



# Practical Fundraising & Corporate Sponsors

Aaron Van Beek, Midwest Honor Flight  
Beth Johnson, Honor Flight Columbus  
Denise Rouleau, Puget Sound Honor Flight

2005 - 2025





# Practical Fundraising

Aaron Van Beek, Midwest Honor Flight

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# Practical Fundraising Ideas

## Make it Unique!

- Everyone (not just Honor Flights either) has their gala, golf tournament, and bingo nights
- We've tried them all too

## Size of Events

- Do you have a variety of events for a range of supporters?
- How are you engaging the next generation of donors?



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# Practical Fundraising Ideas (cont'd)

## Hangar Dance

- Big Band music was a hit for a few years but after COVID, things changed and less people came
- Changed to Elvis Night with impersonators and local artists each taking a song of their choice and making it their own

Older generation of donors, but largest turnout of people

Sponsorships cover all the cost plus some



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# Practical Fundraising Ideas (cont'd)

## Golf Tournaments

- I am jealous of those of you who have these and do these well
- Our market is hit hard during the summer months for these
- So we created a “Drive to Fly” event at a driving range in March
- Last year was the first year - this year we have more Bays sold

Geared towards businesses and younger crowds, mid-sized event

Sponsorships cover all the cost plus some



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# Practical Fundraising Ideas (cont'd)

## BINGO and MINGO

- We've had great success with good old regular Bingo
- But have you heard of MINGO? (Music Bingo)
- Small prizes from local businesses, music and beer - no cost
  - Does require a raffle license in most states - SD is free for nonprofits

Geared towards younger crowds, smaller event

\$5/card is all profit - local brewery also gives \$1/pint sold



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# Practical Fundraising Ideas (cont'd)

## NEW EVENT - Pizza, Pints, and Puzzles

- We're trying a new, UNIQUE, event
- Finish a large pizza, 2 pitchers of beer, and a 500 piece puzzle
- From the date we posted it, without pushing it, had 5 teams and a business sponsor already signed up

Geared towards all ages, mid-sized event

Cost is covered by registration and business sponsors

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# Sponsors

Are your levels of sponsorship attainable for your event?

Are you not asking for or finding enough to cover your costs?

Are you connecting with your sponsors after the event and getting feedback?

- Did they find value in the sponsorship? (beyond supporting HF)
- Did they enjoy the event?
- Do they have suggestions for your next event?
  - We changed up our Drive to Fly because of sponsors



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# Resources We Use

## Givebutter - Online Auctions

- We moved to 100% online silent auctions and they have raised more than double what we typically would raise

## Zeffy - Donations, Peer to Peer Guardian Fundraising, Ticketing

- Sick of credit card fees that get passed onto your Hub?
- Zeffy gives the donor/supporter the opportunity to “tip” them and even if they select \$0, you still get 100% of the ticket cost/donation amount

Canva - easy to use, free (with upgrade options) graphic design



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# Other Fundraising Ideas

Work smarter, not harder

- Partner with local Legions/VFW/other Clubs
  - Do they have Veterans that have flown?
  - Would they be willing to do a fundraiser in their hall?
- Partner with local businesses for Give Back days/nights
  - Culver's, Texas Roadhouse, Chipotle, Chick-fil-A, etc.
  - EASY events with little work - just have to advertise



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# Fundraising Questions?

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# Corporate Sponsors

Beth Johnson, Honor Flight Columbus

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# Lose Corporate Sponsors

Denise Rouleau, Puget Sound Honor Flight

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# Corporate Sponsor Questions?

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