



Fundraising

## **Second Amendment Fundraising Event (Revision date 1-13-2013)**

When planning your fundraiser you can actually have your activities become fruitful. One simple question to ask yourself as you plan the activity is, “Is this something that’s going to help raise more money for our group or not?” If it’s not, don’t do it.

The whole concept of “succeeding” versus “not succeeding” is a result of “thinking” verses “not thinking”. Use your own creative process and come up with innovative ideas that will help you put on a great fundraising event.

A friend of mine wanted to get her concealed weapons permit here in California. She got a recommendation of a local guy approved by her County Sheriff and the NRA. She signed up, went to the class and passed with flying colors.

The story doesn’t end here. During the entire day of her class, she talked to the others, as well as the instructor about the Tea Party and its mission. By the end of the day, she was able to find out how much profit there was in his class. She also asked him if she turned the idea over to me to promote, would he be willing to conduct a class and donate his profits for that class to our group. He agreed.

Your instructor will provide the workbooks, targets, stands and tools that he needs for his class. He will also be the one setting the schedule so you need to be in close communication with him during the planning of your event.

We scheduled our class four weeks out to allow time to market it properly. We had it filled in one week!

This was one of the most profitable events we have had for the amount of time dedicated to it. Here’s what we did:

### **Find your location.**

- You can go to a local firing range and ask them if you can hold your class there for a reduced rate or even for free.
- You can ask if anyone in your group has some acreage that would be suitable for your firing range.
  - We happen to live on lots of acreage and already have two firing ranges so it worked out great for us.



### **Consider their needs.**

- You don't want people to go into anyone's private home so you will need to rent porta-pottys (we rented two).
- Be sure that you provide some type of shade for the first half of the day which is "class time".
  - You will need to have tables and chairs also set up for them for this section of the class.
  - Provide chilled water in an ice chest or large bucket.
    - In the morning, I provided coffee and rolls.
  - I provided lunch for them since we live a long way from any town.
    - Sandwiches
    - Chips
    - Cookies
  - If you don't provide lunch for them, be sure that you instruct them to bring their own sack lunch.

### **Market your event.**

- E-mail your entire database.
  - They don't need to be from their county.
    - They need to find out what requirements are from their own county.
  - Have a way to allow them to register on-line, either through your web site or the instructors.
    - You will need to coordinate with the instructor regularly for registration numbers.
      - Some will limit the size of their class.



- If you go over class size, see about scheduling a second one.
  
- Post it on your web site.
  - You can create an “invitation” response on your site to make it easy for them.
  - Allow them to be able to register on your site.
  
- Create a flyer.
  - Create a flyer that you can pass out at your meetings.
    - Provide:
      - Date
      - Time
      - Location
        - We gave a rendezvous location and they caravanned to our property.
        - We did not want our home address sent out in our mass e-mail or put on flyers.
    - You can link to your flyer from your e-mails that you send out as well as on your web site.
  
- Use free advertising.
  - Community activities usually get free mention in your local newspaper.
  - Public Service announcements on radio can be helpful.

### **What you need to tell the students of your class.**

- They will need to bring:
  - Pen
  - Gun (that they want to be certified with and it must be registered)



- 100 rounds of ammo
  - Ear plugs
  - Safety goggles
  - Safe shoes (no open toes or heels – no, *really* – we had to tell some that no high heels would be permitted on the range).
  - Proper clothing for predicted weather.
  - Their own food and beverages if you do not provide for them.
- No unpaid guests may attend (so leave your kids at home!).
  - Be clear about the fee that they paid to your and/or your instructor.
    - That just covers the class that the county requires.
    - They still have to pay the Sheriff's office when they go in for the Concealed Weapons Permit.

We had so much interest in our class that we had to schedule several classes. This is something that we will continue to in the future.

Be sure that the instructor you work with is not just a good instructor but a good business man as well as he has follow up work he needs to do with the students of the class and it should be done in a timely manner. Usually firing ranges as well as your local Sheriff Department will have a list of trainers that they like to work with.