Woman's Club of Palo Alto Fundraising Project Proposal Guidelines

The following guidelines have been prepared to help you communicate your ideas for your fundraising project. The Ad Hoc Fundraising Committee meets quarterly to review all incoming proposals and will provide feedback to you. All finalized fundraising proposals will then be shared with the Board, who must approve each fundraising project. Please allow a minimum of 30 days for your proposal to be reviewed by the Committee and the Board. Note that any fundraising project is considered to be for the benefit of the Club only, and that the Board determines the division of all proceeds between historic preservation and philanthropy.

PROJECT PURPOSE

Describe your proposed project, its purpose, and how it aligns with the Club's mission. What is the result you are trying to achieve, and who or what will it benefit?

TARGET FUNDRAISING GOAL

How much money do you aim to raise in net dollars?

EXPENSE BUDGET

Provide your estimated budget for all associated project costs.

PROJECT TEAM

Identify team members and roles as applicable. Identify any additional resources needed outside the team.

LOCATION/VENUE

If your project is an event, what type of space or facility is needed and what are the requirements for use (capacity, insurance, alcohol policy, etc.)?

PROJECT PLAN

Provide steps for implementation and estimated schedule. Include any steps needed post event.

MARKETING AND SALES PLAN

Identify target audience and summarize how you plan to publicize and attract participants/contributors. Describe how you will handle sales of tickets, products, donations, etc., as applicable. If a product, how will it be packaged and delivered?

COVID-19 COMPLIANCE

Describe how you will address any special requirements in order to comply with Covid-19 restrictions. Any project sanctioned by the Woman's Club of Palo Alto must comply with the health orders of the State of California and Santa Clara and San Mateo Counties. Where orders may conflict, the strictest order must be followed.

Submit completed proposal to (and contact with any questions)
Lee Langhammer Law, Chair, Ad Hoc Fundraising Committee, WCPA
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