

Other Useful County Tips



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Agricultural Television Programs



California Country is Farm Bureau's award-winning weekly television magazine program. It features stories about California's farmers and ranchers and people in closely related industries. You'll learn about the people who make modern agriculture work and also learn about the work they do when you watch California Country.

Each program features interesting and educational stories about farmers, ranchers, food production, produce selection, cooking segments, and gardening tips.

For information about the program, station listings, the latest programs and recipes, go to www.cacountry.com or contact the California Farm Bureau Federation's Communications/News Division (916) 561-5550 or e-mail jmorris@cfbf.com.



California Heartland, a public television series on California agriculture, airs in all California television markets and in Reno, Nevada. Heartland is a 52-week series which looks at the people who make California agriculture the envy of the world. Tape copies are available by contacting the California Foundation for Agriculture in the Classroom at 800-700-AITC.

For more information about these two programs, check out the California Farm Bureau Federation Web site at www.cfbf.com and click on the link for Television.

Fundraising Ideas for Volunteer Committees

There may come a time when your local committee needs to plan a fundraising activity. On the next few pages you will find some helpful hints and tips for planning successful fundraisers. There are many ways to accomplish raising money to fund a project or an organization. The following, though not inclusive by any means, is an attempt to provide some basic ideas.

Key Commandments to Fundraising:

1. Knowing who to ask is more important than knowing how to ask. Research your prospective donors.
2. Get acquainted and court the potential donor.
3. Personalize your ask. Every request for money should be tailored whether asking for a small gift or a large gift.
4. Let your potential donor know who currently donates. People want to give to successful organizations.
5. Assume a "yes" contribution in all communication.
6. If you can't scan it, can it. Fundraising letters should be short with ample margins.
7. Make sure your math adds up on budgets and financial statements.
8. Communicate in English. Don't use jargon.
9. Don't take a "NO" personally. Take it as a challenge. Persistence pays; it may be yes next time around.
10. No matter how many times you said thank you, say it again.

Why Fundraise?

Fundraising Events...

- allow an organization to raise additional money from people who are already making contributions.
- can generate small or large amounts of income depending on the type of event you choose and the prep time you allow.

Fundraising Ideas for Volunteer Committees

Event Planning

- widen an organization's donor pool by attracting people whose interest may be in the event rather than the organization.
- can generate good public relations and exposure for an organization.

When considering what type of event will work for your organization and your constituency, there are many varieties of fundraising events to consider, and any number of themes can be used for each idea. Provided below are some samples:

Crab/Spaghetti Feeds	Dinner events	Steak/fish fries
Black Tie Galas	Dances	Fairs
Golf Tournaments	Auctions	Garden/home tours
Walk-a-Thons	Food Festivals	or

Fundraising "non-events" (guests pay for the privilege of not attending an event).

In planning events, there are certain rules that are important to follow:

- ⇒ Set a dollar goal early in the planning and stick with it. The secret of success is the NET income, not gross income.
- ⇒ Plan an event people will enjoy. If it's not fun, it's not worth doing.
- ⇒ Establish a committee to work on the event. Areas such as ticket sales, auction item procurement, publicity, decorations, and so on should be specifically assigned.
- ⇒ Someone who has a high profile in your community may serve as honorary event chairperson and help you with the success of your event.
- ⇒ Inflate the number of volunteers who will be needed in order to make the event a success. Give yourself an emergency cushion in case there are any last minute volunteer cancellations.

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Writing Effective Fundraising Letters

- ⇒ Allow plenty of lead and planning time in setting up your event.
- ⇒ Build in to the event several mechanisms to make money. For example, a golf tournament may include a cash bar, a raffle, an auction and mulligan tickets.
- ⇒ Involve local merchants and businesspeople by asking them to donate goods or services.

People give for a variety of reasons. There must be a compelling reason for donors to give and you must be able to communicate this reason to them. There needs to be an emotional tug - they need to feel that people are served by a cause. Donors are drawn to success, so be professional and positive in your requests. Often donors will give because they feel it benefits them personally whether it be through recognition, or just the knowledge that they have invested in something important to them.

Key concepts for a letter:

- Grab the reader within the first sentence.
- Describe vividly, using personal stories or examples who will be helped by the contribution. Most people give to people, not abstract causes.
- Write with a positive attitude.
- ASK for contributions. If you don't ask, you won't receive.
- Use letter-writing layouts that are easy to read. Try to keep your letter to one page and use plenty of white space.
- Include a statement that donations may be tax deductible if your organization has tax-exempt status.
- Use a handwritten signature and possibly a personal P.S. to add a personal touch.
- Consider using enclosures such as gift reply cards and a pre-

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Grants from Foundations and Public Agencies

addressed return envelope. (You want to make the process of them sending a contribution as easy as possible.)

- Ask for feedback about your letters. Before you mail it, show a proposed letter to select staff or someone you trust for their reaction. After the mailing, call some of the people you mailed the letter to and ask why they gave or did not give.

Corporation, foundation, and government agencies are other important sources of larger contributions. Available funding can be researched through sources such as *The Foundation Directory*, Nonprofit Resource Center, sourcebook profiles, state and regional directories, and the *Catalogue of Federal Domestic Assistance*.

Some grants require only a letter of request, however most require formal proposals. Proposals should include:

- Introduction or abstract
- Problem/needs statement
- Goals and objectives of the program to be funded
- Program description
- Evaluation strategy
- Budget

However you choose to tackle funding concerns, these steps will help make the process more enjoyable for your volunteer committee. As noted in the introduction, these steps are to be considered merely pointers for assisting you as you plan, budget and raise funds for your program.

Many non-profits and membership organizations have very small staffs

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Working with Volunteers

and rely on an army of volunteers to become the workforce to help accomplish their goals, especially in fundraising. Making sure your volunteers have a successful outcome in working with your organization is important. Volunteers need to feel ownership to the projects in which they are involved.

- Establish volunteer procedures, responsibilities, restrictions, reporting and recognition.
- Determine where volunteers can be used most effectively.
- Create volunteer job descriptions.
- Interview, select and place volunteers in appropriate jobs.
- Develop orientation and training programs for volunteers.

Tips for Working with the Media

Communication about agriculture is important. The goal of the California Farm Bureau Federation [CFBF] is to tell farmers' story to the largest audience possible. It is important to disseminate, in every way possible, news of agriculture and Farm Bureau to members of the media and the public to create a greater awareness and better image.

We [CFBF] are confronted with the challenge of communicating agriculture's messages from 89,000 farmers to 33 million people, including urban residents. Communication focuses on such areas as pesticides, environmental issues, animal welfare, water, farm labor, land use, food prices and others.

CFAITC specifically focuses on teachers and students as a part of society we can educate and help make a difference for California agriculture. In working with the media there are a few key points to consider:

- ⇒ Identify the information you wish to share with media
- ⇒ Identify your audience for this information
- ⇒ Be familiar with the media and terminology
- ⇒ Develop a good contact list for media in your area

Several benefits of including the media in AITC activities are:

- 1) Exposure and visibility, which will help promote your programs and events to teachers and agriculturalists
- 2) Building a positive "on our side" relationship with local media, which also may mean more receptiveness on the part of media to "tell your story"
- 3) Teachers, students and education in general often have a positive or "feel-good" story to tell which will interest the media

Tips for Working with the Media

Tips on getting "Your Story" in the media:

- * The media depend on information. Keep reporters supplied with plenty of information.
- * Make sure your story is newsworthy.
- * Put the most important elements in the first paragraph of a news release.
- * Include contact names and, if possible, after hour phone numbers.
- * Give the media ample notice of upcoming events.
- * Avoid editorializing in news releases.
- * If your news release isn't used, don't give up.

Personal contact with members of the media can help create better understanding of agriculture and an organization's viewpoints. Here, briefly are a few basics of publicity, which apply to all news media and which may give you an idea of some of the things that ought to be done from the standpoint of information contacts:

- 1) Become known as the key contact in your area for the media.
- 2) Be quick to establish personal relations with the right persons at all news media in your area. Keep names, phone numbers and addresses to develop a good media list.
- 3) Be prompt in meeting deadlines.
- 4) Be legible.
- 5) Be accurate.
- 6) Be factual and brief.
- 7) Be honest and impartial. See that all news media receive your news.
- 8) Be appreciative of the coverage you get.
- 9) Be professional. Invite the media to local functions as your guests and accommodate their needs for interviews and information. In other words, help them do their job.