



ENA State Council and Chapter Fundraising Manual

Introduction

Congratulations on your position as Fundraising Chair. Thank you for taking on this important leadership role with ENA. The content in this manual provides an overview of the role and responsibilities of the Fundraising Chair and will serve as a resource and reference guide throughout your term.

This manual and the full State and Chapter Officers Handbook can be found online at <http://www.ena.org/membership/get-involved/state-and-chapter-leader-area/officer-orientation>. The manual will be updated on a regular basis to reflect the most current ENA policies, procedures, and strategic vision.

If you have questions or comments about this manual or any of the officer tools and resources, please direct them to:

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Emergency Nurses Association
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What is the Purpose of Fundraising?

Fundraising or fund-raising is the process of seeking and gathering voluntary financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies. Traditionally, fundraising has consisted mostly of asking for donations through face-to-face engagement. In recent years, though, new forms such as online fundraising or reformed versions of grassroots fundraising have emerged.

Raising dollars to support programming is essential, but an important concept of sustained success in fundraising is to raise not just dollars, but donors. The only way to raise money year after year is by developing a broad base of loyal individual donors as well as corporate and organizational partners who are committed to your work and purpose. Cultivating donors is critical to sustained success in fundraising.

Fundraising Responsibilities of Councils/Chapters

Councils/Chapters are responsible for the grassroots, boots-on-the-ground fundraising. Your financial support of the Foundation's annual fundraising event, ENStrong Challenge (formerly called State Challenge), is one of the Foundation's main revenue sources and helps provide funding for our academic, research and hardship programs. While your support of this initiative is imperative, your council/chapter can and should raise dollars to achieve the goals of the individual council/chapter, as well as support the overall mission of the ENA Foundation.

Over the years our members have been dedicated donors and champions of the ENA Foundation. But it is essential, with help from our councils/chapters, to expand our donor base beyond our membership. Expanding our donor and supporter base and building awareness of our mission will help ENA Foundation and councils/chapters become more successful at raising funds and will allow us to continue to make a positive impact on the emergency nursing profession.

Responsibilities of ENA Foundation

ENA Foundation staff is responsible for the day-to-day running of the Foundation. The team is responsible for promoting the scholarship/grant programming to ENA's membership and the public at large. The Foundation also fundraises through more advanced techniques like planned giving, endowment creation/funding and soliciting support from other foundations or charitable entities.

We invite you to reach out to us with any questions you may have and we are eager to support you as your council/chapter embarks on fundraising initiatives.

The ENA Foundation can be reached at ENA.Foundation@ena.or or by phone at 847.460.4100.

Fundraising Chairs

The fundraising chair plays an important role to your council/chapter and to the Foundation. They are responsible for creating and facilitating a fundraising plan to ensure the council/chapter is fully funded for its scheduled activities and can provide support to the Foundation for educational scholarships, research, and hardship grants. While the chair is the owner of the council/chapter fundraising plan it is not their responsibility alone to raise funds. A successful fundraising chair will engage members of their council/chapter to assist with fundraising efforts.

The fundraising chair works in conjunction with their local Council/Chapter Board of Directors to ensure that contributions to the Foundation are included in the budgeting process each year. The Foundation budget line may be funded through charitable giving to your council/chapter or through other revenue sources. The fundraising chair is also responsible for working with your state's treasurer to ensure proper record keeping and acknowledgements of all charitable contributions made to your council/chapter.

Good Characteristics of a Fundraising Chair

Fundraising has many moving parts and at times can be labor intensive. It is important that your fundraising chair is not another officer in your chapter/council. Having a dedicated fundraising chair will help your council/chapter successfully execute your fundraising plan. When identifying your next fundraising chair, keep in mind the following characteristics:

- **Outgoing and personable** – Fundraising chairs should be able to talk to anyone about the organization and its needs.
- **Organized and detail oriented** – There are many moving parts when you are producing a fundraising campaign or event that must be tracked, reported, and acknowledged.
- **Leadership and directness** – Fundraising and leading individuals to fundraise for your chapter/council is like coaching a team. Sometimes you are a motivator or cheerleader and the person who is responsible for making sure everyone is doing their part.
- **Passion for ENA and the ENA Foundation** – The best fundraising chairs have a commitment to ENA and the ENA Foundation and can articulate why it is important to them.
- **Connected and invested** – In the geographic area of the council/chapter, a fundraising chair is aware and engaged with nurses and industry members in the area.

Responsibilities of a Fundraising Chair

The primary responsibilities of the fundraising chair are:

1. Setting fundraising goals
2. Planning and executing fundraising campaigns to meet those goals including:
 - i. Taking an active role in fundraising for the Foundation through campaigns such as ENStrong Challenge (formerly called Sate Challenge)
 - ii. Leading local fundraising efforts to support charitable initiatives set by your own council or chapter
3. Coordinating with your treasurer to ensure proper record keeping
4. Providing required acknowledgements and disclosures to donors
5. Thanking and recognizing the support of donors – also known as stewardship

Nuts and Bolts

As the fundraising chair, you will need to make sure you are working closely with your council/chapter treasurer. Make sure you review and understand how your fundraising efforts impact the budget. Make sure you review how donations are received, tracked, and acknowledged and that current procedures meet compliance requirements. You should never accept donations that are made out to you personally, or to your personal Venmo/PayPal (or other platform) account.

What Is a Charitable Donation?

Per the IRS, a charitable contribution is a donation or gift to, or for the use of a qualified organization that is:

- a. Voluntary
- b. Made without getting or expecting substantial benefits in return

ENA State Councils are 501c3 designated organizations and considered to be qualified nonprofit groups. Therefore, your chapter can fundraise and accept charitable donations that are tax deductible.

What Is NOT a Charitable Donation?

- a. Sweepstakes
- b. Lotteries
- c. Raffles

In these cases, individuals are “purchasing” a chance to win prizes or cash – and do not meet the definition of a charitable contribution, and therefore these purchases are not tax deductible. That said, campaigns such as raffles can be effective ways to raise funds. If your council or chapter decides to raise funds using any of these noncharitable methods, individuals who contribute should still receive an acknowledgement and/or thank-you letter, but any letters/disclosures should indicate the nature of the contribution and that it is NOT considered tax deductible per IRS regulations. In addition, local laws may require you to apply for permits or licenses to engage in any type of gaming activity.

Donor Intent

Donor intent refers to how a person making a charitable contribution intends the money to be used. For example, if a donor makes a gift to an association's general operating fund, then the donation can be used for anything related to running the organization. If a donor makes a gift towards a scholarship fund, then that gift may only be used for that purpose.

Acknowledgements for Donations

It is best practice to provide an acknowledgement letter or receipt for all donations received, regardless of the amount. Acknowledgement letters can also be an opportunity to thank your donor – which is an essential part of successful fundraising. Here are the items that need to be included in an acknowledgement:

- Name of the organization (in this case your Council/Chapter name)
- Amount of contribution
- Date

- Whether donor received goods or services in exchange for contribution
 - And if so, include the description and estimate (fair market value) of any goods or services received (i.e. gift card, branded mug, etc.)
- Reference type of contribution (cash, check, credit card, wire transfer, etc.)

Record Keeping

Council/Chapters are responsible for recording all fundraising transactions and reporting on their activities. You will need to track the names and amounts received from each contributor. Depending on the amounts received, the organization may be subject to a filing requirement. Single donations of \$5,000 or more will trigger additional reporting by the IRS. If your organization receives a single donation of \$5000 or more, you will need to submit details of that donation in your tax filings. Organizations must keep supporting documents that show the amounts and sources of gross receipts. Documents that show gross receipts include:

- Donor correspondence
- Pledge documents
- Cash register tapes
- Bank deposit slips
- Receipt books
- Merchant account statements (VISA, Master Card, Discover, American Express, PayPal, etc.)

Stewardship

Donor stewardship is the process that occurs once a donor has given to your organization. Stewardship involves managing gifts as donors intended, updating donors on the progress and impact of their gifts, and easing donors into the next cultivation process by keeping them involved with your organization. Expressing thanks to donors is an essential part of fundraising. There are many ways to say thank you and you should strive to thank your donors more than once and in varying ways. Make sure to engage your officers in the stewardship process. Here are some ways to thank your donors:

- Acknowledgement letter
- Phone call
- Email
- In person
- Website

State Filings and Paperwork

The best place to look for information regarding paperwork, licenses, and general functionality of non-profit management is at [irs.gov](https://www.irs.gov).

The main information page is located at: <https://www.irs.gov/charities-and-nonprofits>

Individual state information can be found at: <https://www.irs.gov/charities-non-profits/state-links>

Helpful IRS Publications ([irs.gov](https://www.irs.gov))

- 526, Charitable Contributions
- 561, Determining the Value of Donated Property
- 1771, Charitable Contribution Substantiation and Disclosure Requirements

Raffle Permit Information

Raffle permits often need to be obtained to be in legal compliance with local and state regulations. It is important to seek out the county clerk who is responsible for the area where you hold your event to determine if your raffle will need a permit. If a local chapter or council is producing a stand-alone raffle not associated with another event, they would need to contact the county officials that correlate with the address of their council/chapters.

Raffle permits vary in price and often are free. Information needed to successfully complete a raffle application may include the date the raffle will open for sale, the date and locale of the drawing of a winner, and how the winner will be announced.

Fundraising Resources

To create a better understanding of fundraising regulations and policies this resource section will highlight information that may pertain to your chapter or state group. It is important as leaders to understand the features of fundraising which include planning, organization, implementation, assessment of the effectiveness of fundraising, and abiding by all the regulations and policies that are placed on organizations at the city, state, and national level. Since cities and states have different policies concerning fundraising, it is important that councils/chapters abide by those local regulations.

It is important that you review the manuals from your state elected positions which will give you guidance on the roles and responsibilities concerning fundraising.

Below are some highlights from the ENA Treasurer's Manual that are relevant to fundraising. As fundraising chair, you should work closely with your council/chapter treasurer to ensure that you are following proper procedures and record keeping.

- It is the responsibility of the treasurer to complete and file the annual form 990, 990EZ, or 990-N directly with the Internal Revenue Service to maintain compliance with the Not-For-Profit financial status as a 501(C)(3) organization (Page 4 and 9-10 of ENA Treasurer's Manual).
- As a 501(C)(3) organization, we are eligible to accept tax-deductible and charitable contributions (Page 13 of ENA Treasurer's Manual). For more information on charitable solicitation and state requirements visit <https://www.irs.gov/charities-non-profits/charitable-organizations/charitable-solicitation-state-requirements>.
- IRS StayExempt is a great resource on tax exemption, legislation, tools, and forms for 501(C)(3) organization. For more information visit <https://www.stayexempt.irs.gov/>.
- The ability to receive a tax deduction in the ENA state organization is dependent on each state's regulation. You may need to file with your state office for tax exemption. For example, to file for tax exemption with the state of Kentucky you would need to contact the Kentucky Department of Revenue for nonprofit sales tax exemption. For more information visit <https://www.irs.gov/charities-non-profits/kentucky>.
 - For more information on IRS Requirements for exemption visit <https://www.irs.gov/charities-non-profits/other-non-profits/requirements-for-exemption>.
- See the ENA Treasurer manual for information on the Federal and State Filing Requirement (Page 8 of ENA Treasurer's Manual).
- A 1099 form may be required in an event in which a speaker or a performer was paid for services for a conference or review course (Page 11-12 of ENA Treasurer's Manual).

- Please refer to your city and state regulations concerning silent auctions and raffles. Depending on your city or state you may be required to have a license for the silent auction, raffle, and gambling.
 - For more information concerning charitable contributions, silent auctions, and raffles see page 13-15 of ENA Treasurer’s Manual.
 - For more information on charitable contributions visit:
 - <https://www.irs.gov/charities-non-profits/charitable-contributions>
 - https://www.stayexempt.irs.gov/se/files/downloads/Contribution_Deductions_Print.pdf
 - For more information about gaming for exempt organizations visit https://www.stayexempt.irs.gov/se/files/downloads/CharitableGaming_Print.pdf
 - For more information concerning state charity regulations can be researched from the Attorney General Office of each state. Here are some examples:
 - Texas: <https://www.texasattorneygeneral.gov/divisions/financial-litigation/charitable-trusts/proceedings-involving-charitable-trust>
 - California: <https://oag.ca.gov/charities>
- The IRS StayExempt program provides small to midsize tax-exempt organization workshops, which may be helpful for your chapter or state. Information on this website will provide leadership with an understanding of the benefits, limitations, expectations for exempt organizations. For more information visit <https://www.stayexempt.irs.gov/home/resource-library/virtual-small-mid-size-tax-exempt-organization-workshop>.

Fundraising Technology

Fundraising technology has evolved over the last twenty years. There are now platforms that allow fundraising campaigns to be created quickly and effectively. In this section, we will review database technology to manage your donor community, websites, and applications that will allow you to reach as many donors as possible and financial systems that will allow you to take donations and make it easy to facilitate easy reporting.

Systems for Receiving Financial Contributions Electronically

Does your Council or Chapter currently accept donations by credit card? As fundraising continues to shift online, being able to process donations electronically helps making donations more efficient and convenient for your donors and therefore will help you increase overall dollars raised.

There are many ways to provide this support to your donors including online fundraising platforms or CRMs, as well as merchant services. A merchant service helps facilitates online credit card transactions but usually must be used in conjunction with an online fundraising platform. An online fundraising platform or CRM provides you with tools to do fundraising online, and often has a built-in solution for credit card processing (or relationship with a merchant service account that clients must subscribe to).

While the following is not meant to be an exhaustive list, it should serve to highlight several popular examples of how to accept credit card transactions and provide key features which organizations should look for when they choose the platform they wish to utilize. Very popular choices are Visa or Square for merchant services, Stripe or PayPal for online credit card transactions, and Venmo, Google Wallet, or Square Cash for transactions between individuals. While all these platforms can be established using your organization’s information and

accounts, there are good reasons to consider choosing a platform which specializes in nonprofit organizations.

There are a few reasons why some tools, such as PayPal and Venmo for nonprofits, might be a good fit for your organization's financial transactions, but not the best choice for growing fundraising efforts. These reasons include:

- **Fewer customization options.** Your council/chapter will likely want to edit the specific fields that donors complete while making a donation. This is critical for ensuring your data provides the value and insights you need. PayPal and Venmo do not give you the same level of customization that other fundraising-specific options do.
- **Less control over the donation experience.** The actual experience of making an online donation plays an important role in boosting conversions and driving more transactions to completion. While general options might provide a fast donation experience, more control over options and branding will help ensure donors associate that positive experience with your chapter/council's brand rather than PayPal or Venmo.
- **Less or clunky access to data.** The data generated by your fundraising campaigns is invaluable for helping you improve your outreach strategies down the line. PayPal gives you access to your transaction data, but in a way that might create more logistical challenges for your chapter or council. As a platform designed primarily for individuals, Venmo will give you very little access to the full data you need.
- **Negligible discounts for nonprofits.** While PayPal does offer discounted transaction fees to nonprofits, the total fees per transaction often are not very different (and in some cases, are more) than what you would pay with nonprofit-specific PayPal alternatives. It is important to fully understand the fee structures of any donation processing solutions you consider.
- **Fewer available integrations for nonprofit systems.** As your organization grows, your toolkit will expand to include database, marketing, and virtual fundraising solutions, to name a few. While PayPal does integrate with many popular fundraising platforms, it is not a guarantee. Without a seamless integration between your donation processor and other tools (especially your database), you create more work for your board and volunteers.

Platforms specifically designed for the needs of fundraising organizations, will typically be the smarter choice overall. This is especially true today, as social distancing guidelines have made online fundraising and virtual events essential for keeping up revenue and donor engagement.

Tips for Establishing and Utilizing Accounts

When setting up accounts, there are a few tips which will make the process much easier for your chapter/council:

Do Not Use Personal Information

While setting up an account with any of these services is straightforward as an individual, doing so as an organization (and then as a not-for-profit entity) adds a layer of complexity for which you will want to be prepared. Many chapters/councils make the mistake of opting for the easier solution and just signing up using the personal information of their current president or treasurer. Not only is this ill-advised for the myriad legal/financial reasons, having your

organization's finances linked to an individual whose term of office will end in 12 to 24 months and then the account will have to be changed to another individual will create logistical challenges that may significantly disrupt your council/chapter's ability to conduct business. Simply create an account for your state/council and appoint staff to manage it to avoid confusion and allow for continuous use for fundraising efforts (See below).

Use an ENA Email Address for Your Council/Chapter

It is advised that the chapter/council establish an account for the organization and setup the financial account using the credentials of the organization. Best practice would be to purchase a domain email along with your website. This is standard operating procedure for a nonprofit organization as most companies with which you want to do business will ask for your website as part of the verification that you are truly a not-for-profit organization. If you do not have your own domain email, it is certainly okay to have a free email account such as Gmail or Yahoo, though these free accounts will not work in all situations.

Appoint More Than One Contact Person on Financial Accounts

Listing at least three (3) of the current board members as active signors to the account which include the President, President-elect, and Treasurer is a good way to ensure the organization will not lose access to their funds.

Transparency Is Essential and Communication Is Key

Ensure that account information, such as login and passwords, are shared with all account signors and that the account email is accessible by all signors. This certifies that if any notifications are sent regarding the account, they will be received by more than just a single individual. So, if one contact person becomes unavailable, others will still be updated. This also prevents, in a worst-case-scenario, anyone attempting to take control of the account and hold the funds hostage as any attempts to change account information will be seen by the other account signors and they will be able to reset access.

Best Practices for Fundraising at the Chapter and Council Level

Once you have your account setup and can accept donations or other funds, there are several best practice tips which might help your chapter/council be more effective as you integrate fundraising into your organization.

Documentation Is Everything

It is essential that you keep accurate and detailed records of any financial contributions you receive. Many of the software options listed above are designed to track your donations or sales and provide detailed reports to help you identify each transaction. However, less sophisticated programs, such as Venmo or PayPal, may not document transactions for you as well as you would like. It will be up to you to verify whether each transaction was a charitable donation or if it was a purchase. This documentation is important for both taxes and for receipts and thank you letters to your donors.

Policies and Procedures

Be sure to update your chapter/council policies and procedures to include details on how fundraising will be done with particular attention to who is responsible for recordkeeping, sending thank-you notes, and processing certain transactions such as refunds. Will this all fall on the treasurer's shoulders? Will the fundraising chairperson do it? Do they have authority to access the accounts? These are all things you will need to consider before you begin

fundraising. By writing your policies and procedures, it will force your board to think through the process and decide how they wish to handle it for your unique situation.

Succession Planning

Be prepared for annual changes to your board of directors which means transitioning the signors on your account and knowledge of how to access the accounts will need to be a part of your succession planning. Create detailed documentation of this information just as you would any other key procedural information for your chapter/council and include it in your end-of-year officer retreat or other new-officer orientation activities. Additionally, there should be a secure location where logins and passwords are safely and securely maintained so that they do not reside solely in the memories of your current board members. This is a common mistake which leads to a loss of critical details when board members leave their positions.

Merchant Services and Payment Processors

The following is a list of some credit card processing platforms for nonprofits:

<i>iATS Payments</i>	https://home.iatspayments.com/
Overview	<p>iATS Payments was formed two decades ago on a simple premise: to help nonprofits process donations more easily and more efficiently. With over 20 years in business, iATS Payments has proven that commitment time and time again.</p> <p>They maintain the highest security standards (level 1 PCI compliance) and offer their nonprofit clients a whole host of fundraising and payment processing solutions.</p> <p>iATS Payments also integrates with dozens of nonprofit fundraising software providers. This means that if your mobile bidding provider, text-to-give tool, donation page software, and peer-to-peer platform all use iATS Payments to process donations, your financial reporting is automatically synced and in one place.</p>
Why They Rank High	iATS Payments is one of the only payment processing tools that works exclusively with nonprofit organizations. Because of this specialization, iATS can give their nonprofit clients the best possible customer service in the industry. Plus, the multitude of channel partners that iATS Payments has means that your nonprofit can seamlessly transition all your payment processing into one, easy-to-use tool, regardless of the different types of software you have.
Pricing	Rates for credit card processing range from 2.49% (for Visa, MasterCard, and Discover) to 3.2% (for American Express) per transaction. ACH processing is offered at a flat rate of \$0.26 per transaction no matter the amount.
Stripe	https://stripe.com/
Overview	<p>Stripe mainly does payment processing for businesses and for-profit entities, but they work with nonprofits as well.</p> <p>Stripe is an aggregator, meaning that it processes payments through its own merchant account. Nonprofits do not get to choose their own merchant account like they would be able to with a dedicated payment</p>

	processor. However, Stripe does offer mobile payment processing, which is helpful for businesses and nonprofits that need to accept payments on the go at events or gatherings.
Why They Rank High	Stripe’s forms are built to stay on your nonprofit’s website. Donors do not get redirected to a third-party site where they may or may not finish the donation process.
Pricing	Stripe’s regular payment processing fee is 2.9% + \$.30 per transaction. However, nonprofits can contact their sales team for a discounted price if they so desire.
Braintree	www.braintreepayments.com
Overview	Braintree Payments, a PayPal company, allows nonprofits to easily accept all kinds of donations, ranging from debit and credit cards to Bitcoin and Apple Pay. However, Braintree is a payment processor that requires a developer to get up and running. While it is easy to use for your donors, it might be a bit more complicated to set up on your nonprofit’s end. Braintree does keep all your donors’ personal information on their servers, and they also make sure that your donation forms are PCI compliant.
Why They Rank High	The variety of payment options that Braintree Payments accepts means that all your supporters can give the way they want to.
Pricing	Braintree Payments charges 2.9% + \$0.30 per transaction. An additional 1% fee applies to transactions processed outside of your home currency.
PayPal	www.paypal.com
	PayPal is another payment processing tool that uses its own merchant account to process transactions for businesses and nonprofits. PayPal is PCI compliant and allows nonprofits to securely process donations both online and on-site (with the help of PayPal Here). There are no extra fees for account setup, statements, withdrawals, or cancellation.
Why They Rank High	PayPal enables nonprofits to accept donations made with credit cards or with a donor’s PayPal account.
Pricing	PayPal offers a discounted rate for nonprofit organizations. They charge 2.2% + \$0.30 per transaction.

Online Giving Platforms and Databases

Below are several online giving platforms that offer a range of fundraising support and pricing models. Please note that many of the platforms listed require set up with a third-party merchant service or payment processor.

CharityEngine	www.charityengine.net
Overview	<p>As a complete nonprofit, PCI-certified software solution, CharityEngine's payment processor, donation pages, CRM, advocacy software, and other tools all integrate with each other. This creates a smooth software ecosystem that works together to help your nonprofit succeed while still being cost effective as a tool designed specifically for nonprofits.</p> <p>Collect donations, process payments, store donor information, create reports, and track campaigns all in the same, secure place with Charity Engine. Integrates with Double the Donation: This platform can be integrated with the industry's leading matching gift tool.</p>
Pricing	CharityEngine offers all-in-one nonprofit software to help organizations cut costs. Instead of paying separately for a payment processor, a donation platform, a CRM, and a marketing platform, you can simply invest in CharityEngine. Contact CharityEngine directly for pricing details.
DonateKindly	www.donatekindly.org
Overview	<p>DonateKindly was formed on the simple premise of providing elegant and effective payment processing tools to nonprofits at no additional cost. Now with nonprofits across the world using DonateKindly, they have proven out the model of fee-free donation tools. DonateKindly's donation forms are customizable to meet nearly every nonprofit's needs and can be added to your website in minutes!</p> <p>DonateKindly is the perfect payment processing tool for small and mid-sized nonprofits.</p> <p>DonateKindly is fee-free (no platform or processing fees) and provides integrated payment processing with online donation forms.</p>
Pricing	DonateKindly is unique in that it integrates with a variety of credit card payment processors to easily allow you to accept credit cards. DonateKindly charges no subscription, platform, or processing fees and integrates with tools like WePay which can get your nonprofit's total rates down to as low as 2.1%.
Snowball	https://snowballfundraising.com/
Overview	<p>Snowball offers a complete suite of fundraising tools, including online giving pages with built-in payment processing functionality. This way, you can bring in increased fundraising revenue, improve donor engagement, and support your cause in any way possible.</p> <p>Their extensive variety of giving methods allows for donors to choose how they would like to get involved in your organization, whether through a one-time gift or by setting up a recurring donation schedule.</p> <p>Plus, with text-to-give tools and mobile-friendly donation pages, your supporters can get involved anytime, anywhere.</p>

	<p>Snowball’s fundraising tools make sure to follow industry standards when it comes to ensuring maximum financial security and keeping your donors safe. Plus, all donor payment information is stored in a PCI-compliant vault that utilizes tokenization to protect from fraudulent activity. Snowball requires that you set up an account with Stripe to facilitate credit card transactions.</p>
Pricing	<p>Snowball offers a range of pricing - you can get started with their Essential Plan for free— complete with a customizable online giving page, a built-in CRM dashboard, and recurring gift functionality. An upgrade to the Premium Plan for \$549/year gives access to unlimited fundraising thermometers, online giving pages, event ticketing, and text-to-give tools!</p>
Fundly	<p>https://fundly.com/</p>
Overview	<p>Although it is not a traditional payment processor, Fundly offers tools to help nonprofits collect online donations. Between its crowdfunding platform, peer-to-peer services, and other nonprofit tools, it is the perfect option for nonprofits looking to collect donations securely and through a user-friendly interface.</p> <p>For the technical credit card processing step of collecting donations, Fundly gives users the option of going through WePay or Stripe. Fundly integrates with Double the Donation: This platform can be integrated with the industry’s leading matching gift tool.</p> <p>Fundly is designed with the fundraiser and the donor in mind so you can be sure that your organization will be able to use the platform and your donors will too!</p>
Pricing	<p>Fundly’s platform fee is 4.9% per donation. Additional credit card processing fees will be assessed and determined depending on if you use WePay or Stripe.</p>
GiveLively	<p>https://www.givelively.org/</p>
Overview	<p>GiveLively is a free platform for nonprofits that is easy to use for text-to-give campaigns, event registrations, and peer-to-peer fundraising. The platform is easy to use and allows for customizable campaign pages and auto receipts. GiveLively requires that you also have a Stripe account for processing credit cards donations. Donors can select to cover credit card transaction fees.</p>
Pricing	<p>GiveLively is free, but organizations must provide proof of 501c3 status.</p>
CheddarUp	<p>https://www.cheddarup.com/</p>
Overview	<p>CheddarUp is a platform that includes payment processing (so no need to set up a separate merchant service account). It is commonly used for Parent Teacher Associations and so has affordable pricing (including a basic plan that is free). CheddarUp works well for merchandise sales as well as donations and other campaigns. The platform is easy to use and allows for customizable campaign pages and auto receipts. You can select to have the organization cover transaction fees or ask donors to cover them.</p>
Pricing	<p>By default, patrons pay a convenience fee of 3.5% + \$0.45. Platform user fees range: Basic Account - free, Pro Account - \$10/month, Team Account - \$30/month.</p>

Fundraising on Social Media

A large percentage of the population uses social media. Social media is a great way to do a public facing nonmember fundraiser. All the sites listed below have the capacity to set up fundraising campaigns.

- Facebook – Facebook fundraisers make it easy to support friends, family, and the causes that are important to you. Fundraisers on Facebook feature no fees for donations to most nonprofit fundraisers and low fees for personal fundraisers. Over 1 million nonprofits use Facebook to support or raise money for a personal cause such as medical bills or education. Organizations can set up fundraisers or individuals can set up personal fundraisers. For more information on Facebook Fundraising visit https://www.facebook.com/help/990087377765844?helpref=faq_content.
- Instagram – Users on Instagram can fundraise for nonprofits via Instagram Live. The Live Donations feature allows anyone to create fundraisers while live streaming, either alone or with others for a virtual telethon experience. 100% of the money raised through Live Donations are passed on to the organization. Keep in mind, your viewers will see an option to donate at the bottom of their screen for your entire live video. They will be able to see that you have selected and how much money you have raised.

How to start a Live video fundraiser from the Instagram app

1. Tap  or your profile picture in the bottom right to go to your profile.
2. Scroll to Live at the bottom of the screen.
3. Tap  Fundraiser on the left.
4. Select ENA by scrolling down or typing their name into the search bar at the top.
5. Tap  to start your Live video fundraiser.

How can I manage a Live video fundraiser?

1. Tap View in the bottom right to see how much money you have raised and a list of viewers who have donated to your fundraiser.
2. Tap Wave next to a donor's name to thank them.
3. You can go live with someone else, but they will not be able to select a different nonprofit to fundraise for.
4. You will be able to use the Q&A sticker during your live video, but your viewers will not be able to see the questions.

When you end your live video, you will see how much money you raised and how many viewers donated. You can choose to share your live video to your IGTV or download it to your device to share out via text or email.

Note that you can also start a fundraiser by adding the donation sticker to your Stories.

To donate to a Live video fundraiser from the Instagram app

1. Tap Donate in the bottom left.
2. Enter the amount you want to donate, then tap Next.
3. Select your payment method or learn how to add a payment method on Instagram.
4. If you want to change where your donation receipt will be sent, tap your email address and enter a new one.
5. Tap Donate at the bottom, then tap Done.

There is no limit to how many times you can donate in a live video. You can donate between \$5 - \$2,500 each time you donate in the US.

ENStrong Challenge (formerly State Challenge)

Raising over \$1.8 million dollars since 2012, the State Challenge campaign has been the primary financial support of ENA Foundation's academic scholarship program. Since the inception of the campaign, a lot has changed. ENA and the Foundation have grown and now it is time for our largest campaign to reflect that growth and meet new challenges in the current fundraising climate.

ENStrong Challenge 2021 will be the inaugural year of our new campaign. Funds raised will not be limited to academic scholarship support and this expansion of purpose will allow donors more flexibility to support the Foundation initiatives that are important to them. In addition, the ENStrong Challenge will be inclusive of international ENA members.

Since 2012, well over 90% of the donations to State Challenge have come from the ENA membership-nurses helping nurses. In addition, most funds raised came from in-person events. The new ENStrong campaign will give councils/chapters the tools to fundraise online and to reach donors more easily beyond their membership. With public support at an all-time high for nurses, the time is right to solicit support from the community at large, and to increase public awareness of the important work of emergency nurses.

ENStrong Challenge will capitalize on peer-to-peer fundraising allowing each Council and their affiliated Chapters and members the opportunity to expand their reach. Peer-to-peer (P2P) is a fundraising strategy in which supporters ask friends and family to donate to a cause they are invested in. P2P fundraising allows nonprofits the opportunity to activate their dedicated supporters to fundraise on behalf of their organization.

Nonprofits with successful peer-to-peer campaigns count more benefits than just money; they also increase donor retention, expand their potential supporter reach, and develop deeper brand awareness amongst current and potential donors.

How does it work? With P2P fundraising, supporters and donors hold the reins to advocate and fundraise in support of the Foundation within their personal network of friends, family, and colleagues. Supporters sign up, create their own personalized fundraising pages, and set their own fundraising goals that feed into the overall ENStrong Challenge campaign fundraising goal. P2P fundraising is a powerful tool because it helps personalize fundraising and build relationships between individuals and nonprofits.

Visit the [ENStrong Challenge page \(https://p2p.onecause.com/enstrong\)](https://p2p.onecause.com/enstrong) to learn more about the 2021 campaign and how to join.

Fundraising Methods and Tactics

Fundraising can be fun and rewarding, however many members may find it challenging if they have not had prior fundraising experience. Fundraising can be a one-time campaign or a continual process that happens throughout the year. Your fundraising activities could include grassroot events such as bake sales and T-shirt sales, or more traditional fundraising events such as conferences and review courses. When producing either grassroot or traditional campaigns, one must consider the investment of time, talent, and financial resources needed to successfully reach the stated goal. There are many different methods and tactics to raise funds and awareness.

Below are ideas collected from ENA Councils and Chapters regarding commonly used fundraisers.

Fundraising Campaigns and Ideas

Events

In-person events have traditionally been the easiest way to raise money and awareness. Fundraising activities can be folded in to almost any event that your Council or Chapter hosts whether it is a conference or a networking meeting. Events also can raise awareness and start the process of acquiring new donors. Think about the events that your council/chapter has planned for the year and whether a fundraising activity can be added. Think about who will attend that event and if there may be sponsorship opportunities that a local business might want to capitalize on.

Raffles

Many councils/chapters use a raffle for fundraising. Raffles can either be held at an onsite event or online. The “prize” in the raffle may be a donated item or items, a donated service, or a purchased item. The most inexpensive route is to obtain a donated item or service. This could include an item or items provided by a local vendor or by an individual. Purchasing an item for a raffle does cut into the profit but is a useful incentive for potential donors. Some items or services that councils/chapters have used in raffles include:

- Quilts
- Gift baskets
- Jewelry
- Electronics
- Gift cards
- Books or review manuals
- Restaurant coupons

REMINDER: Each state may have different regulations regarding raffles. A state may require a license to operate a raffle and there may be limits as to the amount that can be raised and the number of times an organization can hold a raffle during a calendar year. ***Please see State Filings & Paperwork above for more information***

Restaurant Partnerships

Work with local restaurants to set aside an evening to partner with the organization to raise money. This is typically a weeknight when the restaurant is not as busy and typically works best with a newer restaurant, trying to establish a following. The premise is that the restaurant will provide a portion of every dinner check back to the organization for every diner that states they are there on behalf of the organization. This can be implemented with carry-out dining if indoor dining is unavailable or limited. The organization raises funds, and the restaurant receives some local visibility and the opportunity to gain new patrons.

Silent/Live Auctions

Silent auctions are a great way to raise funds when you have a larger group of participants. Historically, most silent auctions have occurred at onsite events, but organizations are now moving to an online silent auction which allows for a potentially larger audience and conforms to social distancing requirements.

During a typical silent auction event, items for auction are displayed for participants to inspect closely. Associated with each item is a document called a “bid sheet”, where interested bidders

can place a bid silently and anonymously using a bidder number. Many silent auctions add a “minimum increase requirement” to their bid sheets. This means that the next bid must be a certain dollar amount more than the previous one. For example, if the minimum increase is \$5 and the previous bid was \$50, the next bid must be at least \$55. Many also include a minimum bid, usually dependent on the value of the item.

A silent auction must also have a predetermined end point at which bidding is concluded. At that time, the bid sheets are collected by organizers and the highest bid on each sheet is the winning bid.

Items for silent auctions, much like raffles, are donated by businesses or individuals. Popular items include jewelry, quilts, gift baskets, gift cards, and electronics. Other items may be a week’s stay at someone’s vacation home or a catered dinner for four at your home.

Etsy Store

Do you have members who are crafty and creative? Set up an Etsy shop to showcase that amazing quilt or hand knit scarf. You can direct your fellow members to the Etsy shop, and even sell to nonmembers who are interested in your creations and want to support a good cause. Etsy hosts many shops that are specifically created for nonprofits and/or in support of charitable causes.

Product Sales

Many ENA Councils and Chapters sell merchandise to raise funds. This can be profitable but comes with its own challenges. **Make sure you disclose the fair market value (see glossary of terms) of items at the time of solicitation or in your acknowledgement/receipt.**

Things to consider when selling merchandise/products:

1. Set a goal of the amount of money you wish to raise. Make sure you understand all the costs involved in ordering custom merchandise and use that to calculate the price you will sell it for, and the net proceeds anticipated from each purchase.
2. Think about where you will store items before they are sold – bulky items might be challenging logistically.
3. Use state mottos, catchy phrases, and your State ENA Logo for branding and marketing purposes.
4. Research local vendors, screen printing, and embroidery shops. Let them know who you are and that you are nonprofit. They may be willing to give you a discount if they understand that the products are being used to support a charitable cause. Local vendors may be more willing to provide in-kind support or discounts, especially if you support their business.
5. Merchandise sites to consider:
 - a. <https://www.epromos.com/>
 - b. <https://www.bonfire.com/> (T-shirts)
 - c. <http://inkdapparel.com/fundraising/>
 - d. <https://www.4imprint.com/>
 - e. <http://upwork.com>
 - f. <https://www.positivepromotions.com/>
6. Have a plan to promote the sale of your items. Use social media, promote at existing meetings and events, wear/use the items to showcase them!

7. Merchandise ideas:

- ENA logo or chapter/council branded T-shirts, hoodies, socks, etc.
- ENA logo or chapter/council branded water bottles
- ENA mission or message stickers
- Rubber mission bracelets (i.e. LIVESTRONG)
- ENA Chapter /Council State pins
- Motto pins (i.e. COVID Warriors)
- Trauma scissors
- Chapstick
- Badge holders
- Coins
- Tablet covers or portfolios
- Notebooks

Step Challenge

Nurses could form teams (by hospital, facility, or chapter), with a reasonable registration fee per team or individual, and track and report their steps using Fit Bit, Apple watches, or other smart device with a pedometer health feature on a weekly basis. The total steps per team could be tallied on a weekly basis and the team with the highest number of steps is awarded prizes including:

- Posting the team picture on your ENA website and social media pages (free)
- Emailed certificates of completion (free)
- A small prize for each team member

This promotes health AND allows staff to get credit for what they already do. The results might also support a workplace comparison of business and efficiency to other EDs – too many steps might indicate an issue with workflow, layout, or supplies. There’s nothing wrong with some healthy competition!

Virtual ED Decathlon

Nurses form teams (by hospital, facility, or chapter) and complete a variety of fun/funny challenges (e.g. baby shower-type games using hospital equipment, such as urinal races in which staff must walk with a bedpan full of water and the nurse who spills the least wins). There would be a small registration fee for each participant and a small prize (posted photos, certificates, and ENA swag or a gift certificate) for the winner from each team. Sample videos could be used to demonstrate the challenges and encourage participation. This would be ideal during Emergency Nurses Week in October.

HolidayHelper: A Post-Holiday Silent Auction

Everyone gets gifts that are well-intended but miss the mark – a book for a non-reader, a sweatshirt for rival sports team, a scented candle for someone with allergies, slippers in the wrong size, etc. Nurses could be encouraged to donate these items to an Auction Coordinator, who would post them on FB. Nurses can bid on them by making comments on the post and either the highest bid or the randomly drawn name buys the item. The proceeds could go to the chapter, state, or national ENA and the hospital, facility, chapter, or state who makes the most money gets national recognition and a prize.

Sponsor Auction

Engage local sponsors and business contacts to donate an item. It could be anything from a textbook to a gift certificate to a gift basket. The sponsor would send pictures of their donated items which would be posted on social media pages and auctioned off as described above. Everybody wins – the nurse gets a product or service; your ENA council/chapter generates revenue; and the sponsor gets marketing exposure.

Emergency Nursing Trivia Night

Get your education and raise money! Set up an in-person or virtual event with a nominal registration fee (\$5 or \$10) for participants to play. Use CEN prep questions, which would be easy to prepare and will be a great chance for future CENs to study or existing CENs to show off their knowledge. Post pictures of the winners, provide certificates, and offer small prizes to the winners. This could be structured as a reoccurring event (weekly for a month or monthly for a year), and a bigger prize (i.e. a CEN Test Prep Book) could be offered to the big winner.

Prize Ideas

ENA Dinner in a Box/ENA Party in a Box/ENA Movie Night in a Box/ ENA Craft Night in a Box

ED Nurses are always busy and appreciate things that save time and promote fun.

- Dinner Box idea: Pasta, sauce, parmesan cheese, biscotti, sparkling cider or after-dinner coffee, candle. You can upgrade to a box that contains ENA wine tumblers and wine pairing recommendations.
- Party in a Box idea: Cheese and crackers, olives, salami, sparkling cider or cocktail mixers, chocolate, playing cards. You can upgrade to a box with an ENA or IntoxicatED serving platter.
- Movie Night in a Box: DVD, popcorn, candy, and drink mixes. You can feature DVDs of ENA's award-winning documentary, *In Case of Emergency!* You can upgrade to boxed sets of ED- or healthcare-related TV shows (ER, Scrubs, St. Elsewhere, etc.)
- Night in a Box: Adult coloring books, colored pencils or crayons, nurse paper dolls, voodoo dolls, etc.

Glossary of Terms

501(c)(3)	IRS designation for public serving nonprofit organizations exempt from income tax and eligible to receive tax-deductible gifts.
501(c)(4)	IRS designation for advocacy organizations (nonprofit organizations exempt from income tax but not eligible to receive tax-deductible gifts because they engage in advocacy-type efforts).
990	Form used by the IRS for annual reporting by nonprofit organizations.
990 PF	Form 990 used by the IRS for private foundations.
Advancement	The term advancement encompasses alumni relations, communications, development, marketing, and allied areas within educational institutions.
AFP	Association of Fundraising Professionals— a professional organization for fundraisers.
APC	Association of Philanthropic Counsel — a professional organization for fundraiser consultants.
Annual Giving	Annually repeating gift programs; seeking funds on annual or recurring basis from the same constituency; income is generally used for operating budget support.
APRA	Association of Professional Researchers for Advancement (former name: American Prospect Research Association) — a professional organization for people who scout out prospective donors.
Bequest	A transfer, by will, of personal property such as cash, securities, or other tangible property.
Capital Campaign	A carefully organized, highly structured fundraising program using volunteers supported by staff and consultants to raise funds for specific needs, to be met in a specific time frame, with a specific dollar goal. Allows donors to pledge gifts to be paid over a period of years.
CASE	The Council for Advancement and Support of Education — a professional association for advancement professionals who work at educational institutions.
CFRE	Certified Fundraising Executive — a certification/credential for fundraisers.
Charitable Remainder Trust	A tax-exempt irrevocable trust designed to reduce the taxable income of individuals by first dispersing income to the beneficiaries of the trust for a specified period and then donating the remainder of the trust to the designated charity.
CNP	Center on Nonprofits & Philanthropy — an entity that is part of the Urban Institute, houses the National Center for Charitable Statistics, the national repository of data on the U.S. nonprofit sector.
CRM/Database	Customer Relationship Management — the software program that collects specific data about your donors (name, contact, giving history, lifetime giving total, etc.)
Donor	Financial supporter or prospect; a person who has given money in one form or another to further your organization’s mission or cause.
Donor-Advised Fund (DAF)	A philanthropic vehicle established at a public charity. It allows donors to make a charitable contribution, receive an immediate tax benefit, and recommend grants from the fund over time.

Endowment	A form of a donation consisting of investment funds or other property that is designed to keep the principal amount intact while using the investment income from dividends for charitable efforts.
Fair Market Value	Fair Market Value is the estimated market value of a good or service that is donated or received. Fair Market Value can be determined by: <ol style="list-style-type: none"> 1. the item's cost or selling price 2. sales of comparable items 3. the item's replacement cost 4. an expert opinion.
Gift in Kind	A gift of goods or services, instead of a financial donation.
IRA Rollover	A type of donation that comes from a donor's individual retirement account and can be as large as \$100,000 each year.
Leadership Gift	A large donation made by a single person, a small set of people, or a foundation at the very start of the fund drive. It is typically the largest gift of the drive and is used to inspire others to contribute.
Legacy Society	Usually comprised of donors who have left a gift in their estate plans for the organization; some organizations have formal societies depending on their size.
LYBUNT	Donors who gave last year but unfortunately not this .
Major Gifts	A gift of significant amount (size of gift may vary according to organization's needs and goals); may be repeated periodically. Also, a program designation.
Moves management	The process by which a prospective major donor is moved from cultivation to solicitation. "Moves" are the actions an organization takes to bring in donors, establish relationships, and renew contributions.
National Philanthropic Trust	The leading research organization for donor-advised funds.
NCCS	National Center for Charitable Statistics —The national repository of data on the nonprofit sector in the United States located at The Urban Institute.
NGO	Non-governmental organization
NPO	Nonprofit organization
Planned/Legacy Gift	A gift provided for legally during the donor's lifetime, but whose principal benefits do not accrue to the institution until some future time, usually at the death of the donor or his or her income beneficiary.
Pledge	A signed and dated commitment to make a gift over a specified period, generally two or more years, payable according to terms set by the donor, with scheduled monthly, quarterly, semi-annual, or annual payments.
Principal Gift	Depending on the organization, a gift of several hundred thousand to millions of dollars; high-dollar gifts made by fewer individuals.
Return on Investment (ROI)	A measure used to evaluate the efficiency of an investment by analyzing the amount of return on an investment relative to the investment's cost.
Restricted Gift	A gift for a specified purpose clearly stated by the donor.

Soft Credit	Acknowledging the efforts of someone, other than the legal donor, who facilitated a gift by providing 'soft' (or associated) credit for that gift. Soft credit allows an organization to acknowledge these efforts without compromising their legal obligation to record a donation in accordance with IRS regulations.
Sequential Giving	A cardinal principle of fundraising counsel: gifts in a campaign should be sought "from the top down," meaning, the largest gifts in a gift range chart should be sought at the outset of a campaign, followed sequentially by the search for lesser gifts.
Sustaining Gift	A donation with multiple ongoing payments, including payments of a specific amount that occur over a defined period that may or may not have an end date. Also commonly referred to as Recurring Gifts, Monthly Gifts, or Ongoing Gifts.
SYBUNT	Donors who gave some year but unfortunately not this.
The Giving Institute	A leading industry group that seeks to actively champion thought leadership that empowers philanthropy. Sister organization to Giving USA (the organization that supplies the annual Giving USA report).
Third Sector	Used to describe all nonprofit organizations and institutions. Also known as the independent sector, not to be confused with the organization called Independent Sector.
Unrestricted Gift	A gift to an institution or agency for whatever purposes officers or trustees choose.
Qualified Charitable Distribution (QCD)	A distribution from an IRA made directly to an eligible charity.
Will-writing Tools	Software that allows a supporter to create a will online.