



CWRT MAJOR FUNDRAISING SURVEY SURVEY ANALYSIS

This survey was inspired by a request from the Capital District CWRT which discontinued a lucrative fundraising effort when first day covers (envelopes whose stamp is cancelled properly) became out of favor. Some CWRTs have lamented the fact that their speakers aren't from the upper echelon of Civil War historians and as a result, some members become bored and leave the organization. A major fundraising effort might be the solution. Others seemingly have no such problem and, as a result, a major fundraiser is unnecessary.

Through this survey, it is clear that the term major fundraiser has different meanings to different respondents. Some believe that a major fundraiser supplies 30+% of the annual CWRT budget. Others seem to believe it is an on-going effort such as a raffle, etc. So, that should be taken into consideration while reading the responses.

There was a total of 84 responses with a 58% completion rate.

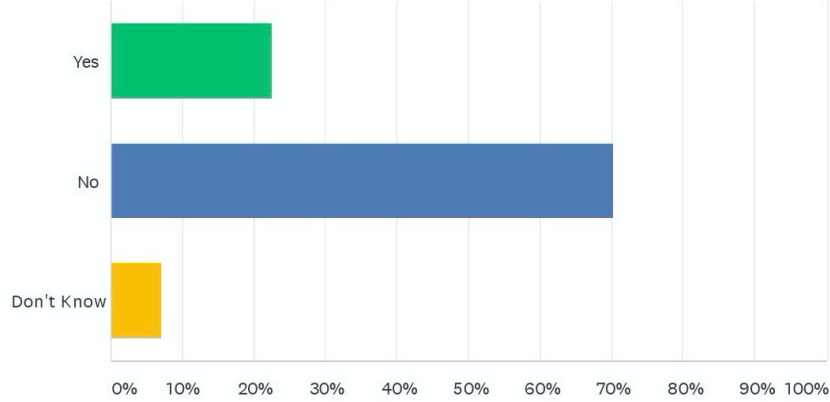
SUMMARY

Through this survey, we discovered the following **PROVEN PRACTICES** about CWRTs and their major fundraising efforts:

1. The decision to hold a major fundraiser or not is dependent upon several factors that include:
 - Having a clear need for improved funding
 - A distinct purpose
 - Broad support from leaders and members
 - A decent marketing strategy
2. The fundraising method should be distinctly different than the usual book raffle or meeting dinner.
3. The best major fundraisers involve individuals and other organizations outside the CWRT for improved marketing, a broader community reach and appeal AND a beneficiary that may or may not solely be the CWRT.
4. Successful fundraisers may not be unique but should be planned and executed by a broad range of members.

Q1 Aside from the usual meeting fundraisers (i.e., book sale, raffle or 50/50 drawing, etc.) does your CWRT currently hold a major fundraiser?

Answered: 84 Skipped: 0

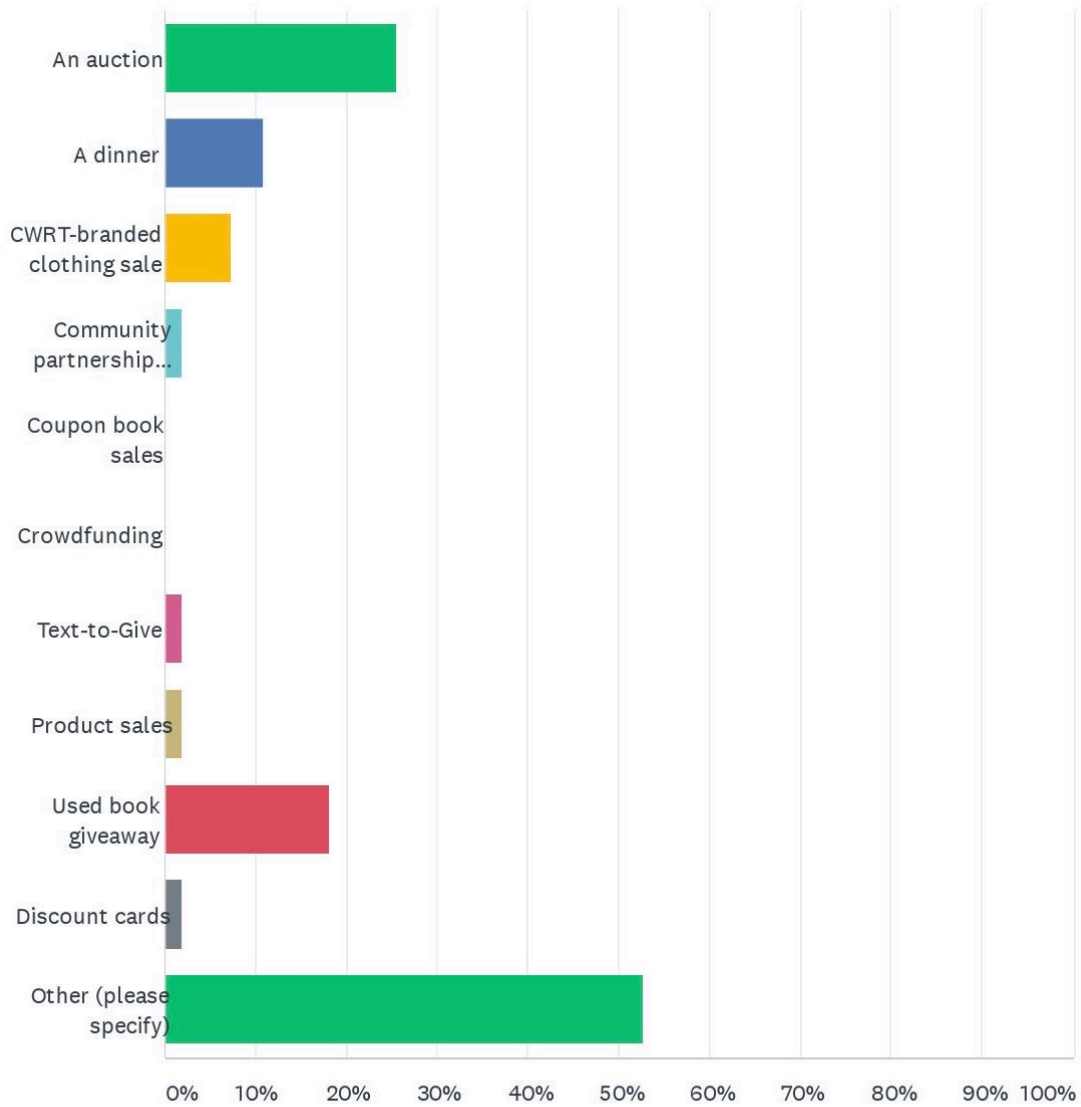


ANSWER CHOICES	RESPONSES	
Yes	22.62%	19
No	70.24%	59
Don't Know	7.14%	6
TOTAL		84

It is interesting that nearly 3/4 of CWRT do not conduct a major fundraiser, while just over 1/5 have one.

Q2 What is the major fundraiser?

Answered: 55 Skipped: 29



ANSWER CHOICES	RESPONSES	
An auction	25.45%	14
A dinner	10.91%	6
CWRT-branded clothing sale	7.27%	4
Community partnership event	1.82%	1
Coupon book sales	0.00%	0
Crowdfunding	0.00%	0
Text-to-Give	1.82%	1
Product sales	1.82%	1
Used book giveaway	18.18%	10
Discount cards	1.82%	1
Other (please specify)	52.73%	29
Total Respondents: 55		

The range of fundraisers is rather impressive. Aside from “Other” many hold an auction and/or a used book giveaway. A simple majority said “Other” and specified the following:

- Battlefield Tour
- 2 special raffles each year with special prizes, such as prints or complete book collections
- Raffle
- do not have a single fundraiser. use a combination of activities
- Guided battlefield or site trip
- None
- In 2014, we did hold a live and silent auction
- None
- None
- None
- Print and book raffle, walk-ins just to hear lecture
- We are not allowed to fundraise by our meeting space host--the Church of Jesus Christ of Later Day Saints
- Monthly book raffles of donated materials
- HOSTING CWRT CONFERENCES
- None
- Raffle of hand made products at a historical event
- We solicit annual contribution from the membership
- Special yearly book sales and commemorative postal cancellations
- Perhaps all of the above
- None
- Local Civil War Sites tour
- None

- We have rec'd some good donations of art works, etc., and those we either sell at auction, at meeting, raffle off at meeting, or sell on eBay.
- Pass the hat at each meeting. \$ go to preservation.
- We do not have a major fundraiser.
- We really don't have a need for a fundraiser.
- Ask large 501 C 3s for donations
- We just ask membership to give money.
- I don't think we have one but those I chose would be great.

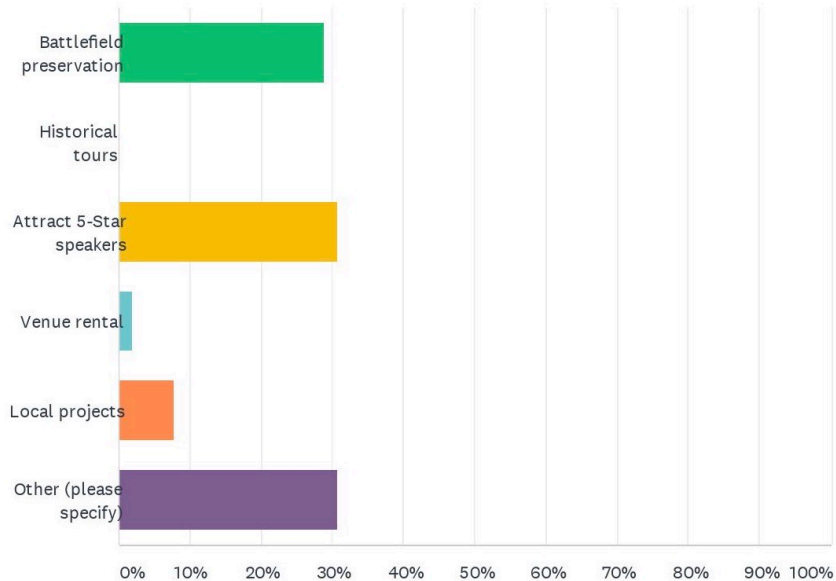
Q3 What is unique about this major fundraiser?

- WE in Chicago do the usual book raffles and requests for donations, but our tour "profits" go to fund our operations.
- Usually the prints are of limited production.
- Nothing special, 10 to 25+ donated items. We haven't held one in a few years.
- Nothing really - silent auction followed by a live auction.
- Open to anyone at a reasonable price, not just members
- Don't have one
- It involved a lot of CW themed items (a CW canteen from battlefield-adjacent land) donated from our members, as well as "experience" items (special lunch at Santa Anita Racetrack)
- Nothing
- N/A
- N/A
- Done at monthly meetings and prizes given out as it is a raffle
- It is unique in that it does not exist.
- We auction off Civil War items at our annual December Holiday Party.
- Members have become very supportive of this throughout the history of the Round Table because the money all goes to preservation.
- I had to choose one answer. But, the PSCWRT seems to raise funds from various modest activities.
- Often some real treasures are donated by members and others (Civil War art, artifacts, signed hard to find books, bundles of out of print magazines like Blue and Gray, North-South Trader, etc.)
- The auctioneers were very entertaining and knowledgeable. The quality donations have dwindled and there are fewer people buying.
- N/A
- Nothing - for clothing items, may represent a milestone year of the CWRT's existence.
- Very little is unique, I would think. We do, however, have a member who is an accomplished artist who has donated prints to be auctioned.
- Commemorative postal cancellations can be done at local events and at large out of town events like re-enactments
- "Smile" from Amazon
- Products are donated items from personal collections
- Nothing really unique
- I'll pass on this
- Members donate books and occasionally other items for other members to bid on.
- We don't have one.
- What is unique is that it is not a major fundraiser. WE hold no special events for fundraising only.
- No pressure to add \$ to the hat.

- We do not have a major fundraiser.
- I write a personal check for \$45.00 to rent the meeting space. Speakers take pride in presenting to fellow members.
- N/A
- Annual
- We ask for donations
- Only the very committed participate.
- good stuff donated by members for silent auction. I can bring my stuff and leave with someone else's stuff, and for only a bunch of money! A girl can't have too much stuff, ya know..
- Nothing
- We try to bring in a major speaker. We use a catering hall and have tickets to cover cost and have some extra.
- WE HAVE MEMBERS DONATE CIVIL WAR ITEMS AND OTHER ITEMS FOR AUCTION THAT IS INCLUDED IN OUR ANNUAL HOLIDAY DINNER. MEMBERS LOVE IT!!
- Everyone seems to want books

Q4 What does your CWRT's major fundraiser finance?

Answered: 52 Skipped: 32



ANSWER CHOICES	RESPONSES	
Battlefield preservation	28.85%	15
Historical tours	0.00%	0
Attract 5-Star speakers	30.77%	16
Venue rental	1.92%	1
Local projects	7.69%	4
Other (please specify)	30.77%	16
TOTAL		52

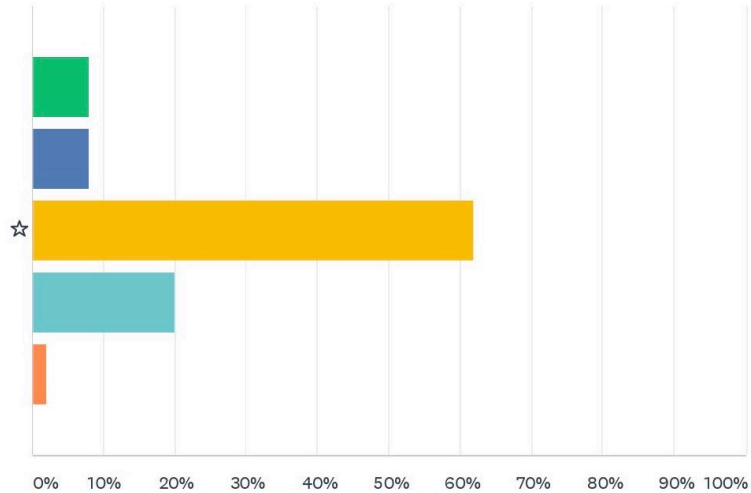
Respondents could have chosen one or many answers. However, most CWRTs fund great speakers and battlefield preservation. The 31% that answered “Other” specified the following:

- All of the above
- Th last time we raised money to replace part of the “Civil War Tree Grove” at Capitol Park in Sacramento.
- Again, combination of uses (preservation, presenters, local projects)
- Nothing
- Organization costs
- N/A
- N/A

- I'm not sure how to define "5-star" speakers but we have many excellent speakers in the SE region from, say DC down to Atlanta, and we work hard to bring them here. NY, CA, etc. are beyond our reach for the most part.
- Scholarship Program & other RT Activities
- Member dues and book raffle revenue covers speaker expenses and venue rental costs
- Annual pot licks and Roundtable operations
- None
- We do not have a major fundraiser.
- N/A
- Any and all of the above.
- If we make enough, all of the above.

Q5 Fundraising success is important. Please rate the success of your major fundraiser.

Answered: 50 Skipped: 34



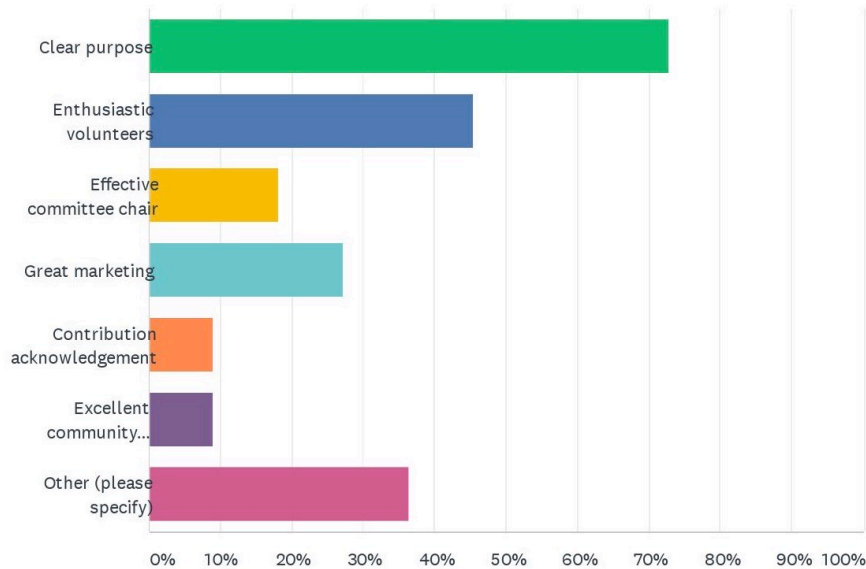
■ Very Unsuccessful
 ■ Unsuccessful
 ■ Successful
 ■ Very Successful
■ Super Successful

	VERY UNSUCCESSFUL	UNSUCCESSFUL	SUCCESSFUL	VERY SUCCESSFUL	SUPER SUCCESSFUL	TOTAL	WEIGHTED AVERAGE
☆	8.00% 4	8.00% 4	62.00% 31	20.00% 10	2.00% 1	50	3.00

Of those CWRTs that have a major fundraiser, 62% said their effort was successful. Only one said it was super successful while four admitted their major fundraiser was very unsuccessful.

Q6 What are the contributing factors to the success of your major fundraiser? (Check all that apply)

Answered: 11 Skipped: 73



ANSWER CHOICES	RESPONSES	
Clear purpose	72.73%	8
Enthusiastic volunteers	45.45%	5
Effective committee chair	18.18%	2
Great marketing	27.27%	3
Contribution acknowledgement	9.09%	1
Excellent community partner(s)	9.09%	1
Other (please specify)	36.36%	4
Total Respondents: 11		

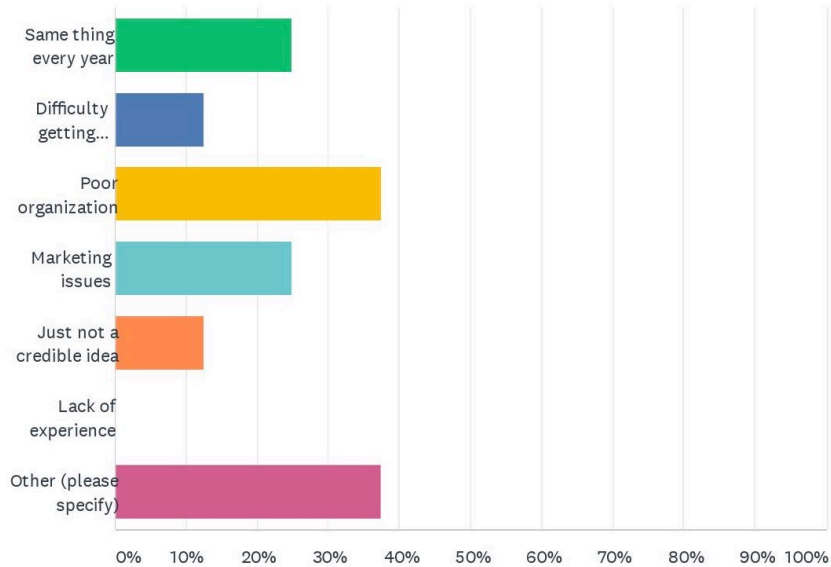
CWRT respondents were clear as to why their major fundraiser was successful:

- 73% said having a clear purpose
- 45% said having enthusiastic volunteers
- 27% said great marketing
- 18% said having an effective committee chair
- 9% said acknowledging contributions
- 9% said an excellent community partner(s) and
- 36% said "Other" which included
 - Our tour isn't meant to be a fundraiser, but it is.
 - LESS EXPENSIVE VENUE & MEALS
 - Supportive CWRT members

- The quality of speakers drives increases in membership primarily by word of mouth. Membership growth equals revenue growth from dues and book raffle income.

Q7 What are the contributing factors that make your major fundraiser unsuccessful? (Check all that apply)

Answered: 8 Skipped: 76



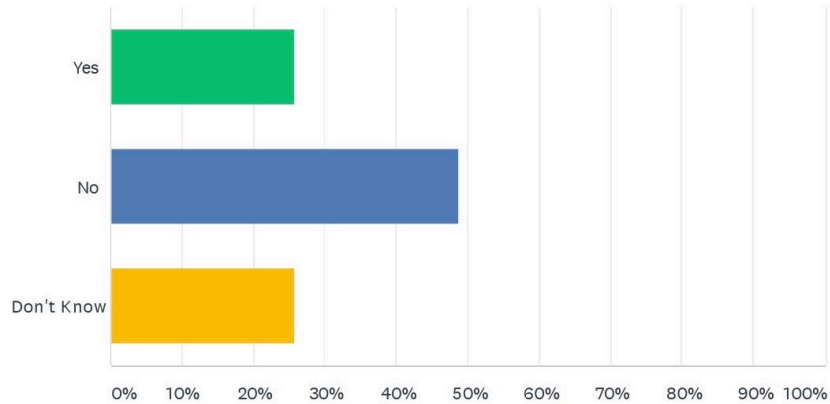
ANSWER CHOICES	RESPONSES	
Same thing every year	25.00%	2
Difficulty getting volunteers	12.50%	1
Poor organization	37.50%	3
Marketing issues	25.00%	2
Just not a credible idea	12.50%	1
Lack of experience	0.00%	0
Other (please specify)	37.50%	3
Total Respondents: 8		

Respondents were also clear as to why their major fundraiser was unsuccessful:

- 38% said poor organization
- 25% said repeating the same thing every year
- 25% said marketing issues
- 13% said difficulty getting volunteers
- 13% said not having a credible idea
- 38% said "Other" and specified the following:
 - Don't have one
 - WE do no special event for fundraising only
 - We do not have a major fundraiser.

Q8 Is only the CWRT leadership team involved in the major fundraising effort?

Answered: 39 Skipped: 45

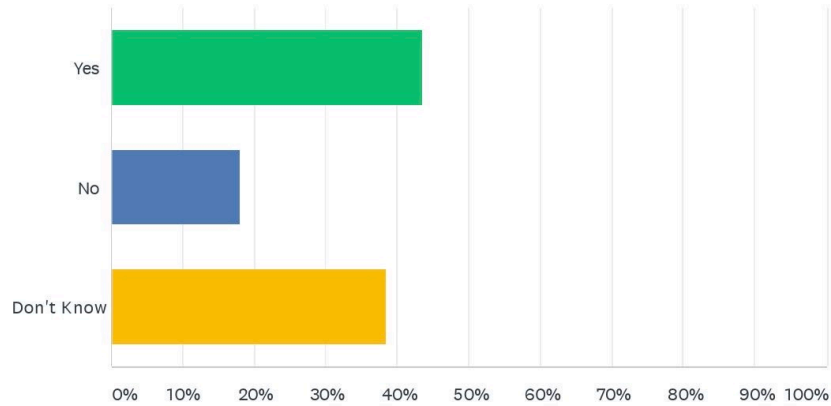


ANSWER CHOICES	RESPONSES	
Yes	25.64%	10
No	48.72%	19
Don't Know	25.64%	10
TOTAL		39

Most CWRTs advised (49%) that their leadership team was not the only members involved in their fundraising effort, while 26% said they were the only ones involved. Another 26% said they didn't know.

Q9 Do you think your CWRT should consider a major fundraiser in the future?

Answered: 39 Skipped: 45

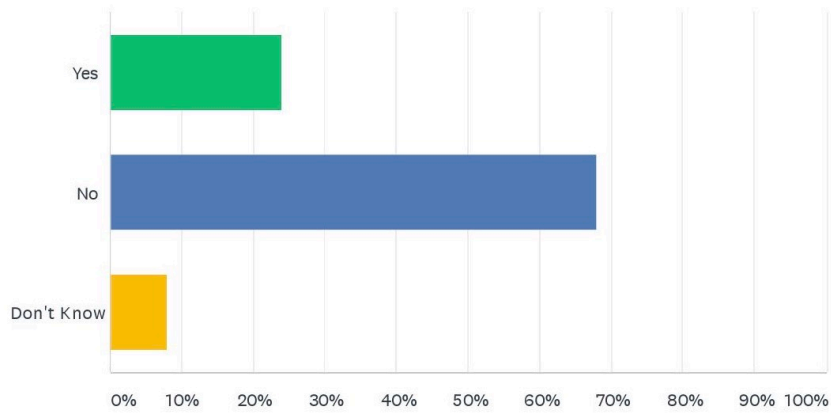


ANSWER CHOICES	RESPONSES	
Yes	43.59%	17
No	17.95%	7
Don't Know	38.46%	15
TOTAL		39

When asked if their CWRT should consider a future major fundraiser, 44% responded YES and 18% said NO. Another 38% said they didn't know.

Q10 Did your CWRT have a major fundraiser that was discontinued?

Answered: 50 Skipped: 34



ANSWER CHOICES	RESPONSES	
Yes	24.00%	12
No	68.00%	34
Don't Know	8.00%	4
TOTAL		50

When asked if they discontinued a major fundraiser, 24% said their CWRT had done so. But, the majority (68%) said no. Another 8% was unsure.

Q11 What was the former fundraiser and why was it discontinued?

- Mission completed.
- Auction has been cancelled for this year due to the COVID-19 virus.
- This year the pandemic did us in, but we plan to revitalize it in the future. We also used to have an annual picnic, but the trips were more popular.
- I need to research
- Annual field trips. Discontinued a couple of years ago as it was a ton of work that ultimately was a burn-out job for former Field Trip Directors who served multiple years—and then there were no willing successors. Plus, there was much Non-profit and For-profit professional tours competition for our CWRT and members to choose from. Our Board decided to no longer be in the tours business after successfully conducting high quality trips for decades, led by top historians like Ed Bearss, Brian S. Wills, and senior NPS historians.
- 2020 WEST COAST CONF DUE TO VIRUS
- The auction was turned into a book sale, due to the lack of quality items and people willing to bid against each other. We also have a silent auction at our annual banquet.
- We used to collect significant funding from trips and also from an annual dinner. Both became unsuccessful. The cost of the dinner increased too much because, first, the local university withdrew its support probably because of bureaucratic reasons. We then went to a hotel to host our dinner, but the cost went up because our members didn't rent enough hotel rooms. The trips became more expensive and fewer members were interested.
- annual December dinner
- COVID-19 discontinued
- Dinner cancelled due to Corona Virus COVID-19 lockdown!
- Used Book Sales while initially very successful over the years became more trouble than profitable.

Q12 Please identify yourself...

Answered: 47 Skipped: 37

ANSWER CHOICES	RESPONSES	
Name	97.87%	46
CWRT (Spell out)	100.00%	47
Address	0.00%	0
Address 2	0.00%	0
City/Town	100.00%	47
State/Province	100.00%	47
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	93.62%	44
Phone Number	0.00%	0

Q12 – Respondent CWRTs include the following:

- American CWRT of Queensland
- Baltimore CWRT
- Brandywine Valley CWRT
- Brunswick CWRT
- Bull Run CWRT
- Cape Fear CWRT
- Capital District CWRT
- CWRT of Eastern PA, Inc.
- CWRT of Milwaukee
- CWRT of the District of Columbia
- Elk Grove CWRT
- First Defenders CWRT of Berks County
- Fredericksburg CWRT
- Greater Pittsburgh CWRT
- Houston CWRT
- Indianapolis CWRT
- Inland Empire CWRT
- Kent Civil War Society
- Michigan Regimental
- North Alabama CWRT
- Northeast Ohio CWRT
- Old Baldy CWRT
- Pasadena CWRT
- Puget Sound CWRT
- Raleigh CWRT
- Rappahannock Valley CWRT
- Sacramento CWRT
- Salt Creek CWRT
- San Joaquin Valley CWRT
- Scottsdale CWRT
- Shippensburg Area CWRT
- South Suburban CWRT
- St. Louis CWRT
- Tennessee Valley CWRT
- The CWRT of Chicago
- Western Reserve CWRT
- Williamsburg CWRT
- York CWRT