



national
RIGHT TO LIFE
convention 2012

Strength in Numbers

National Campaign

Helping support the National Right to Life Convention which has educated, motivated & inspired the pro-life grassroots for over 40 years!

ABOUT

Your chapter is part of the nation's largest and oldest grassroots pro-life organization, so you know there is strength in numbers. And every summer for more than forty years, the National Right to Life Convention has been THE meeting point to education, motivate, and activate the pro-life movement.

But times are tough and National Right to Life regularly goes into debt just to host the Convention because of the important role it plays.

Will your chapter be a part of this national campaign to help National Right to Life host the largest educational / legislative / motivational Right to Life event in the country?

Help raise money for the National Right to Life "Strength in Numbers" campaign and you are helping our vast grassroots network strengthen into the future!

CONTEST

As an added incentive, we are offering a couple of awards to two participating chapters. To the chapter who donates the most to this effort, we are awarding travel expenses, hotel accommodations, registration and tickets to the Prayer Breakfast and Closing Banquet of the 2012 National Right to Life Convention in Washington, D.C.

We are also offering a large package of pro-life essentials (flyers, bulletin inserts, stickers, bumper stickers, etc.) for one chapter to be selected from among those who have given \$100 or more.

The following pages contain ideas and helpful hints you can use to fundraise in your own community:

BAKE SALE

A bake sale can help you raise money for both the chapter and the National Right to Life Convention, while also providing a fun event for your members, and double as a chance to expose individuals to your chapter and the Right to Life Movement. Here are a few tips and suggestions:

Recruit a Coordinator. Find an individual willing to spearhead the project, someone who is a good delegator, and perhaps has baking experience.

Make a List. Sit down and draw up everything you will need for the sale: costs, ingredients, venue(s), volunteers, advertising, bakers, etc.

If you have decided to do this project to help NRLC 2012 as requested, we suggest that you use the theme “Strength In Numbers!” Depending on where and when you hold the sale, you could focus on holidays such as Halloween for October, Fall/ Thanksgiving or even Christmas for November.

Choose your dishes. Depending on your theme, and who will be baking your goods, determine what you want to sell (cookies, brownies, homemade candy and fudge, cakes, breads, fruitcakes, fancy cookies or all of these). Decide if you want to sell all items individually (easier) or have some packaged offerings such as baskets or whole cakes (can bring in more money). Or do both. Offer individual brownies or 3 cookies for the buyer who needs it right then, and a whole cake or pie for them to take home.

Call around. Contact chapter members who might be willing to help with the project, know someone who might, or who have ideas/suggestions on venues. Amend your list as you go along.

Find a venue. A local Church (or multiple churches even) will be your most likely venue, but keep an eye out for any sort of Fall/Holiday festival, bazaar, or function. You might even be able to reserve space at your local Mall.

Set Deadlines. Once you’ve determined when the sale will be, set a deadline for finalizing the venue, purchasing ingredients, baking the goods, and lining up volunteers.

Advertise. Give yourself several weeks to have notices sent out through your chapter, on Facebook/web, church bulletins and announcements, and word of mouth.

Personnel. Depending on your venue and the size of the sale, determine how much baking will need to be done, and how much effort it will require. You can either find a few people to handle the bulk of the baking, or line up multiple individuals to prepare certain baked items. For your volunteers, plan on using at least two people at the sale (or two for each church, etc.).

Set Prices. With some back-of-the-envelope math, calculate the costs of ingredients, and decide what you might realistically be able to recoup in profits. You can fix set prices for items, or simply ask for donations (which is less certain, but can sometimes bring in more money). You might be able to hold a drawing for a special prize offering (a fancy cake or suite of goods either available at the sale or to be prepared and delivered at a later date). Be sure to have a cash box or some secure method of handling money, along with adequate change, and proper labeling for each item.

Presentation. In your list, include items making the bake sale as appealing and eye-catching as possible, such as table cloths, signs, etc.

Extras. Be sure to have a few pro-life materials handy, such as the usual petitions, bumper stickers, and inserts, as you never know who might come for the brownies, and leave with their life changed!

YARD SALE

With many of the same tips and organizational ideas as a bake sale, a yard sale could help bring in a substantial amount of money. As with a bake sale, you'll want to find a coordinator, set a venue (most likely either a house or church setting), advertise through your chapter and local churches, and put out calls for volunteers and items to be donated for the sale. Advertise and plan well ahead of time, giving yourself at least a month to prepare and let word spread around before the sale.

Send out announcements asking for any items people might be willing to part with or are looking to get rid of. If you receive a number of the same type of item (i.e. clothes), start asking for any particular items that might be a good sell. Consider holding a drawing for any particularly valuable items that might be a popular draw (like a used washer/dryer, exercise set, or TV/stereo).

BOOK SALE

Same as before, find a coordinator, pick a venue (most likely a church or public setting), advertise, and ask for book donations. Set prices accordingly (you might visit a local used bookstore to get a feel for prices, and set yours a little lower), and hold a drawing for any rare or valuable books.

Thank you for your generosity and for helping NRLC 2012 to offer the convention to all grassroots, leadership and new folks. You are greatly appreciated.

ADDITIONAL RESOURCES

Go to www.nrlchapters.org/strength to find this and other helpful tips as well as full-color fliers to help promote your events.

Email us with any comments or questions at: stateod@nrlc.org

CONTEST RULES

1. National Right to Life Conventions, Inc., is the sole arbiter in deciding the winner.

2. The single largest fundraising participant will receive the following:

a. Either two round-trip airline tickets for NRLC 2012 or reimbursement for round-trip mileage driven at the rate of 40 cents per gallon as well as the cost of parking. The total for one of these is not to exceed \$1000 total.

b. Hotel accommodations for NRLC 2012 at the Hyatt Regency Crystal City beginning the night of June 27 and departing July 1, 2012. Only one hotel room will be furnished and the occupants selected by the chapter must either be a married couple or of the same sex. Only the cost of room and tax are to be covered.

All additional expenses will be billed to the occupants of the room.

c. Two standard registrations for NRLC 2012 and two tickets each for the Prayer Breakfast and the Closing Banquet at that event.

d. Winners of these prizes must provide the names of the two Convention attendees and their contact information no later than March 1, 2012.

3. To be eligible, a participant's reply envelope (with contact information including at least a mailing address and telephone number) containing their donation must be post marked no later than December 31, 2011.

4. The winner will be notified by phone and/or e-mail no later than February 1, 2012, and have five days to claim their prize.



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Strength in Numbers Reply Form



Chapter Name: _____

Contact Name: _____

Address: _____

City: _____

State: _____ ZIP: _____

E-Mail: _____

Phone: _____

Mobile Phone: _____

Tell us about your event:

TOTAL GIFT TO NRLC 2012: \$ _____

Make checks payable to: NRLC 2012. Please use the enclosed envelope or mail to: NRLC 2012, 512 10th Street, NW, Washington, DC 20004-1401.

Thank you very much for any help you can offer and for all you do for the cause of Life! Contributions to National Right to Life Conventions, Inc., are not tax-deductible for income tax purposes. All gifts will be acknowledged in the 2012 Convention yearbook.

