



Share Your Gifts for Good Fun-Raiser

This campaign builds community and raises money for a good cause while having fun.

“Share Your Gifts for Good” is a successful fundraising tool used by the AWC Amsterdam to get significant participation from their club by having members share their time and talent with others. It is a great way for new members to connect with veteran members, for members to connect with each other and also for old friends to try something new.

First, you will need to decide which online platform to use. The simplest platform the AWC Amsterdam found is www.32auctions.com, which is inexpensive and allows you to gather donations, post them, bid online, pay directly to FAWCO online, and keep spreadsheets. It also allows Buy It Now prices.

Second, gather ‘donations’ from club members. Everyone in the club has something to offer: a Foodie Tour of your town, knitting lessons, babysitting, Zumba and Juice, a car ride, a dog walk, an Appetizer and Cocktails on the Canal night, a Boat Ride ... the list goes on and on.

Give yourself a month or more to gather items.

Third, set your timeline. We started at the beginning of our club year, which begins in September. We sent letters in August to previous donors and at the very first meeting we asked for donations to the campaign. This is the time to especially encourage new members to donate and get excited about bidding as it truly allows them to become a part of the club community. We gather donations until mid-October and constantly notify members via our closed club Facebook page about the exciting things we receive to keep the momentum and excitement up.

We stop gathering donations in October but keep posting on Facebook to keep buzz up about the items and upcoming bidding. We open the bidding for a maximum of 2 weeks, and it culminates at our monthly ‘mix-n-mingle’ party. The November ‘mix-n-mingle’ is focused on the Share Your Gifts Campaign. It is the perfect time for being grateful and bidding higher!

You can choose a special event or use a monthly event you have in your club. Since the bidding is online, a deadline needs to be set for bidding to end and that applies whether you are at the party or not. The Buy it Now price allows everyone the chance to take part even if they are not at the party. However, it is fun to add a few items for live bidding at the party.

At the conclusion of the even, members can check online to see if they have the winning bid. We send out emails connecting the buyers with donors after the winning bids have been transferred to our club bank account. Members continue connecting and collecting their purchases throughout the year, even into the summer!

The first year we held this campaign we auctioned 72 items and raised €6005, the second year we auctioned about 50 items and raised the same amount, all while weaving our club closer together. This is a campaign the AWC Amsterdam will continue, focusing on building club member relationships, having fun and raising money for a good cause.

Submitted by AWC Amsterdam

Good Luck!