



**USBG  
NATIONAL  
CHARITY  
FOUNDATION**

**CAMPARI®**

**FUNDRAISING TIPS & TRICKS**

# CHEAT SHEET

## 1. Choosing a Non-Profit

Must be an appropriate 501c3 in good standing (check on GuidStar).

## 2. Nuts & Bolts

Pay attention to local & state ABC regulations.

## 3. Goal Setting

Be SMART! Specific, Measurable, Achievable, Relevant, Timely.

## 4. Event Management

Be organized! Utilize people's strengths, & always over staff.

## 5. Donor Recruitment

Know your brands & what they are interested in, have a professional deck

## 6. Volunteer Recruitment

Organize, organize, organize & anticipate situations, good & bad!

## 7. Add-ons (raffle, auction, etc.)

Know what it will require & don't take on more than you can manage well.

## 8. Getting the Word Out

Leverage everything you can - in a positive way! Use varied media.

## 9. Donation Distribution

Distribute all raised funds to your charity of choice in a timely manner!

## 10. Thanking Everyone

Thank EVERYONE! Donors, attendees, volunteers, the venue, the vendors, etc.