

**Holding a fund raising dinner**- Lin Brown, [lin\\_brown@byu.edu](mailto:lin_brown@byu.edu), 801/422-9312

- A. Form a committee of 7-10 committed people
  - These should be well connected people of influence with personal capacity and desire to help
  - They should be from different geographic areas in your chapter
  - Most should be in the 45-70 age bracket
- B. Set a goal with realistic expectations
  - Amount of dollars to raise
  - Number of couples in attendance- plan to invite double this number
- C. Set a Date/time
  - Check for local church activities, wedding receptions, school vacations, community events or BYU televised games on/around your date
- D. Choose a place
  - Hold your event at an upscale home that many invitees may not have been too. There will be a curiosity factor that may improve your attendance
  - Consider that your hosts will be the greatest financial contributors
  - Tell the host you will cater the food
  - Make sure it is large enough for the group you want to invite
  - Consider seating, acoustics, place to show DVD's, microphone, background music
- E. Guest list
  - Brainstorm a guest list
    1. BYU Alums with LIA (linkage, interest, ability)
    2. Relatives of alums with LIA
    3. Friends of Committee members with LIA toward BYU university (Don't invite people with a reputation for capacity that no one on your committee knows)
    4. Each committee member should be responsible for getting 6-10 couples to attend the event that they know personally

**Stop here: send this guest list to the Annual Giving Office at LDSPhilanthropies so we can verify that none of these people are currently in a major giving initiative with a donor liaison at BYU. Wait until you hear back from our office before inviting anyone.**

- F. Invitations
  - Verbally tell them about event and it's **purpose**- (no one should be blindsided when they arrive to find out this is for the purpose of fundraising for your replenishment grant)
  - Hand deliver the invitation (by the committee member with closest relationship) when possible
  - Make a followup call to encourage/verify attendance- leave no voice mail
  - A major key to your success will be personal invitations

#### G. Dinner

- Have it catered if possible- fund with chapter operation expenses
- Have nametags
- Have a social 30 minute mixer such as find someone... give prizes
- Consider table centerpieces with photos of past replenishment or scholarship recipients and their story of gratitude

#### H. After dinner agenda

- Have a trivia game- give prizes
- Thank and acknowledge the hosts/ give them a gift.
- Brief appeal (by a committee member who received financial help to attend school)
  1. #1 ask all in the audience to stand if they received a scholarship to attend college
  2. Tell local demographic (how many attending Y)
  3. Tell of current need for financial help
  4. Read most passionate, heartfelt story (used as centerpiece)
  5. Hold up the gift card and explain that you have written in the account # for the – Chapter regional replenishment grant-spendable/endowment
  6. Have committee members hand out gift card w/ envelope to those they invited
  7. Consider asking before the dinner if a particular person might offer to share what they are donating and challenge others to match.
  8. Explain that giving is confidential and personal.
  9. Some people may be prepared to write a check on the spot. Give them a few minutes. Have them seal their envelope, and put it in a large receptacle. Tell them donations will be mailed to/and receipted by LDS Philanthropies. Have extra gift cards and envelopes available for those who may want to give now and later to this area.

#### I. Followup

- Each committee member should write personal TY note to the host, and to each person they invited who came
- Chapter chair should write about recent fundraising efforts and results in a newsletter or email to Each committee member should

**Realize that many major gifts take planning. Many people make gifts at the end of the year after they have evaluated their finances. No gift may mean not now (but maybe later); I am doing something else; I am already helping BYU or another charity. So don't give up- just plant the seeds, believe in people, and keep trying.**

*"We build on foundations we did not lay. We warm ourselves at fires we did not light. We sit in the shade of trees we did not plant. We drink from wells we did not dig. We profit from persons we did not know. We are ever bound in community."*

Unitarian Universalist minister Peter Raible paraphrasing a passage from Deuteronomy 6:10-12

