

How to Conduct a Fund-Raising Project

Listed below are eight components of a successful fund-raising project. No fund drive should be undertaken without these primary ingredients for success.

1. There should be genuine enthusiasm and good spirit for the project.
2. There should be a genuine need to raise money and this need must be identified.
3. The actual project to be conducted must be decided upon, i.e. car wash, door-to-door collections, etc.
4. The project should be organized and a chairman must be selected.
5. Chapter members should be trained to properly solicit funds and to explain the purpose of the project.
6. There should be 100% chapter participation. No project will be successful if a few members carry the load.
7. The project should be publicized for the benefit of the public, as well as to instill confidence in the chapter members who are working on the project.
8. Recognition should be given to those who excel during the planning and implementation of the project.

There may be other minor ingredients to be considered, but if these eight are not attended to, the probable success of the project is very much in question.