



Fundraising: 101

Presented by:

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Recovery Partners of Vermont*

&

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North Central Vermont Recovery Center*

Overview

An essential part of the work that many of us are doing in the non-profit sector is, FUNDRAISING.. We are continuously seeking support with our mission and visions in hopes to gain financial support to sustain and move our work forward. Let's discuss some basic concepts, approaches and achievable steps to move organizations forward.



Initiation Phase:

Who is your support?

- Board of Directors are ideal to take an active role with your fundraising efforts.
- Fundraising Committee
- Project Plan - delegate!
- Volunteers and staff



Project Phase:

Who is our audience?

- Who benefits from our services?
- Who currently supports us financially with our endeavors?
- Are those people and/or organizations that you think should be supporting our organizations?



Where do you find sponsors?

How do you know who to reach out to? Who NOT to reach out to?

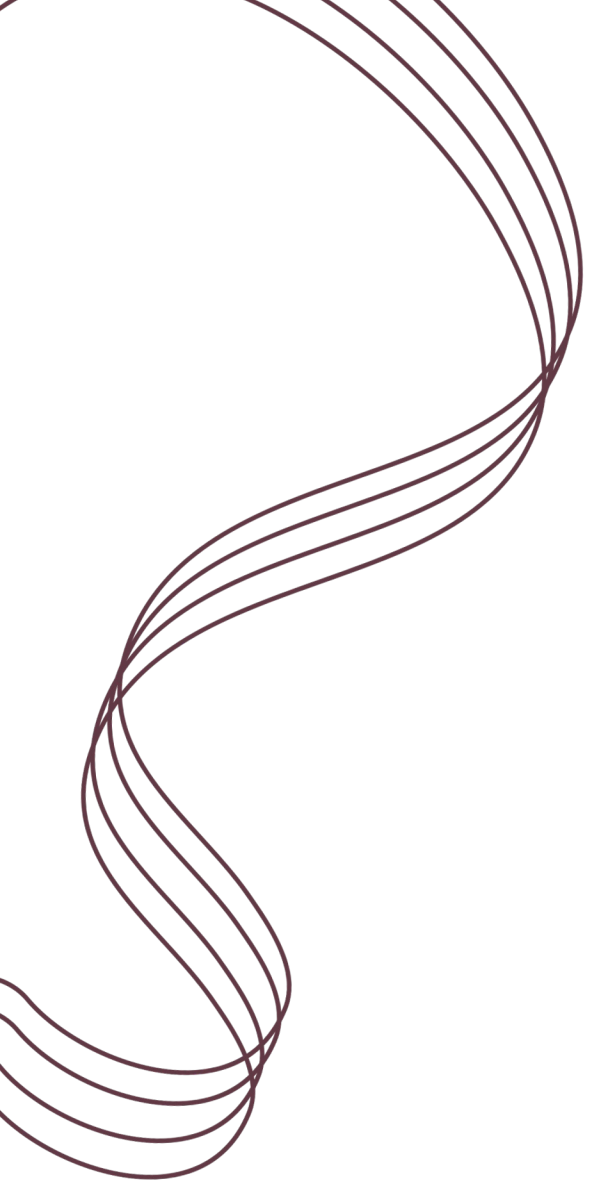
When looking for sponsors there are a variety of tips of where to start. Such as:

- Businesses/organizations that support the same mission/topics as you
- Large manufacturing companies
- Personal connections- people you know who have businesses/organizations
- Banks and hospitals
- EVERYONE AND ANYONE

Where/who should you avoid when seeking sponsors?

- Mom & Pops small local stores
- Dealerships
- Small businesses
- Large chain stores such as Walmart, Target, Home Depot, Lowes, Best Buy





What does “everyone and anyone” mean?

When you are looking for financial support via sponsors, you want to reach out to all of the obvious places (such as large companies or organizations), but also every business you drive by, or find online. WHY? - Why would you call everyone and anyone?

Well, this is because you never know who will say yes. ANY amount of sponsorship is helpful. Nothing is too low or too small, it all adds up.

Another good place to find sponsors is on other event flyers and websites.



Discussion Prompt #1

With the information given, I want you to take a few minutes to write down 3 sponsors in your community that you could reach out to for sponsorship.



Adobe Stock | #10321707



Where do you know where to look for silent auction/raffle/in-kind items?

- Mom & Pop stores
- Locally owned stores
- Your favorite store that you may shop
- Dealerships
- Furniture stores
- Someone you know that hand makes items
- Any business that you want, because they will either say yes or no and it cannot hurt to ask





What are good silent auction/raffle item ideas to look for?

- Experiences
- Wood furniture
- Items specific for kids
- Gift certificates
- Electronics
- Any type of art
- Any item YOU would like to win for a good prize
- Make sure you offer something for everyone, price included. Make sure you have a variety of the type of items as well as variety of prices/values



Discussion Prompt #2

Now that you have more information about silent auction/raffle/in kind, take a few minutes to compile a short list of items that come to mind that you think are great ideas.



Important tip #1:

Celebrate every single donation large or small

Why?

It shows the donor you are grateful, appreciative, upbeat, positive, and they are more likely to donate again.

Treat every donation like it is the top item/amount because no one has to donate anything.

Be over the top with your customer service voice. If you don't sound excited for your event, neither will they.

Celebrate every win
no matter how small.



Accepting No



I Can Accept the Word 'No'

Important tip #2:

Be comfortable with being told "NO"

Why is this important?

- Many individuals struggle with rejection, especially on the spot
- Remain positive no matter what.
- Not everyone will support your cause
- Be confident in your request, even if you don't believe in yourself,
- Be prepared to answer questions.

Example if someone says no you could say: " Thank you for speaking with me today and hearing me out, I am very grateful for your consideration for my request. I understand completely, thank you for your time."



Researching organizations/locations:

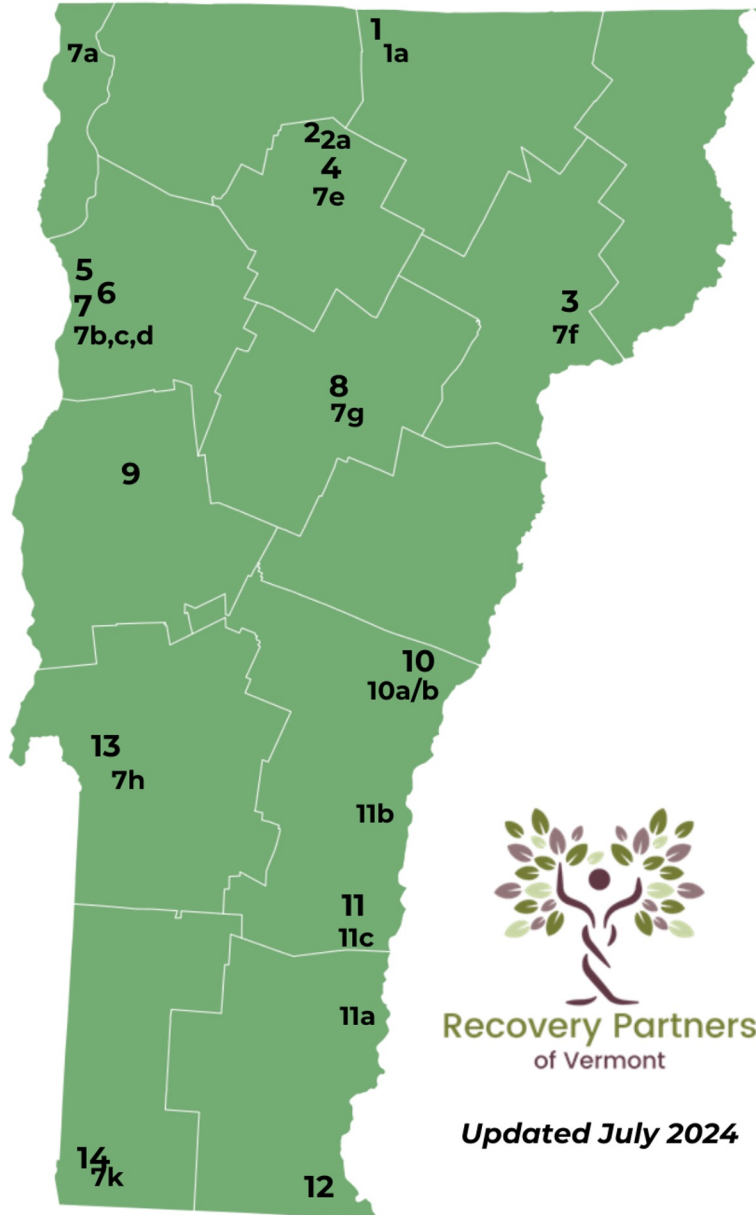
What does this mean? Why is it important?

Researching organizations/locations mean:

- For example: When RPV reaches out for sponsorship, I mention our closest member to them when making inquiries. It is important for donors that you are not just cold calling. They want to know that you have done your research, know who they are, and again, it makes the request personal giving you a better chance at getting the donation/s you're looking for.
- Location is **important** because you generally want to stay in your state. Usually local businesses and organizations want to support **local** events. BUT, there are exceptions.



Member Organizations of Recovery Partners of Vermont



Updated July 2024

- 1.....Journey to Recovery Community Center | Newport
 - 1a...Satellite Office | North Country High School
- 2.....Jenna's Promise | Johnson
 - 2a...Recovery Residence | Rae of Hope
- 3.....Kingdom Recovery Center | St. Johnsbury
- 4.....North Central Vermont Recovery Center | Morrisville
- 5.....Turning Point Center of Chittenden County | Burlington
- 6.....Vermont Alliance for Recovery Residences | Burlington
- 7.....Vermont Foundation of Recovery | Essex
 - 7a...Recovery Residence | St. Albans
 - 7b, c, d...Recovery Residence | Essex (3)
 - 7e...Recovery Residence | Morrisville
 - 7f...Recovery Residence | St. Johnsbury
 - 7g...Recovery Residence | Barre
 - 7h...Recovery Residence | Rutland
 - 7k...Recovery Residence | Bennington (Opening Soon!)
- 8.....Turning Point Center of Central Vermont | Barre
- 9.....Turning Point Center of Addison County | Middlebury
- 10...Upper Valley Turning Point Center | White River Junction
 - 10a...Recovery Residence | Willow Grove
 - 10b...Recovery Residence | Jack's House
- 11.....Turning Point Center of Springfield | Springfield
 - 11a...Satellite Office TP South | Bellows Falls
 - 11b...Satellite Office TP North | Windsor
 - 11c...Recovery Residence | Springfield
- 12.....Turning Point Center of Windham County | Brattleboro
- 13.....Turning Point Center of Rutland | Rutland
- 14.....Turning Point Center of Bennington | Bennington

What information do donors need/want from you?

- Your name, what organization you are with
- If you are a nonprofit 501(c)3 organization
- Short organization history
- Your mission and reason for needing donation
- Event details
- Contact information
- *Sponsorship grid* ***
- Flyer/event signage
- They may want to know how you found them, or came across their business/organization
- If seeking physical in kind donation- formal donation request letter or email
- What do they benefit from if they do donate? They want to know this as well.



Sponsorship Letter Template



North Central Vermont Recovery Center

275 Brooklyn Street, Suite 2, Morrisville, VT 05661

p. 802-851-8120 f. 802-851-8295 recovery@ncvrc.com

A safe, welcoming, substance-free environment for individuals and families
on the path to lasting recovery from substance use disorder.

Dear Community Partners,

As we transition from warm summer days to Fall, crisp weather, North Central Vermont Recovery Center (NCVRC) is enthusiastically organizing our annual fundraising event. The event will be held at **River Arts in Morrisville on Saturday, November 8, 2025**, and we will benefit from your support! This event continues to strengthen and grow year over year with the support of our community and we deeply appreciate it. NCVRC is in its 15th year of operation and our operating costs have increased as we serve greater numbers of the Lamoille County population during all stages of recovery.

At its core services, NCVRC offers Peer Recovery Coaching, Health and Wellness offerings, Recovery Coaches in the Emergency Department at Copley Hospital, a Volunteer Program, Parents in Recovery Program, Recovery Coaching partnership with the Dept. of Corrections along with a multitude of support group meetings, sober events, and community based activities. To effectively, efficiently, and equitably serve our community NCVRC offers these services at no cost to those we serve. The number of people that we serve continues to increase, and In 2024, we welcomed 5,000+ visits to our recovery center.

We continue to provide life-saving services, grow our staff and volunteer operations, and maintain expansive free services for our community. We are hopeful that **Sana at Stowe** will once again sponsor our fundraising event.

Sponsorship Levels

- Friends of Recovery \$150 - \$499 (includes 1 event ticket)
- Bronze Sponsorship - \$500 (includes 2 event tickets)
- Silver Sponsorship - \$1,000 (includes 4 event tickets)
- Gold Sponsorship - \$2,000 (includes 6 event tickets)
- Platinum Sponsorship - \$3,000 (8 event tickets)

We welcome donations at any level, and should you provide sponsorship at the Platinum, Gold, Silver or Bronze level, your business name/logo will be on our printed literature for the event and displayed at the event.

I invite you to be a part of this great night and join us to celebrate recovery. Please contact me for further details at Shannon.Carchidi@ncvrc.com, or 802-828-7391, if you have further thoughts, ideas, or questions.

Kind regards,

Shannon Carchidi
Executive Director



What is a sponsorship grid?

SPONSORSHIP LEVEL		DONATION MERCHANDISE OR CASH
PLATINUM PLUS	Prominent Logo on Event website & printed flyers, Social Media Posts, Event Shout-Out, Available Booth Space	\$2500+
PLATINUM	Platinum Level Logo on Event website, Social Media Posts, Event Shout-Out, Available Booth Space at Event	\$1500
GOLD	Gold Level Logo on Event website, Social Media Posts, Event Shout-Out, Available Booth Space at Event	\$1000
SILVER	Silver Level Logo on Event website, Social Media Post, Event Shout-Out	\$500
BRONZE	Bronze Level Logo on Event website, Social Media Post	\$250



Fundraising ideas can also look like:

- Round up change jars
- Some eatery will donate % of all meals
- Pampered chef fundraiser
- A walk/run with prizes
- Bake sale
- Collecting returnables
- Having a dinner and selling tickets
- Raffle baskets
- 50/50 raffles
- Hannaford bag program (each month they choose 1 nonprofit and donate \$ from each purchase of their reusable bags)
- Get creative with it! Have **FUN!**



Discussion Prompt #3:

Write down 3 creative fundraising ideas that you could do with/for your organization



		Fundraising Challenges
+		
+		
+		
+	☐	\$2000 BEAU SHAVES HIS HEAD
	☐	\$1500 THERISA CUTS 10" OFF HER HAIR
+	☐	\$1250 SEBREENA SLITS HER EYEBROW
	☐	\$1000 ALYSSA BIKES 100 MILES
+	☐	\$750 ALEX SWIMS IN GEIST W/ TUTU
+	☐	\$500 ALL EB GETS PIED IN FACE
	☐	\$250 OLIVIA EATS HOT PEPPER
+	☐	\$100 ANDREA TAKES AN ICE BATH



Thank you!

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