



**Kiwaniis**  
CLUB OF LAGUNA - ELK GROVE

## Hosting a Successful Pints for PTP (Pediatric Trauma Program) Fundraiser

1. Contact a local craft brewery in your area, maybe one that you already have a relationship with. Discuss with them with the Pediatric Trauma Program's purpose and mission and how they can be a part by hosting a Pints for PTP fundraiser with you.
2. Suggest the brewer donate \$1 from every pint of beer sold or a set percentage of the day's sales to the fundraiser. If asked what percentage, suggest 20%.
3. Make sure it is OK with the brewer that you have a table with information about PTP setup to give out information.
4. Develop a flyer and online Facebook event and share the event with local beer enthusiast groups, your club, division and friends to help market your event. This is key: Beer Drinkers will support fundraisers! You can search Facebook for your local beer groups and join them and share the flyer, ask the brewer to post the flyer in the brewery and on the website and Facebook pages, Instagram, etc. You will want to share this about 6 weeks before and then really start creating a buzz about it 2 weeks before and leading up to the event.
  - a. We made our flyer printable as a 4x6 and 8x10 photo, so it was cheap to print in bulk as a color photograph.
5. On the day of the event, setup your table and make it inviting. Greet people and engage them in conversation. Thank them for attending the fundraiser and let them know what the program is all about. You can use this as a perfect time to tell them about Kiwanis, share your club information and what other things you are doing in the community as well.
6. Consider having a raffle or some other kind of fundraiser for the Foundation as well. Often when people know they are attending a fundraiser they come prepared to make a donation. If you give them an opportunity for a drawing they will gladly participate. Maybe the brewery will donate a gift card? Our brewery did! We did a drawing but it was free and just used it as a way to get folks to the table.
7. Since we had just made our PTP dolls, we also held a PTP Doll Adoption and allowed folks to "Adopt" a doll for \$5. This worked out great. We raised \$200 and it gave people a reason to donate money.
8. Make this into a club social and inter-club! In the end the day is about spreading awareness about PTP and Kiwanis, but also having fun!
9. You could also host a Pinot for PTP fundraiser at a winery!