

WHAT TO DO & WHEN

Commit to the LORD whatever you do, and He will establish your plans. Proverbs 16:3 NIV

One key to success in RFS is to start early! Fundraisers often require weeks, or possibly months, of planning. Timing can make all the difference in whether or not an event is successful.

10-12 MONTHS OUT

SET A GOAL

- Set a Chapter Goal at the start of the new RFS season.
- Communicate this goal to the entire Chapter so everyone is aware.
- Ask Chapter members to consider setting a personal goal (optional)

MAKE A TENTATIVE PLAN FOR THE NEXT 10-12 MONTHS

- What fundraisers will the Chapter have? Garage sales, BBQ plate sales, Bake Sales, etc.
- Tentatively schedule these fundraisers in the calendar
 - Are any events weather dependent, seasonal or tied to a Holiday?
 - Do any events require significant planning?
 - Will any events be coordinated with other Chapters or other CMA events?
- Communicate this plan to the Chapter and begin planning the first event

3-9 MONTHS OUT

PLAN, DO, CHECK

- Every fundraiser is different so plan accordingly. Some are quick and easy with very little planning, and some will be coordinated over months.
- Communicate the upcoming plans at every Chapter meeting.
 - What's happening in the next 90 days.
 - How many volunteers are needed.
 - Date, time, location, materials & supplies, etc.
 - Contingency plans for weather
- Advertise the event outside CMA (Facebook, flyers, email, text, etc.)
- Have the event. Have fun! Raise money!
- Follow your Chapters procedures for sending money to National. This can be done in many ways. See the Keeping Track of Chapter Funds link for more information.

TRACK CHAPTER PROGRESS

- Let the Chapter know how well each fundraiser did as soon as possible after the event.
- Keep track of total progress toward the Chapter goal and communicate the status at every Chapter meeting. NOTE: If your Chapter has a \$10,000 goal and your fundraiser only raised \$220 it can feel a little disappointing. But remember that it all adds up and that the majority of fundraising tends to happen in the last 90 days. Stay positive! Every \$3 raised brings a soul into God's Kingdom! That's worth celebrating!

3 MONTHS OUT

REASSESS AND RECOMMIT

- February, March and April are the “busy season” of RFS.
- Review your progress and decide if you are on track to hit your goal.
- Add or modify plans as needed.
- Motivate your Chapter to keep going!!

BEGIN ASKING FOR DONATIONS

- A significant portion of a Chapters RFS totals often come from donations.
- Help members become comfortable asking for donations. See The Importance of Letter Writing for some tips on how to get started.
- Consider using Chapter funds to purchase envelopes and stamps for those who want to send letters. Postage can be expensive, but the return on investment is excellent!
- Don't wait too long to ask for donations. People often procrastinate and don't send their donation right away. Sometimes donations are received after the May deadline and will not be counted toward the current year goal.
- Be sure all members know what to do with money received. Each Chapter will handle the funds differently so members should know whether they need to send money to National, give money to the RFS Secretary or something else.

1-2 MONTHS OUT

PLAN THE RFS EVENT

- Will your Chapter participate in a State RFS event, another Chapter's ride or plan your own event? If you have your own event, it could be another fundraiser!
- Encourage everyone in your Chapter to participate! Are you close to your goal?!
- Be sure members know what to do with their final donations (RFS Envelopes)

APRIL UPDATES

- RFS Secretary can request an update on the Chapter's RFS total from National in early April. NOTE: Updates will NOT be given after April 15th so be sure to request it early.
- Mid-April – all members should receive an email from National (BULK RFS) with their current individual RFS totals. NOTE: This may not happen for new members or members who have not raised any money yet.
- Mid-April – there is a black-out period of 2-3 weeks prior to the RFS Event. Money should NOT be sent to National between April 15th and the RFS Event. (Dates may vary)
- RFS Secretary should receive a Recap Sheet via email from National in April. This will be used to submit the final money collected after the RFS event in May.

1ST SATURDAY IN MAY

CELEBRATE!!

- Collect final donations. Members should give their RFS Envelopes to the RFS Secretary at the event. This should include any money raised since Mid-April.
- RFS Secretary will count all money raised and call in the total to the RFS Hotline.
- Communicate the total to the entire Chapter and Celebrate!
- RFS Secretary will have 1-2 weeks to complete the recap sheet and mail the funds to National. Additional RFS Secretary instructions can be found online at www.cmausa.org