

FUNDRAISING CHAIR

Responsible for soliciting corporate sponsors and coordinating various committee efforts to obtain donations from berner-related businesses and regional clubs for the National Specialty. Works very closely with Welcome Bag Chair and Raffle Chair and other committees as required.

Qualifications

- A highly motivated, enthusiastic, and results-oriented individual.
- Comfortable soliciting donations and effective at follow-up.
- Good writing and communication skills.
- Helpful if attended at least one previous BMDCA National Specialty.
- Previous sales and/or fundraising experience is highly recommended by not required.
- Ability to apply the following basic management skills: (e.g. identifying opportunities, being resourceful, dealing effectively with people, detailed follow-up).

Time Commitment

This is at least a one-year assignment, with busy periods occurring at the beginning to develop corporate sponsor program and refine solicitation letters. Moderate-to high level of activity at about four months out to secure raffle and welcome bag donations. Typically assists on-site with stuffing welcome bags. There is also a two-week period after the Specialty when letters of appreciation should be sent.

Time Line

Upon Accepting the Assignment

- Familiarize self with the following chapters of the BMDCA Specialty Manual: Committee Chair, Finance, Fundraising and Welcome Bag, noting all details of the position description, relevant deadlines and BMDCA Policies (bold and underlined text).
- Work with Show Chair to develop the preliminary budget.
- Work with Show Chair (and Specialty Coordinator if desired) to develop features and benefits of corporate sponsorship program and target business list.

At least One Year Prior to the Specialty

- Plan on attending current year's specialty if possible to learn from current chair and make contacts for your event.
- Poll show committee members for personal contacts that could be approached for donations/ sponsorships. Contact potential corporate sponsors and submit proposal(s). Follow-up with businesses as requested (typically once per quarter).
- Coordinate the solicitation of regional clubs in zone to sponsor a day of morning hospitality with Hospitality Chair.
- Place sponsorships features/benefits on the Specialty website if desired. Acknowledge donors on the website prior to the event.
- Communicate frequently with Welcome Bag, Raffle and Hospitality Chair to keep them apprised of any developments with corporate sponsor proposal(s).
- Identify centralized clearinghouse to receive and store donations. This will help keep items organized and ensure that all items make it to the show.

First of the Year Prior to the Specialty

- Finalize list of target companies and customize direct solicitation letter (see Attachment A-2).
- Coordinate solicitations from dog-related businesses for raffle items and welcome bag donations with respective committee chairs to avoid duplication of efforts.
- Continually follow-up with prospective donors (and committee chairs) to secure donations.
- **Forward all cash/check donations to the Specialty Treasurer within 10 days of receipt on the Cash/Check Submittal Form.** (See Chapter 6 Attachment A-3.)

~Two Months Prior to the Specialty

- Advise Catalog Advertising Chair of any corporate sponsors that should be acknowledged in the show catalog. Submit any logos/ad copy/artwork by prescribed deadlines.

One Month Prior to the Specialty

- Make arrangements to ship any items to the Specialty as needed.
- Coordinate delivery for the bag stuffing party with Welcome Bag Chair.
- Advise Newsletter Editor of any corporate sponsors that need to be acknowledged in the Specialty Newsletter and provide any logos/ad copy.

Sunday before the Specialty

- Assist with bag stuffing (whenever possible).
- Reconfirm sponsor ads with Newsletter Editor.

Within Two Weeks of the Specialty

- Send thank you notes to corporate and regional club donors.
- Submit a completed report to the Show Chair (see Committee Chair Attachment A-1 in Chapter 2).

Key Statistics for Historical Data:

List of sponsors