

SHAKING THE CUSHIONS

How to assess money-making ideas for small groups

Jennie Worden

jennie@pellucid.ca

WHY DO WE NEED MONEY?

- One-time expense? (e.g., new sound system)
- Everything is more expensive and we can't ask people for more money at the door (i.e., we have an operating shortfall, and we don't know how we're going to keep doing this.)

IS THIS A GOOD
IDEA?

1 SUITABILITY

Ideally, Any revenue-generating activity will fit more or less seamlessly with what we already do.

WHAT CAN WE ADD AND CHARGE MONEY FOR?

Find the gaps.

Piggyback on existing events and services.

Value-added versions of existing offerings.

E.g.

People really want branded merchandise (t-shirts, water bottles, etc.)

Pre-concert/dance supper?

“I donated” buttons; favourable parking spots

2 RISK

Financial: Spend as Little up front as possible to bring in as much \$\$\$ as possible.

Liability: Assess whether you will get in trouble.

Personal: Relationships are important.

SPEND AS LITTLE UP FRONT AS POSSIBLE TO BRING IN AS MUCH
PROFIT AS POSSIBLE

LIABILITY

- Does this carry the potential to cause harm?
- Are we allowed to do this?
- Do we have insurance and does it cover this?
- What steps can we take to manage our risk?

CHECK EXISTING AGREEMENTS AND POLICIES CAREFULLY. DO
WHAT YOU CAN TO KEEP COMMUNITY MEMBERS SAFE.

GOODWILL

- Loops back to suitability -- an unsuitable activity or appeal will lose the goodwill of your community.
- You need community buy-in to keep doing what you do.

3

SUSTAINABILITY

Cherish your volunteers &
spread the work. Remember
your organizers are not
your only volunteers.

PEOPLE ARE NOT PENNIES!

- How many people will this take to pull off?
- What skills do those people need?
- How much time/effort will it take those people?
- How often will they need to pull this thing off?
- Do we even have those people? Do they even want to do this?
- What happens when we don't have these people or they no longer want to do this?

4

COMPLEXITY

Ideally, unless we have a volunteer (or group) willing to devote significant time to this activity, we need something simple and straightforward.

A FEW IDEAS

HOW WILL THEY WORK FOR YOU?

Ideas

Snack sale

Teespring campaign

Pre-concert/pre-dance supper

Raffle

50/50 draw

Jumble sale

Fund-raising house concert

Assessment Questions

Is this a one-time or an ongoing thing?

How well does this fit into what we do?

How much will this cost us?

Are we allowed to do this?

What other potential problems are there?

How much work is this going to be?

Who is going to do the work?

How can we support them?