

Ways & Means

Purpose:

Fundraising committee, whose role is to provide cash flow for events or specialty committees with no off setting income, or to fund those who fall short of their projected income.

Responsibilities:

- Sponsor events that generate income relative to expenses.
- Keep all money raised that is advertised to benefit the specialty separate from any money raised by the Host clubs ways & means.
- Determine items that have broad appeal to dog owners, particularly the BMD, and sell at either club functions, National Specialties or through newsletter advertisement.
- Select specialty logo and select items that will be used for promotion of the specialty, arrange for their production and sell at either club functions, National Specialties or through newsletter advertisement.
- Write a report at end of show regarding your committee, comment on additional recommendations and responsibilities you think should be included here.
- Sell, Sell, Sell. . .

Timeline:

Immediately after notification that you will be hosting a specialty:

- Select a committee chair (at least two years prior to your specialty).
- Develop a budget to include proposed fund raising activities and dates, items to sell; include estimates on expenses and income of each.

Year One: (two years prior to your specialty)

- At least double your seed money.
- Obtain non-specialty related items and sell at that year's National Specialty (obtain booth space).
- Sponsor at least one event.
- Advertise non-specialty items in Bulletin (November holiday edition) for mail order sales.
- Select specialty logo at least 18 months prior to your specialty and decide which items (tee shirts, mugs etc) you will use for promotion, select vendors and put into production.
- Sell, Sell, Sell. . .

Year Two: (one year prior to your specialty)

- At least triple the money you made in year two.
- Revise budget based on year 1 events and sales.
- Have your specialty items ready for the specialty that year—use it as a “kick off” for specialty sales.
- (hint: bring everything you have left in your basement to that specialty).
- Sponsor remaining events.
- Advertise specialty items in the Bulletin (November holiday edition), the planning booklet and the specialty web site for mail order sales.
- Sell, Sell, Sell. . .

Three months prior to your specialty:

- Inventory all items to assure you have enough to sell at the event—mail order sales will slow down about 1-1 ½ months prior to the event
- Arrange for coverage of the table at the event
- Start packing and prepare to Sell, Sell, Sell. . .

Budget

<i>ITEM</i>	<i>INCOME</i>	<i>EXPENSE</i>
Specialty or Non-Specialty Items	Mark up	Cost of Item
<i>Mark up of shirts should be at least \$6. Determine mark ups on other items based on the cost of the item with a greater mark up for low cost items.</i>		
Seminars	Registration Fees	Speaker Fees & Expenses
	Sponsorship i.e dog food companies/pet Stores	Space Rental
		Table & Chair Rental
		Advertising & Brochures
		Lunches/Coffee etc.
Garage Sales	Sale of items	Advertisement

Recommendations:

It is important to understand the financial aspect of ways and means. The Specialty Ways & Means committee has a responsibility to understand the financial ramifications of their committee. Any profit from items advertised and sold to benefit the National Specialty will be included on the Specialty financial statement. Many Host clubs will also sell ways and means items for the Host club profit. These items need to be kept separate. Please review the following excerpt from the Finance chapter. If you have any questions please refer them to the Specialty coordinators.

When preparing the Specialty’s Income and Expense Statement ALL committees should be included in the profit/loss. This includes any Ways & Means goods* sold in the effort of Specialty fund raising as well as Raffle income. If there is any profit it will be divided evenly between the Host club and the BMDCA.

Ways & Means goods defined as: ALL items with Specialty Logo as well as any other items/services donated or procured and advertised to benefit the Specialty.

The BMDCA would like to see the host Ways & Means primarily earning money at the Prior National Specialty and then the actual event itself. It is not the intent to make the host club turn into a constant fund raising machine, raising all needed cash flow monies. The BMDCA now offers \$5000 seed money to help with initial cash flow. Depending on the “extras” your host club plans will dictate how much extra fund raising is needed.

Vigorous fund raising is the key to providing the many “extras” which have come to be associated with National Specialties. These include hospitality, speakers, judges’ gifts, etc. Think of yourselves as hosts inviting other Berner owners into your own home. The “extra” money you raise is what provides the little comforts which say “Welcome!”

As soon as your club is chosen to host the Specialty you should begin to gear up your fund raising capabilities. Plan to raise \$3000 - \$5000, but don't panic - you have two to three years to reach this goal. You may also solicit assistance from other regional clubs. Traditional items include t-shirts and pins with your own specialty logo; however your imagination is the only limit. In the past, raffles have been held for items such as an animal art portrait or other one-of-a-kind item. Limited edition items (plates, artist prints, pins) are also possibilities. Ask other regional clubs to raffle a special item of yours at one of their events and donate the proceeds to your specialty hospitality fund. Start with your local club and gradually expand to marketing your wares countrywide via The Alpenhorn, other regional clubs and even the Internet.

Fund raising is limited only by your imagination. Garage sales, dog washes, bake sales...there are any number of methods which are successfully used by other non-profit organizations which can be done by your club. In addition to such 'traditional' methods of fund raising, more and more are turning to businesses, both local and national, to provide a helping hand. If approached properly and professionally, many companies are willing to provide products, services or even cash. Offering free advertising in the show catalog (look at how many people it reaches!), giving credit at the show (i.e., displaying the company's banner, acknowledging their support at the banquet) are additional incentives which can be provided. Bear in mind that most companies plan their budgets far in advance, so such requests should be made as early as possible.

Develop an excellent relationship with the treasurer for your specialty and develop a system (i.e. requisitions) for getting bills approved and paid and for depositing money.

Have one contact for mail orders and keep all items at that person's home or business to facilitate timely mailing.

Your club members will tire of buying items so, when planning events or selecting non-specialty items, be creative to come up with ideas with a more general appeal (garage sales, handling seminars).

In order to limit the amount of time and efforts expended try to get the Best "bang for your buck" with such fund raisers as garage sales, seminars and/or draft workshop.

Never leave home to attend a Berner event without something in your car to sell or raffle.

When getting ready to go to the specialty before yours, start looking for folks that will have room for a box or two of your goods who are driving. You will have a lot of things to take and not ever enough room. You can, of course, UPS items to the hotel so they will be waiting for you once you get there. That of course can eat into some of your profits.

Hot Items to Sell:

Specialty tee shirts, sweatshirts, buttons—for tee and sweatshirts, childrens sizes do not sell well, get more large, XL and XXL

Embroider hats (baseball style), towels, socks and sweatpants

Christmas cards

Notes pads and stationary

Specialty Pins

Bad items to sell:

Insulated mugs with logo (or other mugs for that matter)—most attendees want to get their mug at the Saturday nite mug dinner

