

## Twenty One (21) Fun Ways to Raise Funds for NSA Chapters

Where appropriate, involve like-minded organizations, newspapers, TV and radio stations, chambers, etc. in your fund raising activities.

1. Create a series of topics that business owners would be interested in and market them to your state/local chamber.
2. Create a series of topics that a niche the chapter would be interested in attracting and market the info to them.
3. Affiliate with an organization that caters to the youth and lend chapter resources to support their efforts. This can lead to chapter recognition and opportunities for members. The chapter could also position itself to get a percentage from chapter members that get gigs in this manner.
4. Ask for product donations from other NSAers to auction off.
5. Put free content on the chapter's website, under "For Free", and ask for donations on the site, if the viewer feels so inclined.
6. Seek corporate sponsors with the tradeoff that chapter members will commit to give 'x' number of seminars/webinars, etc. to the corporation. This has multiple spillover benefits for chapter members (e.g. get speaking gigs) and the corporate sponsor (i.e. get reduced or free presentation).
7. Affiliate with not-for-profits that have grant money for education and provide training to the organization, delivered by chapter members.
8. Go to [www.gofundme.com/](http://www.gofundme.com/) along with other "crowd funding" sources, and create a "money raising" opportunity for the chapter online (e.g. could tie some of the thoughts and ideas mentioned above).
9. Have 50-50 raffle drawings during chapter meetings. This is really 'low tech', so make it fun and lively to get participants to really get involved.
10. Have holiday chapter parties/get togethers that include "blind Auctions" (attendees bring wrapped gifts and people bid on them – the chapter can set boundaries as far as what type of gifts can be entered to entice attendees to bid more – Blind auctions are mostly about fun, but monies can also be raised for the chapter in the process)
11. Have chapter members create joint products (audio, video, written) that can be sold from the chapter's website. Chapter keeps proceeds, authors get people on their 'lists'.
12. Ask chapter members to donate some of their products that can be sold from the chapter website. The chapter keeps the proceeds from the selling of the products. Chapter members get to use the chapter's

- resource as another channel of distribution for their products and keeps the name of anyone making a purchase.
13. Have a seminar series, created and delivered by chapter members, record them and invite community organizations interested in the content to attend for a fee. The chapter can sell the recorded products later through different channels. To allay venue cost, have event in a location that's sponsored by the community organization.
  14. Create a chapter eBay site to sell donated products (check legal ramifications before doing so). Even though I've played the part of a lawyer on TV, I'm not one in real life 😊.
  15. Have chapter members offer to mentor those that seek their skills in a 3, 4, 5 session series, with proceeds going to the chapter.
  16. Ask photographer to take professional pictures of chapter members that members can use in their promotional materials. Have chapter members pay for the service and split proceeds between photographer and chapter.
  17. Have 'meet ups' that consist of chapter members and those that are interested in speaking. Assess the latter a fee. The chapter gains proceeds and potential new members. Plus, the name of the chapter becomes permeated throughout the community.
  18. Ask each chapter member if they'll donate a percentage of their fee from a speaking engagement, product sells, etc. to the chapter. Note: Some NSAers do this at/on a national level.
  19. Write a book anthology consisting of contributions from chapter members and sell it to corporations and the public, with proceeds going to the chapter.
  20. Repurpose #19 in video and audio.
  21. Get celebrity(s), inside & outside of NSA, to do webinars on hot topics for the chapter and charge attendees to attend. Proceeds go to the chapter.