



SOUND | TECHNOLOGY | SUSTAINABILITY

FUNDRAISING IDEAS



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INTRODUCTION

Many churches across America became the proud owners of Allen Organs sooner than they originally anticipated simply by using one or more of the ideas in this booklet. Determine which ones best fit the framework of your church.

“You have not, because you ask not...”

is worth remembering in any fundraising venture. Educate your congregation to the need of a new instrument and you will **motivate** them to financial action.

SOME THOUGHTS ON ORGAN FUNDRAISING

There are no deep secrets about raising money to purchase a fine Allen Organ. If a few basic steps are followed, your campaign should be a success. Here are some rules and thoughts to ponder:

1. ***Establish Your Goal***
 - a. *Discuss and outline clearly*
2. ***Enthusiasm Is Essential – Without it, the best-planned campaign will be less than it could be.***
3. ***Leadership Should be Involved and Supportive***
 - a. *They should give their gifts first*
 - b. *Get as many “big givers” as possible on committee*
4. ***Research and List All Possible Prospects***
 - a. *Have committee evaluate*
 - b. *Assign and get going*
5. ***Have a Substantial Amount Raised or Pledged Before the Kickoff of the Campaign***
6. ***Justify Your Need and Publicize It***
7. ***Have a Timetable***
 - a. *Long enough to meet goal; short enough to keep volunteers involved*
8. ***Post an overview and status of the project on the church’s website***
 - a. *Update often to keep the congregation aware of progress*
9. ***Solicit support from congregation members face-to-face. Follow-up with telephone, e-mail, or social media.***

SUMMARY:

Remember, your role is to educate and motivate. These are the questions to keep asking yourself. Is it educational? Will it motivate to financial action?

IDEA #1: FULL-PLEDGED CAMPAIGN

A full campaign can consist of all or some of the following:

1. Inform congregation about the project – via church website; e-mail or by U.S. mail. Or, with church leadership approval, make announcements in church or at congregational meetings.
2. Solicit potential donors – Schedule, with your Allen Dealer, visits for potential donors to local Allen installation to create enthusiasm.
3. Publicize fund-raising progress in the church bulletins.
4. Host fund-raising activities: Bake sales; Car wash; Hoagie or sandwich sale.
5. Ask classes and groups within the church to contribute in addition to their individual gifts.
6. Prominently display a Pledge Chart (fundraising chart) in the church and/or on the church's website.
7. Apply for a loan (partial or full amount) from within your denomination (usually at less than from commercial sources).
8. Host a victory dinner to celebrate your success! Make those who contributed feel appreciated!

IDEA #2: LETTER TO CONGREGATION AND FRIENDS (SAMPLE)

TO ALL MEMBERS AND FRIENDS OF _____ CHURCH:

We are embarking on a program to enrich the lives of our congregation and friends through the beauty of a new Allen Organ. This instrument will greatly enhance our music program and add to our worship experience. All members and friends are invited to participate in this worthy and lasting project.

Please prayerfully consider the amount of your gift, either as a pledge over the next _____ (weeks, months) or as a one-time gift.

We are counting on you to make this project a success. If you have any questions, please call _____ and talk with _____ .

Note: *You may want to offer guidelines as to the amount of the gift expected.*

IDEA #3: DONORS

Many Allen Organs have been installed as a gift to the church from a donor or donors who wish to memorialize loved ones. This plan is usually implemented in the following ways:

1. Make a master list of those members who meet the qualifications of income or interest in such a project. Think hard and consult with your pastor. There may be some of modest income, but with great interest. Don't pass them by. If in doubt about a name, leave it on the list and let the individual make the decision.
2. Decide who is going to do the soliciting. Depending on the framework of your church, it could be:
 - a. Pastor
 - b. Special committee
 - c. Officials
 - d. A motivated and/or influential group within the church (choir, Sunday school class, etc.)
3. Points to cover with prospective donor(s):
 - a. They are giving a useful gift – a “musical contribution” to the church.
 - b. An Allen Organ is a gift that endures and is used at each worship service.
 - c. Remind them that presently their gift is tax-deductible.
4. Consider special ways to acknowledge large donors
 - a. Commemorative plaque on organ console.
 - b. Naming-rights for the organ (i.e. Robert Smith Memorial Organ).

If the amount you are to raise is substantial, you may need to consider several donors.

These decisions should be made at your first meeting of the committee or group in charge of the campaign.

SPECIAL NOTE: Each member of the solicitation team should already have made their donation and be enthused about the organ fund-raising project before asking others to give.

IDEA #4: CONGREGATIONAL DINNER

This can be one of the high points of your campaign. Invitations should be sent to the entire congregation. They should be sent at least two weeks before the dinner. Follow up the invitations with a telephone solicitation to encourage attendance. The usual announcement in the church bulletin and posters on the bulletin boards should also be used.

Arrange for child care.

Prepare a meeting outline.

The dinner itself can either be a covered-dish or catered meal depending on your preference. The object of the dinner is to inform the congregation of the details of the organ and build their support. You may invite the Allen dealer to make a presentation to build momentum and insure that the campaign is a success.

Pledge cards should be prepared and passed out. If a donor program has been implemented, a report on progress should be made.

Keep speeches brief.

IDEA #5: FUNDRAISING CHART

There is a printable Fundraising Chart .pdf file available from your Allen representative that can be printed at your local printer to create a poster-sized chart. The 24 inch x 36 inch poster file can be used to track funding for either a two-manual organ (154 keys), or three-manual organ (215 keys). A 24 inch x 48 inch poster file for a four-manual organ (276 keys) is also available. It is recommended that the fund-raising chart be prominently displayed in the church vestibule along with a photo or poster of the proposed organ model.

Members and friends of the church can be invited to cover the cost of “one of the keys or pedals”. Here is an example: For a two-manual organ, the fund-raising chart shows all of the keys (manuals and pedals) – 154 of them. Let’s say the price of the organ is around \$38,500 – the total of which could be raised by \$250 per key donations. Fill in “Cost Per Key” after “Keys to be Pledged” where it says “@ \$_____ each”. The donor’s name can then be written or printed in the key space and the “percentage paid” marks can be filled in, perhaps with a black felt marker.

The donor may offer to pay the entire key cost with one gift of \$250, in which case the “percentage paid” area would be completely filled in next to the donor’s name; or the donor may wish to break it up into ten monthly payments of \$25.00 each, in which case each of the one-tenth spaces would be filled in as the money comes in.

A large donor might wish to purchase more than one key, in which case the name would be found on several keys. We know of a case where a donor purchased all of the black keys in the Pedal division – 13 keys at \$250 each, or \$3,250.

Someone should be assigned to keep the chart up to date including the “master percentage of goal reached” space at the top, which, of course, will never be more than an estimate.

The Organ Fundraising Committee members’ names should be listed below the Organ Fundraising Committee Members header (left of bottom-center) with their telephone numbers in case someone wants to call with questions.

The total purchase price should be written in large numbers after the word “Goal at the top, followed by the cost per key. In this case, that would be “Goal \$38,500.00 (\$250 per key)”.

The committee can paste a color picture of the particular Allen Organ model being funded on or near the Fundraising Chart. These color pictures are available from your dealer. Some churches have ordered over 100 duplicate color pictures to hand out at special meetings to further increase interest in the project.

See Sample Fundraising Chart on next page (PN 030-1028)

ORGAN FUND

Percentage of Goal Reached

PEDAL ORGAN
32 KEYS

100 chart grid with labels 1-100.

GREAT ORGAN
61 KEYS

[illegible]SWELL ORGAN
61 KEYS[illegible]CHOIR ORGAN
61 KEYS

ORGAN FUND-RAISING COMMITTEE

Keys to be pledged \$ _____ Each _____

Each



Allen Organ Company, LLC
Macungie, PA 18062

Phone: 610-966-2202
Email: aosales@allen-organ.com
Website: www.allenorgan.com

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 10000 10th Avenue, Suite 1000
 Denver, CO 80202, USA

IDEA #6: USING LARGE COLOR PICTURES TO STIMULATE FUNDRAISING

Phrases like “seeing is believing” or “unseen is unsold” have their foundation in reality. The visual is the more memorable sensory input, likely to have more lasting impact. Many have never seen an organ console up close, and the organ may not yet exist in their mind until a clear visual is provided.

We can help place a crystal-clear image in the minds of the entire congregation with hi-resolution digital files of the organ you are purchasing. These files can be incorporated into any printed presentation, shown on the church’s video screen or blown-up to a poster size print that you can display prominently in the church. To request a custom poster, contact your local Allen Organ representative.

Sample:

A printable 24" x 30" .pdf poster file will be designed and provided. A lower resolution .jpg will also be provided for social media, email, or document needs.

Poster will include Allen model information and photo, church name, and church-related photo.



IDEA #7: THANK YOU NOTES

Once your campaign is over and successful (if it has been well thought out and worked properly, it will be), you should thank all contributors. A printed note, as follows, could be used:

The Organ Fundraising Committee
of
_____ Church

Thank you for your support of this most worthy addition to our church.
We can all share the inspiration this new instrument will bring to our
worship services.

Sincerely,

Organ Fundraising Committee

Note: You may want to personalize it by having the chairman sign the card.