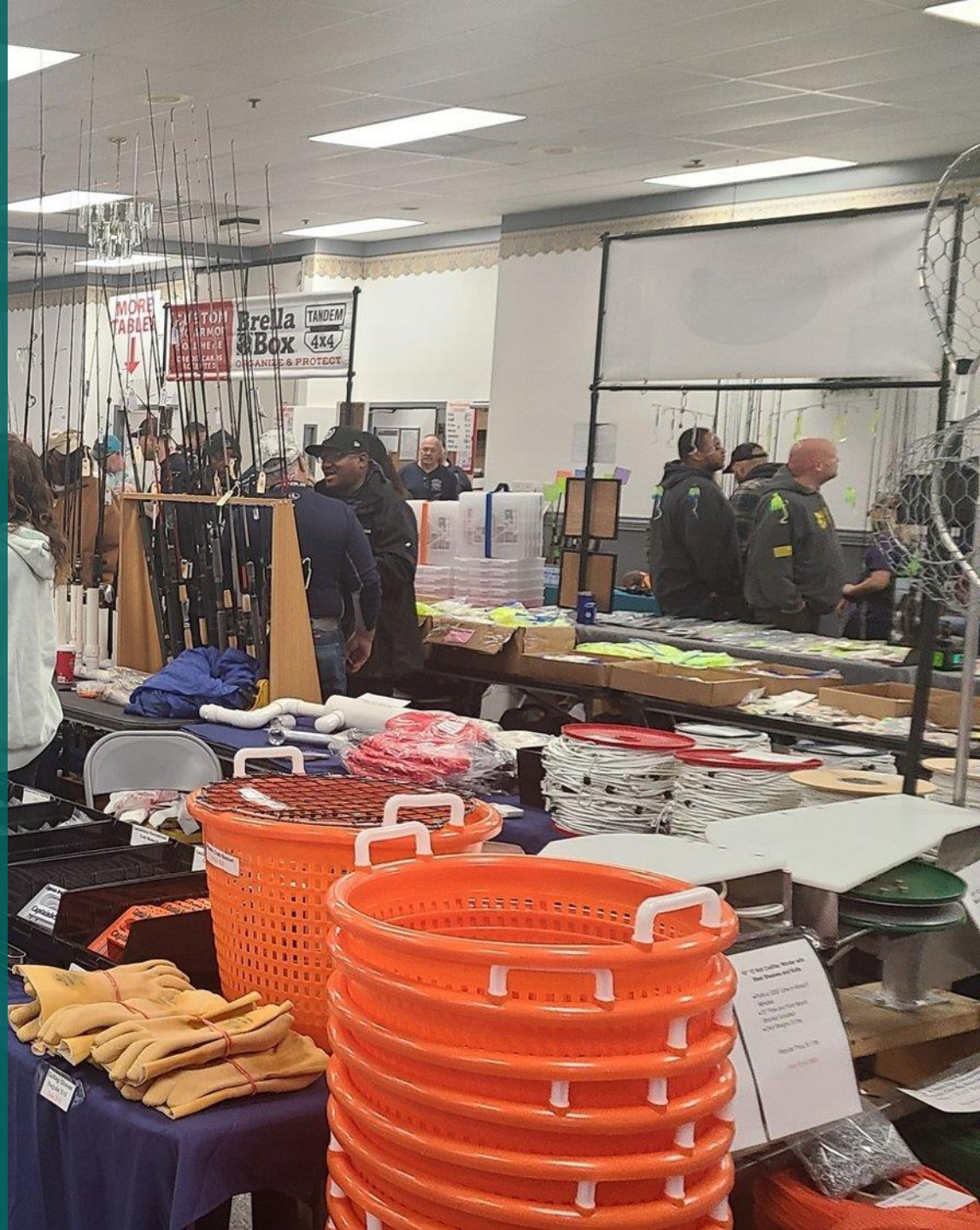
FLY FISHERS INTERNATIONAL

RESOURCE COMMITTEE · WORKSHOP 3

FUNDRAISING FOR CLUBS & COUNCILS

Strategies, legal basics and grant opportunities

ALL FISH, ALL WATERS®



WHAT FUNDRAISING PAYS FOR

CONSERVATION

Support conservation and habitat restoration

YOUTH & OUTREACH

Fund youth education and outreach programs

EQUIPMENT

Buy club equipment and event supplies

OPERATING COSTS

Offset meeting and insurance expenses

SUSTAINABILITY

Build long-term stability for the club

HOW CLUBS AND COUNCILS ARE TAX-EXEMPT

MOST CLUBS AND ALL COUNCILS

- Have their own EIN
- Are on FFI's master list with the IRS
- Are tax-exempt through FFI's group exemption

A FEW CLUBS

- Hold their own 501(c)(3) determination letter
- Check which applies to your club with FFI HQ

CORE PRINCIPLES

WHAT SUCCESSFUL FUNDRAISING HAS IN COMMON



ALIGNED WITH YOUR MISSION



BUILDS COMMUNITY



FUN AND MEMBER-FOCUSED



DIVERSE REVENUE STREAMS



TRACKS REVENUE, COSTS AND VOLUNTEER HOURS



GUIDED BY AN ANNUAL PLAN

WATCH OUT

COMMON MISTAKES TO AVOID

- Relying on a single fundraiser each year
- Ignoring gaming and raffle laws
- Poor volunteer coordination
- No donor follow-up or thanks
- Weak promotion and late planning

WHY YOUR CLUB NEEDS A PLAN

PREDICTABLE REVENUE

Financial stability you can count on

LESS BURNOUT

No last-minute scrambles for volunteers

MISSION-ALIGNED

Ties fundraising to conservation and education goals

DONOR CONFIDENCE

Sponsors and donors trust a club with a plan

BETTER SCHEDULING

Easier budgeting and event planning

ACCOUNTABILITY

Clear ownership for leaders and committees

WHAT TO PUT IN YOUR PLAN

- Annual revenue goals
- Events and target dates
- Event chairs and volunteer assignments
- Budgets, expenses and profit goals
- Sponsor and donor outreach strategy
- Marketing and social media schedule
- Grant deadlines and who owns them
- Legal checklist for raffles and auctions
- Donor thank-you and follow-up plan
- How you'll track and evaluate results

PROTECT THE MONEY YOU RAISE



BUDGET FIRST

Create an event budget before committing to expenses



TRACK SEPARATELY

Keep sponsorship income and donations in separate lines



TWO PEOPLE ON CASH

Use dual controls whenever cash is handled



REPORT OPENLY

Share clear financial reports with members



WAYS TO RAISE MONEY

EVENTS, GIFTS, GRANTS AND SPONSORS

INDIVIDUAL GIVING

ASK YOUR MEMBERS DIRECTLY

The people who already love your club are your best supporters.

- An annual appeal by letter or email
- Recurring gifts, monthly or yearly
- A personal thank-you and a report on results

PHOTO PLACEHOLDER

Club members at a meeting or on a conservation project

POPULAR FUNDRAISERS

PROVEN IDEAS FOR FLY FISHING CLUBS

BANQUETS & ANNUAL DINNERS

FLY TYING EXPOS & DEMOS

CASTING CLINICS & WORKSHOPS

TOURNAMENTS & OUTINGS

GUIDE TRIPS & DESTINATION RAFFLES

ONLINE MERCHANDISE SALES

CONSERVATION PARTNER EVENTS

GEAR SWAPS & FLEA MARKETS

GET THE WORD OUT



Email & social media



Local fly shops & outdoor businesses



Conservation success stories



Photos & video from club activities



Early registration incentives

RAFFLES: KNOW THE RULES FIRST

Raffle laws vary by state, and sometimes by county.

- Some states require permits or reporting
- Document every ticket sale and winner
- Online raffles are restricted in many states
- Sweepstakes need a free way to enter



AUCTIONS

SILENT AND ONLINE AUCTIONS

SILENT AUCTIONS

- Ideal for banquets and dinners
- Donated gear, trips, art, and services
- Clear bidding rules and payment steps
- Bid sheets or mobile auction software
- Written thanks to every item donor

ONLINE AUCTIONS

- Reach beyond local membership
- Host on a nonprofit auction platform
- Good for donated gear and experiences
- Check state gaming and solicitation rules
- Secure payments; protect bidder data

GET READY TO APPLY FOR GRANTS



PROOF OF EXEMPTION

Ask FFI HQ for the group exemption letter and confirmation



ORGANIZED RECORDS

Keep financial records in order



MEASURABLE GOALS

Set program goals you can report on



VOLUNTEER IMPACT

Document participation and results



MISSION & BUDGET

A strong mission statement and budget

SPONSORSHIPS & PARTNERSHIPS

BUILD LASTING BUSINESS PARTNERSHIPS

Long-term relationships with local businesses beat one-time asks.

- Partner with fly shops, guides, breweries and outdoor brands
- Recognize sponsors at events and online
- Offer tiered sponsorship packages



LEGAL BASICS EVERY CLUB SHOULD KNOW

- Follow IRS rules for nonprofit organizations
- 501(c)(3)s may not take part in political campaigns; lobbying is limited
- Send a written acknowledgment for any single gift of $250 or more
- Disclose the value of goods or services when a donor pays over $75 (e.g., banquet tickets)
- Track restricted and unrestricted donations separately
- Review state charitable gaming laws before any raffle
- Consult a CPA or attorney for large events

SET YOUR VOLUNTEERS UP TO SUCCEED



RECRUIT LEADERS

Event coordinators and committee leaders



ASSIGN CLEAR ROLES

Everyone knows what they own



TRAIN ON PROCEDURES

Especially cash handling



RECOGNIZE PUBLICLY

Thank volunteers where others can see

DONOR RELATIONSHIPS

TURN ONE-TIME DONORS INTO SUPPORTERS

1. Thank them quickly and personally
2. Report how the money was used
3. Invite them to club activities
4. Share youth and conservation stories
5. Build recurring annual sponsorships

FINAL THOUGHTS

Diverse, well-planned, legal fundraising builds a stronger club.

It supports operations and conservation, protects your volunteers, and grows community relationships.

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DISCUSSION

LET'S TALK: FUNDRAISING

What has been your club's most successful fundraiser, and why did it work?

Does your club have an annual fundraising plan? Who owns it?

What fundraising questions do you have for the group?

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THANK YOU

Thank you for supporting fly fishing, conservation and community outreach.

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