We Need To Do A Benefit Fundraiser - But How?
The Complete Guide to Putting On a Successful Benefit Fundraiser

Mark my words, you’ll be saying both of these phrases the morning after!

THE TWO THINGS HEARD MOST OFTEN FROM PEOPLE WHO PUT ON A BENEFIT TO HELP SOMEONE

“That’s the most satisfying thing I’ve ever done.”

“I NEVER want to do a benefit again!”
successful benefits I have been associated with are those that had a large, committed volunteer committee and lots of time to plan. It is also advisable to have your committee meet once every two weeks for progress updates.

I know that in some cases, you need to do the benefit now! The person you’re doing the benefit for is in dire financial straits and they need money immediately if not sooner. Thus, it is understandable if your goal is to put a benefit together in a matter of weeks. Try to resist this temptation. How many donated items will you realistically collect in only a few weeks? Is a few weeks ample time to get the word out to enough people about your benefit? Sure, I have every confidence in you that you could certainly throw a benefit together in a matter of weeks. But that’s the problem. It would be thrown together. So yes, a thrown together benefit will accomplish your goal of getting some money in the person’s pocket immediately. You might raise $2000, $3000, even $4000 which seems impressive. On the other hand, the benefits I’ve been associated with that were planned over a 3 or 4 month period yielded $50,000, $60,000, and in one case $80,000! So you need to ask yourself, “$4000 now or $50,000 if we wait and do it right?” I hate to sound like I’m preaching to you, but please remember, my only goal is to help you raise as much money as possible!

Let’s begin with a Benefit Checklist. If we can get all of these bases covered and these questions answered, you are well on your way to a successful benefit that will bring in substantial dollars.

Before we begin the step-by-step process of how we’re going to put on our benefit, let’s first get a good, clear picture of what
RAFFLE TICKETS
The lifeblood of your benefit!
the end result is going to be. Just what exactly is going to go on at our benefit? What will our benefit look like? Here’s a preview:

We’re going to have anywhere from 150 to 500 people show up at a hall or banquet facility where they will each pay a nominal admission fee or donation as some prefer to call it. (See, we’re making money already!) The bar will be open and snack foods and Sloppy Joes will be available. On one side of the room, our oral auction items will be on display for our guests to view. In another part of the room will be the silent auction items which our guests can immediately begin bidding on. (We’re makin’ more money!) There will be as many as 100 raffle items that our guests can take chances on by purchasing raffle tickets. We will have two or three tables set up where our guests can purchase raffle tickets and tickets for any other games we have planned. (More money!) For about an hour and a half to two hours, our guests will drink, eat, make plans for how much they’ll spend on their favorite oral auction item, place their bids on the silent auction items, place their raffle tickets in raffle buckets and enjoy the music provided by a DJ.

About two hours into the evening they will hear a few words from the person we are having the benefit for, or from a family member who will essentially thank everyone for coming. Then we begin two hours of hardcore fundraisin’! We get right into the oral auction (Now we’re makin’ big money!) followed by announcing the winners of the silent auction and then we draw raffle ticket numbers to see who won our raffle items. We may even save a Grand Prize for last just to make sure our guests stay ‘til the end!

Get the idea? That’s our benefit, plain and simple. Now all we have to do is make it happen! When I say we, I truly do
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