

Fundraising Ideas Exchange
Grandmothers to Grandmothers Campaign Call Summary Notes – June 20, 2019



Grandmothers groups represented on call:

British Columbia: Golden Ears Gogos, Nelson Grans to Grans, East Van Gogos, Tikun Olam Gogos, Oneness Gogos

Saskatchewan: G4G Prince Albert, G4G Moose Jaw, G4G Regina

Ontario: Grannies All About Kids, Nyanyas of Niagara, Fenelon Grannies for Grannies,
Brookbanks for African Grannies, Muskoka Grandmothers

Nova Scotia: The Bay Grandmothers

Grandmothers Campaign members came together on the June Campaign Call to share details about favourite fundraising initiatives and events, to ask one another questions and share insider tips and best practices. Here is a summary of the ideas shared on the call.

What fundraising events or initiatives have groups found to be fun, successful and engaging for their supporters?

• **Wellness Day:**

- This year, a few groups in Toronto collaborated to hold their first ever Wellness Day event
- It was a full day of workshops and classes focused on physical and mental wellbeing with guest speakers and instructors donating their time to lead each session. The day also included a talk called “Never Too Late to Prioritize Your Wellness.”
- Workshops included meditation, beginners yoga (or chair yoga), brain health, pilates, Qi Gong, Tai Chi, balls and bands exercises
- 85 people attended, and the group charged \$65/person early bird fee, \$75 after the early bird deadline
- Attendance was limited by the venue (a church) so as not to have too many people in each workshop room
- The day ran from 8:30 to 4pm and lunch was included in the cost of the ticket, lunch was catered so that grandmothers groups did not have to worry about making lunch
- The event was meaningful for participants and the groups found it very valuable, but also labour intensive (particularly as it was their first time planning and organizing the event), and has decided to hold it every other year
- A comment was made by one of the organizers that perhaps “mini Wellness Day” events could be held more frequently, featuring just one or two guest speakers or activities on a specific topic

• **High Tea held in partnership with a local college:**

- G4G Prince Albert was approached by the hospitality program at the Polytechnic Institute in Prince Albert with an offer to put on a formal British Tea
- The goal was to give students training in preparing a different style of food, and serving a new demographic (grandmothers and grandothers)
- The event was held at no cost to either G4G Prince Albert or attendees, but the expectation was that all who came would make a donation to the Grandmothers Campaign/SLF
- A member of G4G Prince Albert made fascinators for the group to wear and sell
- It was a wonderful event, thoroughly enjoyed by both grandmothers, guests and students, and they already have plans to repeat the event.
- The course instructor mentioned how much more confident the students seem

• **African dinner:**

- The Golden Ears Gogos hold an annual African Dinner in partnership with a local high school that has a culinary arts program.
- The dinner is held at the high school and includes a silent auction, wine and craft sales.
- Costs \$25/ticket and is a wonderful evening that raises a lot of money for the Campaign

• **Garden party:**

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- The Golden Ears Gogos also hold an annual garden party at a member's house and cater the event themselves
- They sell plants, used books and crafts
- Maximum attendance is 80 people and it is \$20/ticket
- They show a Grandmothers Campaign video and invite guest speakers to give garden-related talks (for example, how to build hanging baskets, learning about pollinators, art demonstrations)

- **Spring Luncheon & African Dinner:**
 - The Nyanyas of Niagara hold two annual events, a spring luncheon and an African dinner in the fall
 - They have relationships with a golf course and a local restaurant which offer them the venues for each event and provide the food
 - The events feature a guest speaker, ideally from the SLF or an SLF partner
 - These have been very successful ways to recruit new members, and at the 2019 spring luncheon, they got 27 new members!
 - In an effort to get their group name, and the Grandmothers Campaign out into the public, the group worked with a local graphic designer to create branded tote bags and mugs and they sold extremely well (sold out, in fact!)

- **Reusable Produce Bags:**
 - As an alternative to the plastic produce bags that are available in grocery stores, the Oneness Gogos began making reusable mesh bags to replace single-use plastic
 - The bags come in small (\$3) medium (\$4) and large (\$5) and can be sold in a set of three (\$14)
 - The group has sold them in grocery stores (with two group members stationed at a table) and include information about the Grandmothers Campaign on the sale/price tag attached to the bag
 - This is a very timely product and there is a big market for the bags. To date the group has made 2,150 bags and has sold 1,300.
 - The Oneness Gogos have happily made their instructions for the bags available to anyone who is interested, and welcomes questions by email at onestessgogos@gmail.com
 - Recognizing that not all groups have sewers who can take on making reusable produce bags, a member of the East Van Gogos suggested reaching out to companies in your area that might be able to sell you bags wholesale, which you could then resell at fundraising events. The East Van Gogos have taken this approach, connecting with a Vancouver-based company.

- **Reusable wax food wraps:**
 - Another eco-friendly fundraising product that some groups have been making and selling are wax food wraps (an alternative to plastic wrap)
 - The wraps are made with cotton, beeswax, pine resin and jojoba oil, which are all antibacterial and foodsafe.
 - The wax warms to the touch to mold to containers and food to create a tight seal. They can be washed and reused for up to a year.
 - The Nelson Grans to Grans have refined a "recipe" and method for creating the wraps and it is attached to the email containing these summary notes (and is available for any groups reading these notes after the fact through the Grandmothers Campaign website, email us if you'd like a copy!).

- **Musicfest:**
 - The Fenelon Grannies for Grannies have been holding a Musicfest in their community for 11 years and have raised \$35,000 in their small community!
 - The event started small and has grown larger each year, and is now a full day of 8 hours of continuous music.

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- It is a pledge event, where musicians collect donations from friends and family and then perform at Musicfest
- They have a diverse range of styles – from brass bands to a historical singer/songwriter
- The event is held at a church and is free to attend (donations welcome) and is fun for all ages
- The Fenelon Grannies have made a detailed manual outlining how to plan and organize the event which they would happily share with any groups who are interested!

- **Art from the Attic:**
 - G4G Regina holds an annual Art from the Attic event, collecting donated works of art from the community and working with an art appraiser to price them for resale on the day of the Art from the Attic sale
 - The event has grown quite large, and is renowned in the community – this built-in reputation means people are eager for the sale each year, and it raises between \$20k and \$30k
 - Storage is a necessity to accommodate all of the donated art between its collection and the day of the sale. Storage space has been generously donated to the group.
 - G4G Regina has written this event up for the Grandmothers Campaign Fundraiser Catalogue, if you'd like to learn more!

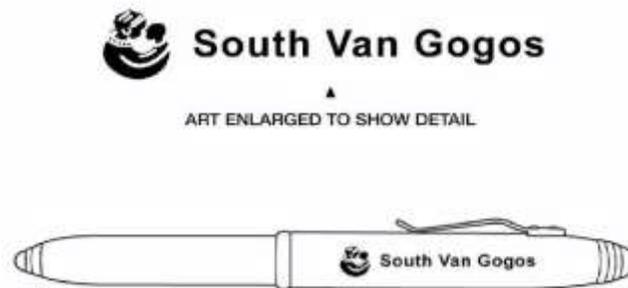
- **For the Love of Grandmothers Fitness Challenge (Online fundraiser):**
 - Groups in the Greater Vancouver region launched a new fundraiser this year called "[For the Love of Grandmothers](#)"
 - The idea is that individuals (either grandmothers group members, or friends and family of group members) set themselves a physical challenge and fundraise online to collect donations from friends and family in support of their challenge.
 - From swimming to hiking to the [ultimate push-up](#), this gives participants the option to do something they already love to do, and to raise funds in support of the Grandmothers Campaign while doing it.
 - The challenge launched in March on International Women's Day and runs through September 8th (Grandparents Day).
 - Vancouver holds a cycle ride annually in September, and wanted to launch this challenge to reach people who don't cycle but still wanted to do something active in support of the Campaign.
 - See the team fundraising page here: <http://bit.ly/flogchallenge2019>
 - To date, there are 14 participants (and one dog) who have raised almost \$19,000 collectively, and participants say online fundraising means it's minimal effort to ask for donations, and allows them to reach beyond just the friends and family they see day to day.

- **2020 Calendars + Perpetual Calendar:**
 - The Oneness Gogos have created a 2020 calendar featuring original artwork with the theme of African sunsets and animals. They also have a perpetual calendar, which has a page for each month, and a line for each day so that you can mark birthdays, anniversaries, etc. as a reminder year after year.
 - You can see the calendars on the Grandmothers Campaign marketplace: <http://grandmotherscampaign.org/fundraise/marketplace/books-cards-cds/>
 - They had the calendars printed at Staples, and Staples has said that if other groups in the country are interested in printing these calendars to sell at their own events, they will print and ship to a Staples location near you. Contact Thelma at onenessgogos@gmail.com for more details.

- **Triple Function Pens with Grandmothers Group logo/name (shared after the call)**
 - Groups in the Greater Van Gogos region have been ordering triple-function pens (they are a pen, a flashlight and a stylus – for writing on touch screens – all in one) with their group name and logo engraved on the pen.

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- The pens come from a company called Myron Smarter Business Gifts ULC, which is based in Toronto but ships nationally: <https://www.myron.ca/promotional-pens/c/00000000005>
- Some groups ordered 20 pens initially, to see how well they would sell. Some groups have ordered 100 or 200 pens at a time.
- The cost per pen is \$2.29 and groups in the region have agreed they will all sell the pens for the same price of \$6.00 per pen. There will be an engraving charge every time you place an order, which is \$14.95.
- The sales rep that GVG groups order through is Bernice Adams, and she can be reached at 1-800-663-6976 ext. 3302, or badams@myron.com
- If you email Bernice, let her know the style of pen you wish to order, how many and send an image of the logo and name you would like engraved on the pen. Include a contact person's name, phone and email. Bernice replies very promptly to confirm the order.
- Next, you will be sent an email with a picture of what your pen would look like with the image and logo, asking you to confirm the design. Once you confirm the pen order, and ensure all the information is correct, you will receive a confirmation email that the pens are in production. Several days later, you will receive an invoice asking you to pay for the pens. Payment options are credit card, cheque or e-transfer. Pens usually arrive within three weeks of your initial order.
- Here's a sample of the pen ordered by the South Van Gogos:



- **Additional Fundraising Tips, Tricks, Questions:**

- There was a discussion about how to determine an appropriate price/registration cost for events and products. The consensus was to know your market, audience and community and different prices will work in different communities.
- It was also mentioned that many groups create post-event reports with instructions, lessons learned etc. to make it easier for members to run those events in the future.
- Partnering with a local school/groups has been useful in making events much less labour intensive for grandmothers groups
- A question was raised about how participants in the Vancouver fitness challenge make the donation "ask" to friends and family with such success. Different methods work for different people, but to participants on the call shared that they typically only send one email to let friends and family know what they are doing in support of the Grandmothers Campaign, and why, and share the link to their fundraising page. They also make a personal \$100 donation to their own fundraising pages and that seems to encourage friends and family to match the donation/be generous in their donations.
- [African Food for Thought Cookbook](#) is a resource for groups thinking about planning an African-themed dinner. Cookbooks are available for sale on Amazon or contact the Grandmothers Campaign team for details. All proceeds from the sale of each cookbook supports the Grandmothers Campaign.

****NOTE:** *If you are interested in learning more about any of the ideas shared above, please get in touch with the Grandmothers Campaign Team and we'd be happy to connect you with a grandmothers group member who can share more details. Email campaign@stephenlewisfoundation.org or call 1-888-203-9990 ext. 0 (ask to be connected to a member of the Grandmothers Campaign Team).*

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Grandmothers Campaign Resources

Here is a round-up of resources that may be helpful if your group chooses to pursue some of the ideas shared on this call

- **Grandmothers Campaign Fundraiser Catalogue & Submission Form**
 - For the past two years, we have been compiling one-page write-ups of fundraising events held by groups across the Campaign. You can find the most current version of the Fundraiser Catalogue in the Members Only section of our website (email us for the password if needed):
 - This is also a living document which we update as we receive new submissions. On that note, if you haven't already, we'd love it if you would use the submission form to add a write-up of one of your group's events to the catalogue: <http://grandmotherscampaign.org/fundraise/materials-and-resources/>
- **Online fundraising pages**
 - If you are interested in setting up an online fundraising page for your group, or a specific fundraising page for an event your group is holding, please be in touch, we'd love to help! You can take a peek at the Grandmothers Campaign online fundraising pages here: <http://grandmotherscampaignpledges.ca>

Thank you for a great call everyone!

We'll take a break in July, and will resume Campaign Calls in August. Join us for the **Campaign Call on Thursday, August 15th at 12:30pm ET** for a discussion about how grandmothers groups are using Facebook and social media.

Contact the Grandmothers Campaign team at campaign@stephenlewisfoundation.org for conference call dial-in details, or sign up on the Grandmothers Campaign website: <http://grandmotherscampaign.org/get-involved/campaign-conference-calls/>