



Hello Everyone!

Today our topic for conversation is “Fundraising”

Have you ever participated in a fundraising event? There are many ways to raise money to support charitable efforts. Today we will focus on the “fundraising gala.”

We have a special guest speaker, Jodie Pulliam, from the SJPL Foundation. The library is hosting a fundraising gala on October 20th. Jodie will share with us the details of the event and we will get a real life example of how a fundraising gala is put together. Tickets to the event are available to everyone (for purchase), maybe you would like to attend?

Activities:

1. Large group – short discussion “what is a fundraiser?”
2. Large group – Jodie will talk about the upcoming [San Jose Library Foundation’s 35th Anniversary Gala](#)
3. Large group – Q & A

What is a fundraiser?

An activity for the purpose of raising money to support an organization



Common Types of Fundraisers

- **Special Events**
- Direct Solicitation –just ask someone for money!
- Product Sales –for ex. girl scout cookies
- Grant Writing – money is awarded to an organization for a specific purpose and time
- Corporate Partnerships - sponsor or underwrite an organization's programs or events
- Website/App Donation Page - a "click to donate" link on each page



Special Events

There are many kinds of special events:

- galas
- cook-offs
- sporting events -5k runs, golf tournaments
- charity auctions



It's important to choose an event that will attract attendees!

Special Events

Special events can be a major source of funds for nonprofit organizations.

- The events themselves bring in money (ticket sales, registration fees, auctions, etc.)

A great marketing and PR opportunity. . .

- Attract the attention of individual and corporate donors who may give large donations
- Attract volunteers to donate their time and talents to the organization

Donors + Volunteers = Success \$\$\$

How Successful
Fundraising
Groups get
Corporate
Donations



Met Gala 2022 brings in a record \$17.4 million

The Met Gala is an annual fundraising gala held for the benefit of the Metropolitan Museum of Art's Costume Institute in New York City.

A ticket will cost \$35,000

The price for a table can range from \$200,000 to \$300,000

