

MONUMENT HILL KIWANIS CLUB

PROCEDURE

for

FUNDRAISING

- I. **Authority.** This procedure is to be executed within the guidance provided by Club By-Laws and Policy. Nothing in this procedure supersedes or is less restrictive than Club By-Laws or Policy.
- II. **Scope.** This document is contains procedural guidance for the Vice President, Fundraising, and the standing Committee on Fundraising.
- III. **Background.** The Club will raise funds through its fundraising projects and will transfer net proceeds, as applicable to the Club's Monument Hill Foundation. The Foundation will perform the annual Granting function as defined in Foundation By-Laws and Policies.
 - A. The Club's principal fundraiser, Bingo, is under the leadership of the Director, Bingo and Raffles, which is one of the seventeen Board of Directors' officers.
 - B. Development of new fundraising projects is assigned to the Planning, Analysis, and Resources (PA&R) Committee, will remain the responsibility of the Director, PA&R through the first year of implementation for the new project. The Director, PA&R is also a Board of Directors' officer position.
- IV. **Responsibilities.** The VP, Fundraising, and the standing Committee on Fundraising have overall responsibility for fundraising responsibilities within the Club, and especially for those projects assigned by **Club Policy, Article 10**.
 - A. The VP, Fundraising will chair the standing Committee on Fundraising which will consist of not less than three (3) Club members.
 1. The Club CFO/Treasurer or an Assistant Treasurer, acting on behalf of the Club Treasurer, shall be a member of the Committee. Other recommended Committee members include major fundraising project managers.
 2. Because of the publicity requirements and potential from these major projects, it may be beneficial for the Director, Public Relations to be a member of the Committee.
 3. Because of the overall demand for Club member service hours, it may be beneficial for the Director, Bingo and Raffles to be a member of the Committee.
 4. The Committee will meet as required to update project status and budget requirements/status. Quarterly meetings are recommended.
 5. The VP, Fundraising will provide a quarterly written report to the Board of Directors, prior to the monthly meeting of the Board of Directors in January, April, July, and October.
 - B. The principle responsibility of the VP, Fundraising is to manage solicitation of support for the Club from corporate sponsors.

1. There are two elements of the corporate fundraising activity, Corporate Sponsorship and a more global effort to solicit significant funding from large corporations/foundations like USAA, El Pomar, etc.
 - a. The VP, Fundraising will appoint a volunteer from the Club to manage the conduct of the local Corporate Sponsorship program. The conduct of the Corporate Sponsorship program is defined in the club Procedure for Corporate Sponsorship.
 - b. The VP, Fundraising will coordinate the more global fundraising effort with the Monument Hill Foundation fundraising program to avoid duplication of effort and alienation of potential sponsors.
 - (1) Procedures for this synchronized effort are under development.
 - (2) The effort will include a significant effort to prepare a single presentation that outlines the benefits of contributing to Monument Hill as a single entity. The internal management of funds collected under this program is under development.
- C. Another responsibility of the VP, Fundraising is to appoint Project Managers for the assigned projects (D. below) and to provide support to these Managers.
 1. This responsibility parallels that assigned to the VP, Community Services for other Club projects. In general, the difference is that those projects assigned to VP, Community Services are not expected to generate income to the club.
 2. Project Managers are expected to prepare budgets, solicit volunteers as required, organize, plan, and conduct the projects.
- D. The VP, Fundraising shall provide a budget estimate for each assigned project to the CFO/Treasurer not later than 1 July of each year.
 1. Managers of major projects must submit their budget estimates to the Committee on Fundraising to be compiled into the VP, Fundraising budget submittal. Expenses for the projects are to be paid by the projects out of gross proceeds. However, some upfront funding from the Club Operations budget may be required for some projects (e.g. Bell Ringing and Peach Sales).
 2. Should one or more projects require upfront loans or "seed funds," the VP, Fundraising will identify these needs to the CFO/Treasurer.
 - a. If these needs are known at the beginning of the administrative year, they will be included in the annual Fundraising budget submittal.
 - b. If these needs become known after the annual Fundraising budget submittal, the VP Fundraising will identify the amount and timing of the need to the CFO/Treasurer before the project is approved.

- E. The VP, Fundraising shall maintain responsibility for the following assigned projects and any new projects, developed by the VP, PA&R, after the first year's implementation of those new projects.

Project	Schedule
1. Corporate Sponsors	Year Around
2. Commercial Rebate Programs*	Year Around
3. Empty Bowls	October
4. Holiday Bell Ringing	November-December
5. North Pole Craft Fair	December
6. Super Bowl Boards	December-January
7. Peach Sales	July-August
8. Sports Pools	September-January

* Includes Safeway and King Soopers cards, AmazonSmiles, and any other similar rebate program