

## WAYS & MEANS

The Ways and Means Chairman initiates and directs activities to raise funds to enable your chapter to take advantage of opportunities for its growth and experience.

### As Ways and Means Chairman, you are responsible:

- for researching and presenting to your chapter projects which will raise funds for your chapter treasury.
- to appoint all necessary committees to carry out projects chosen by your chapter.
- to serve as chairman or appoint an appropriate member to be responsible for each activity.
- to keep adequate records of expenses and income, contacts, ideas, etc. for all projects.

### Helpful Hints

- Watch your newspaper for ideas from other organizations. What works for them might possibly work for you, too.
- Many chapters elect to conduct one major event as opposed to several small revenue projects throughout the year.
- This is a decision that should be made by your committee and executive board at the first of the year, and presented to the members for their approval.
- Fund-raising guidelines, with ideas for different ways to raise money, are available by writing to ESA Headquarters.
- Your chapter might elect to conduct a special project sometime during the year to raise funds for your own chapter's personal use, i.e., help defray initial new membership fees, pay district, state and IC dues, provide funds for subscriptions to your state newspaper, or reduce expenses of members attending conventions.

Three major areas you must first consider are pre-planning, cooperation, and publicity.

- A. Pre-planning: Examine your budget, set a goal, and completely investigate all details.
- B. Cooperation: Select a project that fits your chapter and community. Be prepared and enthusiastic, if you are sold on the idea, you'll sell it to others. Avoid community conflicts when scheduling.
- C. Publicity: Work with your chapter's Publicity Chairperson to help get the word out. Some ideas on publicity are to contact radio and TV stations for public service spots, purchase a newspaper ad, request the use of marquees at banks and fast food restaurants, and make posters and flyers for malls and businesses. Talk about your coming event to everyone you come in contact with.

When going over ideas for the year, consult with your chapter's Philanthropic Chairperson so money can be raised for philanthropic projects, as well as the chapter's operating budget.

There are many ways to raise money for your chapter. Below is a list of a few projects that have been successful. You may also find more ideas in previous issues of the Jonquil.

Sponsor a teen dance  
Rummage sale  
Car wash  
Sell stationery, note cards  
Tupperware or make-up party  
Golf tournament  
Pancake feed  
Run gift wrap booth at mall  
Cute baby contest  
Picture with Santa/Bunny  
Deliver phone books

Candy Sale  
Fashion Show  
Concessions  
Toy Party  
Serve food at auctions  
Bake sale  
Ice cream social  
Christmas bazaar  
Breakfast with Santa/Easter Bunny  
Home tour  
Haunted House