

Y'S
MEN
INTERNATIONAL



Service and Fund Raising Project Manual



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This Manual was developed by the Leadership Training Task Force, chaired by Max Larson (International President 1982/83) and approved by the International Council in Colombo, Sri Lanka, July 1981. It was revised in 1992 and converted for electronic distribution in 2003.

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The following Manuals can be ordered through your Regional Director:

- Club President's Manual
- Club Program Manual
- Service and Fund Raising Project Manual
- New Member Orientation Manual
- Extension - Membership - Conservation Resource Manual
- District Governor's Manual

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of 25% of the entrance fees collected there will be a 75% profit.

14. Lotteries, draws and raffles: Where local law permits this can be a very successful fund raiser. People like a chance to win a large amount with a small investment. A prize of large value must be offered to create interest. The risk is that not enough tickets will be sold to cover the cost of the prize. The secret of success is to keep the cost of the ticket low and through good promotion and involvement by a large number of Club members to sell a large number of tickets.

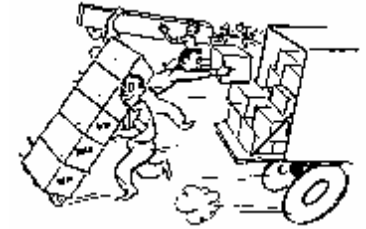
15. Growing and selling food: Many Clubs have been successful in growing fruit and vegetables such as apples, potatoes, onions,



squash and pumpkins. Quickly perishable items should be avoided. Developing and

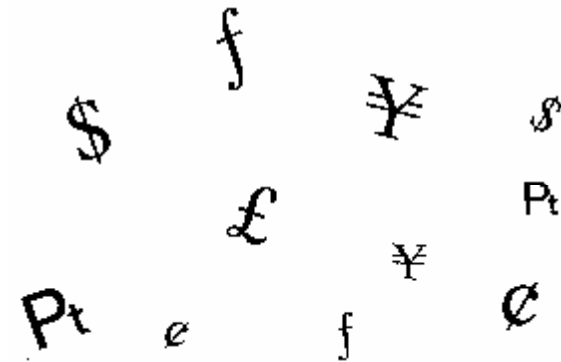
maintaining customer lists will ensure success year after year.

16. Supervision of pets, plants and property: People going away for short periods of time on vacation need someone to care for their pets and plants, mow their lawn and water the garden, check on their house, etc. There is no risk connected with this fund raiser and the income is only limited to the manpower available.



17. Delivery services: Department stores have catalogues that need delivering. The same is true of telephone companies. Even car rental companies need cars returned to major cities for re-rental. The field is unlimited and there is no risk. The only limits are available manpower.

18. Sale of subscriptions: Magazine companies are generally eager to pay commission to service clubs for the sale of subscriptions by their members.



6. Used book sales: Through friends, schools, churches and your YMCA used books may be obtained by donation and stored for future sale. With adequate advance promotion successful weekend sales can be held several times a year. There is no risk factor here. Communities come to look forward to these Y's Men's used book sales.

7. Dances: Good advance publicity and involvement of all members in the sale of tickets will ensure success. The rental of a hall (or use the YMCA gymnasium) and



the hiring of a music group are the only major costs involved that add an element of risk.

8. Casino night: Where permitted by local law tickets can be sold for participation in a night of playing games of chance. The price of the ticket usually includes a snack and play money or chips are provided for use in the games. Prizes are customarily awarded to the high winners.

9. Sports events and tournaments: Many opportunities are available here. Some Clubs contract to provide ushering services, others to sell peanuts, sweets and drinks. Invitational tournaments can be sponsored with profits coming from the sale of tickets.

10. Sponsoring contests: Dancing contests, talent shows, racing, etc. Income comes from entry fees, admission fees, selling

advertising in the programme or selling sponsorships.

11. Auction sale of services of Club members:

A wide variety of occupations is represented by the membership of each Club. Those specialised services can be sold in a well publicised community auction. Services such as car washing, lawn mowing, car repairs, tutoring in a school subject, dancing instruction, legal counselling, etc., can be sold to the highest bidder.

12. Rummage sales or flea markets: This highly successful fund raiser has diverse names and variations. They all follow the same pattern and can raise small or large amounts of money depending on the manpower available in the Club and the degree of involvement. Used articles of clothing and household goods are obtained from donors who no longer have need of them and are sold at well publicised sales. A sale may be held in a garage, a back yard or from a rented booth in a large flea market. The ultimate of course is to obtain at little or no cost the use of a large warehouse for storage and for holding weekly or other periodic sales. The risk is low and the potential great.

13. Swimathons, walkathons, marathons, etc.: All involve physical endurance. There are several ways to raise money using this



type of contest. One is for participants to sell their physical involvement to sponsors, that is, one dollar for every kilometre they run, 100 metres they swim, etc. Each participant obtains as many sponsors as possible. Another way is to charge participants an entrance fee. If you offer a prize

INTRODUCTION

The Y's Men's Motto, *To Acknowledge the Duty That Accompanies Every Right*, defines the purpose of our very existence as an organisation. To accomplish our objective requires continuous involvement in projects which serve the YMCA and community. Part I of this Manual explains the selection process of such service projects. Since most service projects require monetary support, Part II suggests some fund raising projects.

I. SERVICE PROJECTS

A. General Criteria

The only limits are your imagination and commitment. The most important criterion is to choose a service project which will be supported by the membership and meets a real need in the YMCA or community. Evaluation of service is ongoing, with new projects being added and others dropped. Some of the key criteria in choosing a project are:

1. Personal involvement of individual members;
2. A realistic financial commitment;
3. A definite time span;
4. How it fits in with the goals of the YMCA or other partner organisation;
5. Amount of overlap with other projects;
6. Doing things *with* people rather than *for* them (especially true for disadvantaged groups and for developing countries).

B. General Approaches to Service

1. The traditional method is for the Club to have one or two major projects where everyone joins in.
2. A less used method is to have several areas of service which allows members to choose their type of participation. Only a

small group is involved in any one project most of the time.

C. Member Input

Leave the option open for members to bring up new ideas for their own involvement with the backing of the Club.

- (a) Some members may have particular concerns and can enlist the Club's help;
- (b) The membership may only be able to list general areas of interest, such as aid to the elderly, the handicapped, youth, refugees, etc., but this is a good starting point.

D. Outside Resources

1. The YMCA may have developed a list of priorities which your Club can adopt.
2. Your community may have done studies of local needs and resource people may be available to furnish detailed examples of concerns and possible solutions.

E. Selection Process

From the ideas presented the Club can develop a list of priorities according to the interests of its members. Since the membership will change over the years, long term commitment of funds and manpower is not recommended, thus allowing future members



to change the list of priorities. Serious consideration should be given to starting projects entirely lacking in the YMCA and community which could become self-sufficient and independent.

F. General Themes

Since Y's Men International is a service club to the worldwide YMCA its service projects should be carried out under the auspices of the YMCA whenever possible. Working as a partner with your local YMCA your Y's Men's Club can become involved in new areas of service to the community which will strengthen the image of the YMCA in its role of serving people. The YMCA facilities should be used whenever possible.

1. Financial and material support for new agencies until they are able to receive community or government funding.
2. Work in depressed communities, e.g., setting up preventive health care programmes, cottage industries, adult education.
3. Programmes for unemployed youth stressing life values, occupational training, constructive use of free time.

4. Adoption of a home for senior citizens, residence for the handicapped or home for orphans and provision of the essentials to a happy life that no institution or government programme can give—friendship, a sense of caring and sharing, compassion, emotional support, personalised advice and help and a feeling of hope.
5. Recreational programmes for young people that stress participation, cooperation, mutual support, fun, personal growth.
6. Programmes that combat the great problems of large cities—loneliness, alienation and lack of identity—by providing fellowship, practical support and sharing of ideas.
7. Involvement of children from poor areas in camping, sports events, picnics with Club members.
8. Programmes to welcome and work with immigrants, especially refugees.
9. Educational programmes on international and social affairs using films, speakers, discussion groups, etc.

II. FUND RAISING IDEAS

A. General Considerations

Given that this is a manual for use by an international organisation it can in no way be complete or too descriptive. It can only offer some suggestions with the expectation of stirring the imagination of Club members. Any fund raising project worthy of a Y's Men's Club

should be able to answer most of the following questions positively:

1. Will it raise a considerable amount of money over a relatively short period of time? or
2. Will it provide a steady though small amount over a long period of time?
3. Can it be engaged in by a majority of the Club members, not just by one or two who do all the work?



4. Is it ethical from a business standpoint? It should have negligible or no interference with the regular sale of goods by local merchants. Many items can be sold in co-operation, rather than competition, with merchants.
5. Will the public get value for its money?
6. Will it meet with the approval of the YMCA board?
7. Will the Club members get fun and satisfaction out of doing it?
8. Will it stand repeating?

B. Specific Projects

1. Cutting and selling firewood: Clubs located near forests can usually obtain permits to cut and remove firewood. Other Clubs can usually buy it from wholesalers. Whatever the source, Clubs have been very successful in selling firewood and have established long lists of customers for repeat sales. This is not a big money raiser over a short period of time but will provide steady income year after year.
2. Christmas tree sales: For many Clubs this is the major fund raiser of the year. Some Clubs grow their own trees, some buy their trees in the field and cut them, but most Clubs buy cut trees from wholesalers. With this project there is a chance of suffering a loss and it therefore requires long range planning and preparation to minimise the risk. Clubs embarking upon this project for the first time are well advised to start with a small operation and build the business from year to year as experience is gained. Special considerations include:
 - (a) selection of a good location for selling;
 - (b) choice of types and sizes of trees;
 - (c) holding down overheads;
 - (d) proper pricing;
 - (e) safe number of trees to purchase;
 - (f) local laws requiring flameproofing;
 - (g) cost of equipment and methods used for flameproofing and flocking.



3. Sale and spreading of fertiliser: A good repeat fund raiser can be developed by buying fertiliser and applying it to customers' lawns and gardens each year for a fee. Provides a small but steady income with little risk.
4. Sale of potted plants for Christmas and Easter: Advance orders can be taken from customers to eliminate any risk. Potted plants are readily available from nurseries but should be ordered well in advance. In most countries it is customary to display poinsettias at Christmas and Easter lilies at Easter time in homes and churches. Customer lists should be maintained to assure repeat business year after year.
5. Sale of low cost items: Numerous types of goods are made available to service clubs by wholesalers for resale by club members. In many cases they can be purchased on a sale or return basis. Included are sweets, nuts, greeting cards, fruit cakes, telephone book indexes.

