

SUGGESTED FUND RAISERS TIPS AND TRICKS FOR MARINE CORPS LEAGUE

This is a basic outline of some of the tips and tricks your detachment can do to raise funds. Many times, this will depend on your area and organizations that support you or organizations that you will be in competition with for donations.

The key is to get the most bang for the buck. FREE is good. If you can get raffle items donated that is best. If you can pay \$3.00 for a flag and sell for \$10 that is good. Remember to look at your bottom line for any event.

In buying items for sale, I mean for donations, look at buying wholesale and in bulk. Bulk saves on shipping. Each company is different but on your first order they may ask for a minimum purchase. You can always talk to another detachment or organization and do a joint order. Some vendors that I have listed sell retail and wholesale. You will want to open a wholesale account.

Have more than one plan.

- [Event Strategies](#)
- [Website Strategies](#)
- [Online Donation Strategies](#)
- [Email Strategies](#)
- [Social Media Strategies](#)
- [Advertising Strategies](#)

1: **Military caps-flags and related items.**

- Buy wholesale



Arizona we are lucky as there are two shows that you can register for for Free. The [ANME](#) Show and the [ASD](#) show. Both are held in Las Vegas. Times and location may vary. I suggest going to a show, seeing the items, and talking to the vendors. Bring Business Cards, your tax number, and cash, as well as credit cards. Some vendors sell at the show but only with cash and others take CC. You can also buy a booth. That means when the show is over you get to take

everything in the booth. Just ask the vendor. Sometimes this is half of wholesale. Sales are usually done on the last day if they have not presold on the first day.

ANME is for the Army Navy Military Expo and they specialize in vendors dealing in Military, tactical, law enforcement, camping & outdoors.

Some of the vendors that are present are...

[Eagle Crest](http://www.eaglecrest.com/) (<http://www.eaglecrest.com/>) They have an assortment of military flags, patches, and related items as well as challenge coins.

[Eagle Emblems](https://eagleemblemsinc.com/) (<https://eagleemblemsinc.com/>) Vast assortment of military, flags, patches, caps, and related items.

[Fox Outdoor Products](https://www.foxoutdoor.com/) (<https://www.foxoutdoor.com/>) Fox is owned and operated by a Marine. He has both a retail site and a wholesale site.

[Rothco](https://www.rothco.com/) (<https://www.rothco.com/>) is another vendor I use, particularly for uniforms for our Young Maine unit. I can purchase uniform items for one half of what retail cost would be.

Hayes Plastics (<https://eagleemblemsinc.com/>) From canteens to Ammo Boxes

The [ASD](#) show takes up a large part, if not all of the Las Vegas Convention Center. Some of the military suppliers from ANME are also at this show, but you may want to check the show out on line first. If you do Toys for Tots you will find a good selection of toy vendors, some listed with TFT already. I have been able to get wholesale plus -5% and free shipping from some vendors I have also gotten wholesale deals on Military plaques, statues, glasses, and mugs at this show.

If you find a vendor you like and can't make the show you can apply for a wholesale vendor account online.

An added source for research is [ST Magazine](https://st-magazine.com/) (<https://st-magazine.com/>). The publish articles for vendors and have a list of vendors you can check out.

2: What type of events do you want to do?

Remember we DO NOT SELL anything we ask for donations 😊



Check with your city or county to see if you need a business Lic or permit. Our detachment has a City Lic but there is no charge for a non-profit. We only need a permit if we are applying to hold a special event. Our county does not require a business lic.

- Many people today do not carry large amounts of cash. When I started out doing guns shows and the County Fair we lost a \$100 + sale of USMC items as we did not take a CC. I signed up for Square. See Electronic Payments later.

A: Gun Shows

If you have not been to a show in your area go to the show and see what is being sold. If there are people selling military caps and flags is it worth your time and effort to compete?

Availability Regulations Permits Industry
Control Merchants Loophole
Business Weapons
Retailers GUN Increase
Dealers SHOWS Firearms
Market Profit
Background Checks Promoters Money
Concealed Advertising Rights
Identification Transactions Sales
Venue Commerce Legal Guns

Table space runs from \$45 to \$85 depending on the show. Table space is usually for a single 6' or 8' table. You also have deals like end caps. Which give you three tables at the end of a row.

When you go to a show look around at how items are displayed. The items you want to display may help dictate what type of space and set up you use. I use wall as it gives me added room to place items in racks behind my tables.

Now that you have an idea about the show contact the promotor for the show. Explain you are a non-profit helping veterans in your area and ask if they can donate space. Have your Tax letter ready if they say yes? I have a deal with two vendors as I use three spaces. I buy two and the third is a donation. If they will not donate a table see if they will give you a discount. If that fails you can try renting one table and see how the donations go at the show. Most organization use just one table.

I know at least two groups that rent just one table. They have a gun raffle at every show and also advertise for membership. Buy a table for \$70 and sell 25 to 50+ tickets per show @\$10 ea. Limit tickets to between 300 and 400. Nice profit margin here.

B: Gun Raffles

Talk to a local gun store owner or a party who has an FFL. Understand your responsibilities in transferring a weapon to another party. Yes I know that you do not need to have a background check run if it is a private transfer, *at least not this time*.

Laws change so stay on top of this. The issue is that if your detachment just transferred that weapon to a prohibited possessor or a person who is not allowed to obtain a firearm under AZ or Federal Law you and your detachment *could be* become part of a civil suit if that weapon was used in certain types of crimes.

Look around your area at other raffles. Many times, an organization buys the weapon at dealer cost and raffles it off. So, if they bought a \$1,000 weapon for say \$600 and sold 300 tickets at \$10 ea. they took in \$3,000. Subtract the \$600 they just made \$2,400. If your membership bought tickets for the raffle from this other organization and a member won that weapon they could donate it to your detachment (*talk to an accountant on how this works for a tax write off*). You than raffle the same weapon at \$10 ea., but you made \$3,000. We have done that at least twice with our detachment.

It is also good PR with other organizations as their members may come and buy your tickets.

Arizona Law dealing with firearms can be found online under ARS Tile 13 Chapter 31.

Guns shows are a great place to look for new members. Vets love guns.

C: County Fairs, Home and Garden Shows

Great place to advertise your detachments, meet Marines in the community. Put out raffle items. From the ANME show I went to we have a bunch of "garden art" we offer at our home and Garden Show. Military Nomes, Military Garden flags and patriotic yard art. If you are in a rural area see if you can get a rancher to donate a side of beef and raffle it off.

E: Farmers Markets

Most want homemade items, not manufactured. Again, ask for free or discounted space. Do you have a member who can make yard art, do woodworking or metal work? A significant other who can bake cookies or bread? Get a pop-up and banner and /or sign and you are in business. Remember the raffle tickets 😊 *** check local regulations if doing food for permits and food handler cards. County Health Department should have this information.

F: Car Wash



Do you have a Young Marine Detachment, Boy Scout Troop, or a similar organization? Contact them and see if they would hold a car wash for your detachment. Perhaps you can make a deal and split the proceeds. Let the kids do they work, get wet and have fun.

Marine Corps League - M-1 Rifle Raffle

MUST BE
Arizona
Long Gun
Eligible
For
Transfer



1943 M-1 Grand - Springfield Armory

Only 300 tickets to be sold
Drawing to be held when last ticket sold
or
\$10 Per Ticket
at Mohave County Fair - September 2021

Dean W. Reiter
Detachment #887
Kingman- Az

G: Car Show



Do you have a reputable car club in your area? Contact them and see how this works. They may be more than happy to hold an event just for your detachment. Ea. vehicle pays a fee to enter and has a chance to win a trophy and bragging rights . You may have to put out funds for some dash plaques and trophies but you can also ask for donations for raffle prizes and have a few door prizes.

H: Restaurant Partnerships

Check with restaurants in your area. Local and chain. See if they will host a night were part of the sales go to your organization? You should have a few members present to walk around and promote your detachment. See if you can also sell raffle tickets. We use this for our Toys for Tots program. Use local media and social media to promote the event. Use YM's if you have them, maybe split funding with them.

I: Yard and Garage Sale

May join forces with a local VFW or American Legion Post. This one is a no brainer and they will have a parking lot.

J: Shooting competition

Pistol, rifle, shotgun? Targets or combat style. Whatever works.



Way more fun than golf. Check with a local range or gun club on how to set up. DO NOT FORGET ARCHERY.

3: Online funding

There is more to online funding then Facebook. A Google search for Non-Profit Funding will keep you busy for hours. Not even going to try and cover this. You have Crowd funding sites, Go Fund me and others. The nice thing is that you can read articles and get other ideas that may or may not work in your area.

Some sites to visit for ideas are

[Alliance of Arizona Non-Profits \(https://arizonanonprofits.org/?\)](https://arizonanonprofits.org/?)

[Neon One \(https://neonone.com/resources/blog/nonprofit-fundraising-strategies/\)](https://neonone.com/resources/blog/nonprofit-fundraising-strategies/)

[Bonfire \(https://blog.bonfire.com/\)](https://blog.bonfire.com/)

Remember your bottom line. Is it worth the monthly or yearly fee for your organization for the return you will get back? What are your trying to raise funds for? A special memorial, general operations of your organization, funds to assist veterans or a particular veteran. Do you need to pay to advertise nation wide or can you use local media and social media?

A special site for a special project may be needed so as not to get lost in your normal FB page. If you have a special fund raiser for a special project set up another page just for that project. This gives you more room explain the project and make it clear that donated funds will only go to this project. Be sure to link the two pages.



Department of AZ Marine Corps League



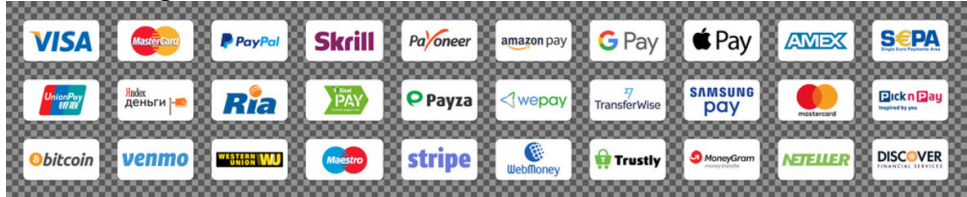
Fund Raiser Tips and Tricks



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4: Electronic Payments and Funding

As I noted prior get yourself a system to accept electronic payments, called point of sale systems. There are



several CC readers from Square to PayPal, and a list of others. They work off any members phone, for the most part. You supply the member with the password and codes to take payments. Look for ones were you only pay when you get that donation. Run from 2+ to 3+% per transaction. You do not need to pay a monthly fee. Funds go direct to your bank account.

Other items that were noted was [Dip-Jar](https://blog.bonfire.com/) (<https://blog.bonfire.com/>). This allows you to set up a system to take donations by just inserting the CC into the device and it takes your pre-programed amount. There web site explains other options. They do charge for the machine and a yearly fee.



Imagination is better than Knowledge. (Einstein)

I have shared information that can best be described as knowledge, but as a Marine you have used your imagination many times to think your way thru a problem. Do you live in an area with snow? Have a snow man, oops snow person, building contest with an entry fee and prizes. What, no snow in your area, how about getting restaurants to donate a free meal or two and then have a contest to see who can guess when the official temperature hits 120 degrees in Scottsdale or wherever. Everyone pays \$1 or more to enter the contest. Let's go Marines use that Imagination.

