The SHRM Foundation depends on volunteer support to shape the future of HR. Thank you!

Fundraising is the act of gaining resources to help further good work. Whether fundraising looks like a silent auction, raffle, or leadership campaign, each activity should include:

1. **Education**
2. **Donation**
3. **Recognition**

Staff at the SHRM Foundation are ready to help you succeed! Contact staff to brainstorm fundraising ideas, ask questions, or receive Foundation materials.

Contact us at:

1800 Duke Street • Alexandria, VA 22314
shrmfoundation.org • shrmfoundation@shrm.org
703.535.6020

**Fundraising staff:**

- **Ashlee Droscher Smith**, Director, Development • Ashlee.Smith@shrm.org
- **Allie Samis**, Associate Development Specialist • Allison.Samis@shrm.org
- **Miles Woolever**, Campaign Administrator • MWoolever@shrm.org

To request supplies, contact **Elissa Soares**, Foundation Administrator • Elissa.Soares@shrm.org

### STEP 1: EDUCATION

The SHRM Foundation is shaping the future of HR, and helping others understand the work and impact of the SHRM Foundation is laying a strong foundation (pun intended) for all fundraising activities. Individuals are more likely to give, and give at a higher level, if they understand and value the SHRM Foundation’s missing work and work.

**SHRM Foundation Vision**

The SHRM Foundation is the globally recognized catalyst for shaping human resource thought leadership and research.

**SHRM Foundation Mission**

The SHRM Foundation advances global human capital knowledge and practice by providing thought leadership and educational support, and sponsoring, funding and driving the adoption of cutting-edge, actionable, evidence-based research.

**The SHRM Foundation’s work includes:**

- **Strategic thought leadership initiative.** The SHRM Foundation is conducting a multi-phase program to identify and analyze critical trends likely to impact the workplace in 5-10 years. [More information.](#)
- **Innovative academic research grants.** The SHRM Foundation is a leading funder of HR research. Over the past three years, the SHRM Foundation has awarded more than $1.8 million in grants to fund rigorous, original academic research with practical implications for HR management practice.
- **Scholarships.** In 2013, the SHRM Foundation awarded 140 education and certification scholarships to professional and student SHRM members, and doctoral students.
- **Educational resources.** The SHRM Foundation’s Effective Practice Guidelines series makes research findings easily accessible to HR practitioners. Executive briefings summarize relevant human capital research and expert opinion into 3-5 pages, making this series a quick way to learn about each subject. The Foundation has also created a series of educational **DVDs** for SHRM chapter programming, staff trainings, and executive education sessions.
How to educate:
One-on-One conversation:
When connecting with a colleague, making an announcement at a meeting, or hosting an informational booth, an elevator speech is a good tool to have. An elevator speech is a quick (30 second) overview that can help you educate others about the SHRM Foundation. An example is:

“The SHRM Foundation is a nonprofit organization that helps shape the future of HR by awarding scholarships to future leaders, furthering HR research, publishing reports and briefings, producing case study DVDs, and moving thought leadership forward. All SHRM Foundation products are complimentary and their focus on further the HR profession and professionals is made possible by donations from sponsors and donors.”

After sharing your elevator speech, ask a follow-up question, “Are you interested in learning more about scholarships, HR research, Thought Leaders initiative, or complimentary educational materials?” Asking the question can help you target your response to a specific area of interest of the SHRM Foundation’s work. More information about each area is outlined above, and more detailed information is available on our website, shrmfoundation.org, or by contact SHRM Foundation staff.

Give a presentation about the SHRM Foundation:
Taking time to give a presentation about the SHRM Foundation allows members to have an in depth look at the Foundation’s work. A PowerPoint presentation is available for you to customize and use. Contact the SHRM Foundation before your presentation to request copies of recently published resources and to learn about upcoming events or products to give your audience a sneak peek of soon-to-be available resources.

Share regular updates:
Consistent updates are the best way for your members to learn about the SHRM Foundation. Ask for a standing agenda item to include a short update about the SHRM Foundation. Include news articles about the SHRM Foundation in your newsletters. Follow the SHRM Foundation on twitter and Facebook and share the posts and tweets!

@shrmfoundation  facebook.com/shrmfoundation

STEP 2: DONATION
A donation is the monetary way of joining the SHRM Foundation in its work to shape the future of HR. This section will outline the most common ways donations are collected from state council / chapters and their members.

The most common donations received are from:

- Leadership Campaigns
- Fundraising events
- Building in fundraising to your existing events
Leadership Campaign
According to Giving USA, the largest source of charitable giving came from individual donations (data available here). A leadership campaign is an activity to encourage your members to show their commitment to the HR profession by making a donation to the SHRM Foundation.

SHAPE requirements include:
Conduct a State Council Leadership Campaign to encourage council members to lead by example by making their individual donations of at least $25 each with an optimal goal of 100 percent participation.

Ideas to host a successful leadership campaign:
- Designate a campaign chairperson (or two!) and ask that person to make a personal donation to the SHRM Foundation first. Launch your campaign with a letter from your chairperson stating, "Join me in supporting the SHRM Foundation..." Consider asking your President/Director, elects, or immediate past officers to lead the campaign!
- Set a fundraising goal for your campaign and share your progress to meeting the goal in newsletters, meetings, and on social media. Consider setting your goal to align with awarded scholarships to show a connection of donations to good work.
  - For example: Our leadership campaign goal is to raise $2,500, which is also how much the SHRM Foundation awards to undergraduate student scholarship winners.
  - Other amounts include: $200 for Assurance of Learning Assessment scholarship, $750 for professional certification scholarship, $2,500 for undergraduate student scholarship, and $5,000 for graduate student scholarships,
- Donations can be made online at shrmfoundation.org, by calling 703.535.6020, or by mailing a check to the SHRM Foundation’s bank lock box at:
  SHRM Foundation
  PO Box 79116
  Baltimore, MD 21279-0116
  - Some chapters/state councils prefer that members made a personal check out to the SHRM Foundation and submit it to their campaign chairperson for tracking purposes. Please mail checks bi-monthly to ensure timely deposit of all donations.
  - For a donation to be tax deductible, donations must be made directly to the SHRM Foundation by donating online, by phone, or by check made out to the SHRM Foundation.
- Contribution Reports are available online to assist with tracking of donations and donors. You must be logged in to the website with your SHRM ID to access the report.
- Many people have good intentions, but often forget to make the donation. Consider how you can reminder members at meetings, via email, or by phone. Publically recognizing current donors is a great way to remind.
- Recognizing donors is the key for successful campaigns! See “Step 3: RECONGITION” for great ideas to honor your member donors.
Volunteer Success Guide:  
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**GREAT IDEA: Club 14 from the Sacramento Area HR Association**  
Chapter Treasurer Kenneth Rodriguez created Club 14 – a giving club with fantastic benefits. To join Club 14, you must make a minimum donation of $14, and you will receive fantastic benefits, including:

- Personalized thank you cards
- Recognition at Membership Meetings
- Donors will be highlighted in a SAHRA newsletter
- Donor Wall created at Conference with Club 14 name cards of all donors
- Club 14 Ribbons will be made available at Conference to identify Club 14 donors
- Exclusive VIP area (Club 14 members only) with special perks at Chapter’s annual conference

The campaign kicked off in late spring and will run through the Chapter’s conference in mid-September. To promote the campaign, Kenneth has included multiple articles in their chapter newsletter, has spoken about it at meetings, and has challenged Chapter leadership to become the first donors.

To learn more visit the [SAHRA website](https://www.sahra.org), or listen to Kenneth’s presentation about Club 14 during a recent CLA webinar on July 23, 2014. To watch the webinar, visit the [volunteer leader webinar page on shrm.org](https://www.shrm.org), scroll down to the Foundation section, and click the July 2014 session.

**Hosting a fundraising event**  
Many chapters and state councils hold fundraising special events to benefit the SHRM Foundation. Events are a wonderful opportunity to use your creativity and to engage your members in a new way. In addition to raising money, special events can raise visibility about the Foundation’s mission and work.

Chapters/Councils are responsible for their events, and must consider all safety and legal concerns.

Some special event ideas include:

- **Get active and host a game or tournament!**  
  Leave the meeting room behind and host a bowling, softball, bocce ball, or other sports event. Invite local businesses to enter a team or make it a club social event by limiting the guest list to members and their families. Have a buy-in amount for each participant, and offer prizes for the tournament winner, best dressed, most enthusiastic, and best effort.
  
  - **GREAT IDEA:** Treasure Coast HRA shared: “We host a bowling fundraiser! Our local bowling alley charged us $8.00 for two games plus shoes and we charge $15 per person. It’s a friends and family event so everyone can join in on the fun. The bowling alley has a restaurant and many stay to have Friday night dinner too. Once we are there we also have a 50/50 so the extra money also goes to the SHRM Foundation.”
  
  - **GREAT IDEA:** The Toledo Area HR Association borrowed a very funny idea from the Live with Regis and Kelly TV show – a “High-Heel Walk/Run” event! Participants paid a registration fee, and everyone (men included) wore high heels to either run or walk the course, with a monetary prize offered to the winner of the race. The event was held at a park and the chapter was able to secure excellent media coverage, including the local TV news. Sponsors provided a small breakfast, goodie bags, and t-shirts.
Volunteer Success Guide:
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- **Cooking competitions fill tummies and the donation bowl.**
  Whether you host a chili cookoff, BBQ competition, or a pie bakeoff a cooking competition is a fun way to raise funds, enjoy tasty treats, and mingle with members. Each attendee can pay an entrance fee, and receive one vote to judge the food. Consider selling additional votes to raise extra funds. If the plan is to make this an annual event, consider purchasing a traveling trophy! The trophy, cup, or other item can include space on the bottom pedestal for small engraving plaques for each year’s winner.

- **Host a Silent Auction**
  Everyone loves finding a bargain and supporting a good cause – and a silent auction offers both opportunities! While silent auctions can often be a lot of work, they typically raise a significant amount of funds and are well attended. The most successful auctions are those that receive donated items and are coordinated with well attended events.
  - **GREAT IDEA:** High Tea & Handbags Silent Auction to benefit the SHRM Foundation is an event hosted by NOVA SHRM. The event collects gently used and new purses from members while asking local businesses to donate new bags. Guests bid on the items while enjoying finger sandwiches and tea.

  When collecting items or donations, there are rules and regulations especially when it comes to tax considerations. Donations made directly to the SHRM Foundation are tax deductible, because the SHRM Foundation is a 501c(3). Chapters/councils cannot collect donations and offer a tax deduction receipt using the SHRM Foundation’s tax ID. In addition, only bids that are above the fair market value for an item, and payment is made directly to the SHRM Foundation, can receive a tax deduction. For more information about hosting a silent auction and the silent auction worksheet, visit our silent auction resource page.

- **Use the interests of your members to raise excitement and funds**
  **GREAT IDEA:** Dallas HR held a special fundraising event called a “Wine Cork Pull.” They asked their members to donate their favorite bottle of wine, valued at $20 or more. Each wine bottle was then numbered and set up for display. At the luncheon, the wine bottles are set up for display so that members can preview the selections, and members are invited to donate $20 to the SHRM Foundation. Members who donate could then pick a number from a bowl – to make it more festive, the numbers were written on wine corks (available at art supply stores) rather than scrap pieces of paper. After the luncheon, they can claim the bottle of wine that corresponds to the number they pulled.

- **Raffle off goods, services, or cash**
  Raffles are easy, fun, and exciting. Consider giving every attendee a ticket, and selling additional tickets to raise funds. Additional tickets can be sold individually ($1 for 1 ticket), in bundles (10 tickets for $5) or sell them by height ($5 for as many tickets as you are tall).
A Special Note Regarding Raffles
Raffle laws vary considerably by state. Some states provide specific requirements for a raffle, such as wording on a raffle ticket or value of the prizes. Examples of what states may require:

- Raffle tickets be “no purchase required” and instead have a “minimum donation suggested”
- Prizes must be purchased in advance with separate funds—in other words, you couldn’t collect money from raffle ticket sales and then use that money to purchase a big-screen television. You’d have to have the prize first, before selling tickets. Raffle tickets can only be an optional, separate transactions—in other words, you couldn’t automatically add $5 to every event registration and call it a raffle.
- File your raffle with the state or local government to receive a raffle license.

For more information on your state’s laws:
1. Do some internet research for laws in your state. You might want to use the search term “[your state] charity raffle law.” Another search term you could try is “[your state] charity gaming.” Sometimes raffle regulations are coupled with regulations for bingo games.
2. Many states have an association for nonprofits, and they might be familiar with your state’s laws. Locate your state association: http://www.councilofnonprofits.org/salocator
3. Consult an attorney who is knowledgeable in the area of gaming or fundraising laws. He or she may be able to provide guidance or helpful resources on your state’s requirements.

Important note: The SHRM Foundation cannot provide legal advice and does not have a list of specific state regulations. The following is provided for informational purposes only.

Building in fundraising to your existing events

Another way to raise funds for the SHRM Foundation is by incorporating fundraising into your existing programs. Some ideas include:

- **Designate a “SHRM Foundation Month”**
  During this special month, promote the SHRM Foundation with an article in your chapter newsletter, a presentation about the Foundation’s mission and activities, and host a special fundraising event.

- **Add an “optional donation” to your registration for your state conference or chapter meetings**
  With $5 or $10 per attendee, the total can be quite significant! Your treasurer will need to track these contributions separately in order to send a check to the SHRM Foundation.

- **Make a donation to the SHRM Foundation in lieu of speakers’ fees**
  Honor the speaker(s) at your conference, luncheon, seminar or chapter meeting with a donation to the SHRM Foundation “in lieu of” a speakers’ fee.

- **Kick-off each meeting by sharing personal news and making a donation**
  Strengthen your fellowship and raise a few dollars by building 10 minutes into the start of your meeting to have “Hi-Low” sharing time. Encourage members to donate $1 for the opportunity to share good news, or not good news. Sharing news allows for comradery between members!

- **Make a Tribute Gift**
  Honor an outstanding member with a donation in his or her name. Instead of presenting another plaque or paperweight, make an investment in the future of the HR profession with a gift to the SHRM Foundation. Celebrate special milestones, promotions, achievements, retirements or other special occasions with an honorary tribute gift. You may want to take up a special collection from your members, and then present the recipient with a letter or certificate at a meeting.
Likewise, your chapter or state council could donate to the SHRM Foundation to memorialize a loved one or express your sympathy with a memorial tribute gift. Your gift to the SHRM Foundation will be acknowledged with a letter to the family, announcing your gift and how it will be used. The amount of your gift will be kept confidential.

**Sample language for a letter or certificate:**

**Example #1:**
On behalf of the [chapter / state council name], we thank you for being an integral part of the success of [our conference, launch of website, membership drive, other activity]. As a token of our sincere appreciation, we have made a donation in the amount of [$xxx] to the SHRM Foundation in your honor.

**Example #2:**
Congratulations on [special anniversary, certification, retirement, publication, promotion, other accomplishment]! In recognition of this achievement, the [chapter / state council name] is pleased to make a [$xxx] contribution to the SHRM Foundation in your name.

**STEP 3: RECOGNITION**
Showing gratitude to donors and supporters is necessary, important, and appropriate. Recognition, and thanking donors results in stronger partnerships that are more likely to support in the future.

When considering who deserves to be thanked and recognized, consider:

- **Donors** – members who gave any amount, in-kind donors who gave items or services
- **Sponsors** – companies who supported your events
- **Supporters** – individuals who helped set-up an event, companies who worked with you for a last minute event or program

There are many ways to show your gratitude:

- A handwritten note is always welcomed. While an email is nice, a handwritten note sent to the individual is always well received.
- Consider asking your Council Director or Chapter President to make a personal phone call to share his/her gratitude.
- If your chapter/council is connected, give a shout out via Twitter or Facebook! Post a picture of the individual in action or the company logo at your event.
- Add a gold star sticker or a ribbon to the name tags for donors or Leadership Campaign members.

Everyone wants to be part of a successful team. Sharing with your members about the milestones and achievements made possible by their donations to the SHRM Foundation is a great way to show the impact of their support.

- The SHRM Foundation’s homepage, [shrmfoundation.org](http://shrmfoundation.org), includes news and updates about the Foundation’s newest publications, initiatives, and promotions.
- Each quarter a Foundation staff member hosts a Core Leadership Area webinar to discuss current activities. Visit the [Volunteer Leader Resource Center](http://www.shrm.org) for a full list of webinars.
- [Volunteer resources](http://www.shrm.org) are available on the SHRM Foundation’s website. These resources include newsletter articles, silent auction support, donation faqs, and contribution reports.
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Donations made to the SHRM Foundation are tax deductible, and all donations of $25.00 or more receive a letter that acknowledges the donation for tax deduction purposes. All donations made online receive an email acknowledgement. For donations mailed or made by phone, acknowledgement letters are sent twice a month.

Resources to Help You

- Volunteer Resources on the SHRM Foundation webpage  
  http://www.shrm.org/about/foundation/volunteerresources/pages/default.aspx

- SHRM Foundation Core Leadership Area on the Volunteer Leader Resource Center  

- Donate to the SHRM Foundation  
  http://www.shrm.org/about/foundation/supportthefoundation/contributions/pages/default.aspx

- SHRM Foundation social media:  
  - Facebook: facebook.com/shrmfoundation  
  - Twitter: twitter.com/SHRMFoundation

- SHRM Foundation staff:  
  - Elissa Soares, Foundation Administrator  
    Elissa.Soares@shrm.org  
    Contact Elissa to request printed copies of SHRM Foundation brochures or SHRM Foundation education products such as DVDs, Effective Practice Guidelines reports, or executive briefings.
  - Allie Samis, Associate Development Specialist  
    Allison.Samis@shrm.org  
    Contact Allie if you’d like to brainstorm fundraising ideas or learn more about how your chapter/state council can learn more about the SHRM Foundation.
  - Miles Woolever, Campaign Administrator  
    mwoolever@shrm.org  
    Contact Miles if you have specific questions about donations or the contribution reports.
  - Ashlee Droscher Smith, Development Director  
    Ashlee.Smith@shrm.org  
    Contact Ashlee if you have a corporate sponsorship lead or are interested in the Leadership Circle, our top donor club.