

New Jersey State Federation of Women's Clubs of GFWC

Fundraising Top 10 Projects

1, The Woman's Club of Brielle Annual Brielle Day Craft Show became an online event through a dedicated Facebook page. Thirty craft vendors took part in this event; eleven of those were new to the Brielle Day family of craft vendors.

The event was held for 6 days in September. The club allowed participating craft vendors to continue to post their crafts through December 31 at no extra charge. A total of 997 shoppers joined our Facebook page to browse and purchase craft items for sale.

A total of \$1,295 in fees were collected, and our profit totaled \$1,039.64. A total of 1634 hours were used in planning and closing our original Brielle Day Craft Show and online event.

2, GFWC Gloucester County Women's Club held a Community Clothing and More Drive (meaning they would take almost anything except electronics or appliances) in August in coordination with Bargain Thrift of Philadelphia. Members put information on their social media networks and also advertised on the Township's website.

The event lasted 4 hours. 22 members participated for a total of 94 hours.

Following Covid restrictions people dropping off items had to take their donations out of their vehicle and place them on the lawn. Bargain Thrift picked up the items. They collected 8,822 lbs. of donated items @ \$.20 per pound for a profit of \$1,764.

3, The Haddon Fortnightly held both a Geranium and Chrysanthemum Sale. Order forms and flyers were distributed to members and placed around town. Due to the number of plants, our club used the main clubroom for the orders. The tables were set up and labeled by colors.

On delivery day the helpers entered one door and exited another. Plants were set on tables outside, picked up from there, checked in for color, and put in the clubroom on the proper color table. We had both men and women working. In one hour, 20 people had everything ready to go. Two of our members worked several more hours over the weekend, getting plants that were not picked up on time delivered. Our profit for both events was \$4,446 and 270 hours.

4, Junior Woman's Club of Jefferson Township held their 22nd annual 5K Wrobo Run dedicated to Lt. John T. Wroblewski, a local fallen hero who perished in the Iraqi War. The event was publicized in the local online newspaper, mobile police signs, schools, township website, club website, Facebook page and various race/runner websites. Fire companies from both sides of town raised an enormous American Flag at the starting line. Every runner received a Jefferson Juniors Wrobo race t-shirt as well as a participation ribbon.

Our profit of \$4,365 was given to 3 organizations. Runners participated in a live, socially distanced race. They were given pre-wrapped snacks and bottles of water.

5. The Woman's Club of Paramus held a succulent plants fundraiser. The event was promoted in their newsletter and Facebook page.

Planning was coordinated by their Environment and Arts and Culture departments. There were many supplies to buy in advance, They charged \$25 for the event in hopes of attracting as many people as possible. Many members donated supplies in order to keep costs down.

Plants were ordered from Amazon. Everything needed to make a succulent fairy garden was provided. 30 people attended and light refreshments were served. One of the members made a beautiful succulent garden in advance to use as an example. Over \$700 was raised for CASA.

6. West Orange Women's Club Light Up West Orange was designed to bring the community some joy in a dreary season during a pandemic. The club added a section on their website with details on the LUWO event. Anyone in town could register paying \$10 to enter the contest and town residents could vote for a house across three categories. The club created a registration and voting form in Google Forms and tracked and accepted payment.

A flyer was created using PosterMyWall.com and acceptance assistance of the town's social media representative who created an even better flyer and posted it to the town's social media feeds. Flyers were printed and left them at people's doors who had nicely decorated/lit up houses encouraging them to register. The club again promoted across our social media and encouraged our members and friends to do the same. We opened up voting for one week and announced winners via a pre-recorded video posted to our website and sent to all registrants. The club brought in \$320 of registration fees which were split with winners retaining 50% (\$160).

7. Sparta Woman's Club held their cancelled Annual Game Day with a twist. Their first ever "Stay At Home/Virtual Game Day" was held on Zoom on the afternoon of October 23. Registration was \$25 per person. Advanced 50/50 cash tickets were sold. Members generously donated new items for door prizes. One member donated a large basket of goodies that we used as a Silent Auction.

Members had three options for participation: gather at home with friends and play a game of their choice, join on Zoom for a friendly game of Bingo with friends, or make a donation of \$25.

The club realized a profit of \$1,540

8. Ridgewood Woman's Club rental bookings for the summer were being cancelled on a daily basis. Additionally, the club was faced with a list of maintenance items that had been neglected. Even with these challenges the club still was hoping to meet their charitable donation commitments.

The members decided that the best way to reach out to the community would be by improving our website and increase our communications. After we established that we were the true owner of www.ridgewoodwomensclub.com, we were able to set up a new website with the generosity of a designer that we had worked with in the past.

The club added the platform GiveGab, Give Gab allows us to generate from our website in an effort to meet our financial needs. Give Gab is a fundraising platform that really drove the message into our community that we needed help. It used our peer member base and philanthropic matching strategies to help us generate funds. We received \$2,675 from our first initiative.

9.Suburban Woman's Club of Pompton Plains starts out the new year with a lot of laughs by holding a Brown Bag Auction. Members bring a new gift to be auctioned off site unseen. The item can be nicely wrapped or put in a brown bag. Bids are usually between \$15-\$25 so the ladies are reminded to bring a nice gift. Christmas and after Christmas sales allow members to buy gifts for a very low price. Occasionally members get into a friendly bidding wars over adorable packages. Winners do open their gifts so everyone can see. It is a lot of fun and a good way to get new members to see the funny side of all of us. We realized a profit of \$800.

10.GFWC Woman's League of Mt. Holly participated in Mount Holly's Fire and Ice Festival (Fire is a Chili contest and Ice is an ice sculpture competition). One of our member's mother bakes natural doggie biscuits annually, which are one of our biggest sellers. Other desserts-cookies, brownies, and crispy treats are individually wrapped by our members. Everything is \$1. We also held a cupcake contest. Our \$244 profit was split between two organizations.