

Fundraising Focal Points

Why focus on Fundraising?

The following facts about the fundraising sector show that people are ready and willing to give.

- The Association of Fundraising Professionals' most recent data shows that fundraising revenues are on the rise. They rose nearly 10% over the last five years.
- More than 75% of charitable donations made every year come from individuals rather than companies. That means big mailing lists are needed for attractive ideas and simplicity.
- Americans give an estimated \$295 billion to charities and non profit organizations annually and nearly two thirds of American households make regular charitable donations.
- The charities that are most successful at raising funds use a variety of written materials, from direct mail letters to newsletters to thank you letters.
- There are several types of organizations that use fundraising to help raise money. Most often schools, sports teams, local and national charities, church or non profit groups. The largest of these fundraising groups are schools and school groups which represent 80% of fundraising sales. Schools and youth groups raise \$2 billion each year through product sales. Among school sales, more than half (54%) were made through Elementary schools.

Tip: With such a large portion of fundraising sales coming from schools, school supplies are a perfect fit. Pens, highlighters, and markers are used by students, teachers, and parents on a daily basis. An easy fundraiser is possible. If you take the time to plan and get organized before you start raising funds, your campaign will go a lot more smoothly.

Paper♥Mate®

Sharpie®

Proven Sellers in Fundraising

Paper♥Mate® Profile® Gel



Gel Pen: \$1.90(A) • 100 Units

Paper♥Mate® InkJoy



Hybrid Ink Pen: \$0.83(A) • 300 Units

Paper♥Mate® InkJoy



Retractable Gel Ink Pen: \$3.51(A) • 100 Units

Sharpie® SGEL



Gel Pen: \$2.22(A) • 200 Units

Sharpie® ROLLER



Rollerball: \$3.52(A) • 200 Units

Sharpie® TANK HIGHLIGHTER



Tank Highlighter: \$3.01(A) • 200 Units

Sharpie® FINE



Permanent Marker: \$2.01(A) • 200 Units

Promotional Ideas for Fundraising

- **For What It's Worth**—Pens can be placed in donation envelopes. Instead of asking for money directly, a charity could ask each household to place their own value on the pen and donate accordingly. A pen like the Paper Mate Breeze or Sharpie SGEL offers a premium experience at an affordable price.
- **Timeless Gratitude**—Church fundraising can be a very rewarding task, but also a challenge as many churches need year-round fundraising for recurrent costs in addition to intermittent fundraising for large events and purchases.
- **Support the Cause**—If you're fundraising for a specific non-profit organization, either in your area for a national cause, a promotional pen is the perfect choice. With a multitude of color combinations and imprint options, Sport RT is the best choice for affordable customization.
- **Hit a Homerun!**—Fundraising for sports teams can be a lot of fun! The trick is to choose a fundraising program that will get your team members motivated. A great idea for sports fundraiser motivation is to choose a fundraising product that can be personalized with your team's name and logo, or that comes in great sports themes. Sharpie Fine is the winning choice to add to your lineup!