhibitors and networking with nurses from around the globe.

Invite members to attend the first half of the forum, 20-21 September, focusing on nursing leadership. The chapter training sessions will occur on 21-22 September. As chapter leaders, you may find it beneficial to attend the entire three-day forum.
Learn more about this exciting event

Events

Leadership Succession Committee Orientation Webcasts
Jul 23 - 25
United States

“What’s in it for me” webcasts
Jul 24 - 25
United States

Webcast: Get More People on Your Committee
Jul 26, 1:00 PM - 1:30 PM (Eastern Standard Time)
United States

Library

Connections - June 2012
By: Michelle Lilly  Jun 12, 2012 3:45 PM

Copy-and-paste news blurs for your chapter newsletters

How to Use Google for your Chapter
By: Julie Jones  May 23, 2012 3:17 PM

http://thecircle.nursingsociety.org
Region 15 Chapter Officer Connect

Announcements

Reminder of August 3 due date for chapter reports and bylaws
By: Valerie Sauda, Jul 13, 2012 8:57 AM

A reminder to upload your chapter annual report and bylaws to the chapter management system by August 3rd. Feel free to contact me via email or phone if you need any assistance or resource information! Val
https://chaptermanagement.nursingsociety.org/

Showcase of Excellence Award candidates needed from Region 15!
By: Valerie Sauda, Apr 5, 2012 3:44 PM

I encourage chapters in our region to submit their chapter for the Showcase of Excellence award-show how your chapter is meeting the President’s Call to Action! Award applications can be sent as soon as NOW so don’t wait! Application and eligibility are available online:
Showcase of Regional Excellence webpage

Events

Innovation in Clinical Education: Dedicated Education Unit Model in Long Term Care
Aug 16, 8:30 AM - 2:00 PM (Eastern Standard Time)
Lowell, MA, United States

Creating a Research Environment
Nov 1 - 2
South Burlington, VT, United States

Library

Region 15 chapter leader meeting minutes-May 24,....
By: Valerie Sauda May 29, 2012 3:41 PM

Minutes from May 24, 2012 meeting

Region 15 Conference Call 5-24-12
By: Julie Jones May 21, 2012 3:38 PM

http://thecircle.nursingsociety.org
Panel Presentations

• Iota Nu Chapter
  Belinda Deal, RN, PhD, CEN

• Omicron Tau Chapter
  Denise MacDonald, PhDc, RN

• Rho Gamma Chapter
  Vicki Teribury, RN, BSN, MSN
Iota Nu Chapter
Silent Auction

Presented by:
Belinda Deal, RN, PhD, CEN
bdeal@uttyler.edu
Checklist for Silent Auction Chair

✓ Develop letter asking for donations
✓ Ask members for donations and connections to businesses
✓ Print out Bid Form
✓ Set up a "themed basket" so members can contribute
  • For example, we had a "Spa" basket in the faculty mail room
**Silent Auction Bid sheet**

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<th>Item:</th>
<th>Value</th>
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<tr>
<td>Two framed nature photos</td>
<td>$20</td>
</tr>
<tr>
<td>Donated by:</td>
<td></td>
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<td>Belinda Deal</td>
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<table>
<thead>
<tr>
<th>Name</th>
<th>Bid</th>
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Omicron Tau Chapter
Chapter Raffle

Presented by:
Denise MacDonald, PhDc, RN
Honor Society of Nursing, Sigma Theta Tau International

Leadership Forum

20 - 22 September 2012 • Indianapolis, Indiana, USA
Honor Society of Nursing, Sigma Theta Tau International

Leadership Forum

20 - 22 September 2012 • Indianapolis, Indiana, USA
Goodies and Prizes
Rho Gamma Chapter
Octagon Fair

Presented by:
Vicki Teribury, RN, BSN, MSN
Questions?