

Prescribed Fire Council Fundraising & Meeting Management

Suggestions from ALPFC experiences

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Fundraising suggestion #1 – Secure sponsors

- We have a “hit list” of over 60 potential sponsors that have skin in our game of using prescribed fire; your list will be different but here are some common examples
- Federal forestry agencies (USFS, USFWS, NPS, BLM, USACE)
- State game & fish agency
- NRCS, FSA
- Registered foresters
- State wildlife federation
- Select timber companies (not all are fire friendly or use RXB)
- State forestry association
- The Nature Conservancy

Potential Sponsors

- National Wild Turkey Federation
- Quail Forever
- Quality Deer Management Association
- Southern Fire Exchange (or your consortium)
- Association of Consulting Foresters Chapter
- Society of American Foresters – local Division or Chapter
- Selected Land trusts
- Shortleaf Pine Initiative
- State air quality agency (as a minimum they should be on your board)
- State Forestry Commission (in our case, AFC does so much already for us we do not tap them for anything extra; we hold our board meetings at their office, they provide the Sec-Treas for ALPFC, they staff the registration table, etc)...DO NOT OVER EXTEND YOUR WELCOME

Fundraising

- Aim to keep your attendee registration fee between \$35-45 each
- Develop a budget by backing into your realistic cost estimate number; cost of venue (try to get a freebie), lunch, breaks (beverages, snacks), registration materials, speaker stipends IF needed
- AIM to make \$\$ on your meeting but not at the expense of a registration fee; for example you may only get 50 attending your first meeting and can meet at acceptable venue that is free, get all your registration materials for say \$500 and you can get a light lunch catered for \$20 a head; ask \$30 for registration and make your profit from sponsors
- As your annual meeting GROW in attendance then ramp up the breaks and lunch...keep your registration south of \$45 per head, have a nice location, good meal, GREAT speakers and topics, offer CFEs, actively PROMOTE the meeting at least 4-6 months in advance and you will have a lot of folks attend

Fundraising – promotional items

- Hats
- Tee shirts
- Signs
- Bumper stickers
- Decals
- Lighter leashes
- Drink cozies
- **DISCLAIMER:** this will not generate significant income but these items once you grow your bank account are **IMPORTANT** to sell at slightly above cost or give away to get your “state PFC image” out there

Fundraising

- It will take some time BUT you can GROW your Prescribed Fire Councils bank account by securing sponsors
- We now average around \$18,000 to \$20,000 after all our expenses are paid for
- We normally make \$7500 from sponsors (25 @ \$300), pull in \$5500 from meeting registrations (135-140 attending @ \$40) for \$13,000 revenue
- On the average our “costs” to pull off the annual meeting is \$6500 including the purchase of raffle items (usually a “loss” but it’s a crowd pleaser at the meeting for someone to take a \$3 to \$5 chance to get a \$150 drip torch, \$200 blower, \$150 smoke signs or \$75 ALPFC sign)
- Once we build a war chest then we SPEND and GIVE to support other fire related causes such as sponsoring slots at the Certified Burn Manager workshops, Central AL PBA, AU fire mgnt class equipment for students, donate 12 signs to landowners across AL

Fundraising

- Offer raffle items during the meeting and draw winning ticket for each item at the end of the meeting
- We raffle 2 drip torches, 1 blower, 1 ALPFC sign, Prescribed Burn Ahead (2 signs) with stands
- Sell chances at \$3 each or two for \$5 for each item
- The actual cost of the raffle items are covered by sponsor donations or PFC funds

Annual meeting management suggestions

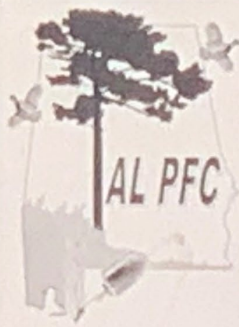
- We hold ours early in September as Continuing Education certifications are often due by September 30th; CFE are a big draw for those in attendance
- AFC allows our annual meeting as a surrogate to attending a one-day CBM recertification to maintain ones CBM status and that draws a lot of attendees as well
- Make your meeting THEME BASED and all presentation tie into the theme
- Encourage those that are going to attend to INVITE at least one of their landowner or resource mgnt friends to attend; once they do they will come again and you can quickly grow your attendance
- Keys to successful meeting with happy attendees are VENUE CENTRALLY LOCATED, THEME BASED PROGRAM/TOPICS/SPEAKERS, APPROVED CFES, BREAKS-SNACKS, CATERED LUNCH
- Need a moderator that keeps everything on schedule, start on time & end on time
- Registration between 0730-0830, begin meeting at 0830 end at 1630, breaks at 1000-1030 and 1400-1430, ¾ hour for lunch on site to get the maximum squeeze out of CFE hours
- This schedule gives around 5.75 hours for presentations; give speakers at least 30 minutes and prefer 45 minutes which creates 6-8 subjects targeted around the “theme” to be presented

Annual meeting management suggestions

- Reserve a 15 minute slot for the Coalition of Prescribed Fire Councils representative and 15 minutes for the State Forester as part of the meeting agenda
- Call out door prizes to get people back in their seats before the break ends (we usually do 4-5 drawings at each breaks end and give away things like ALPFC tee shirts, hats, leather gloves, decals, bumper stickers)
- Have a registration packet ready to hand out when people check in and keep the line moving, CFEs at the end of the meeting for those that need them
- If you raffle items make sure the area is staffed at the breaks and during lunch
- Venue has audio-visual, internet and zoom potential
- Either in the meeting area or closely nearby have table/booth space for vendors that need it
- Advertise & promote your meeting 4-6 months out

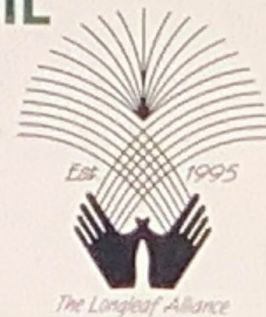
Examples of past years “themes”

- 2015: What’s holding you back? (addressed 13 barriers to RXB)
- 2016: As a burner, are you a good neighbor?
- 2017: Building capacity & confidence through mentoring
- 2018: Fire regimes & fire ecology of AL & the US
- 2019: From the mountains to the coast, fire in Alabama
- 2020: Solutions to barriers of expanding RXB in Alabama
- 2021: (virtual meeting)
- 2022: From burn plan to mop up, how to maximize burn days (virtual and in person meeting)

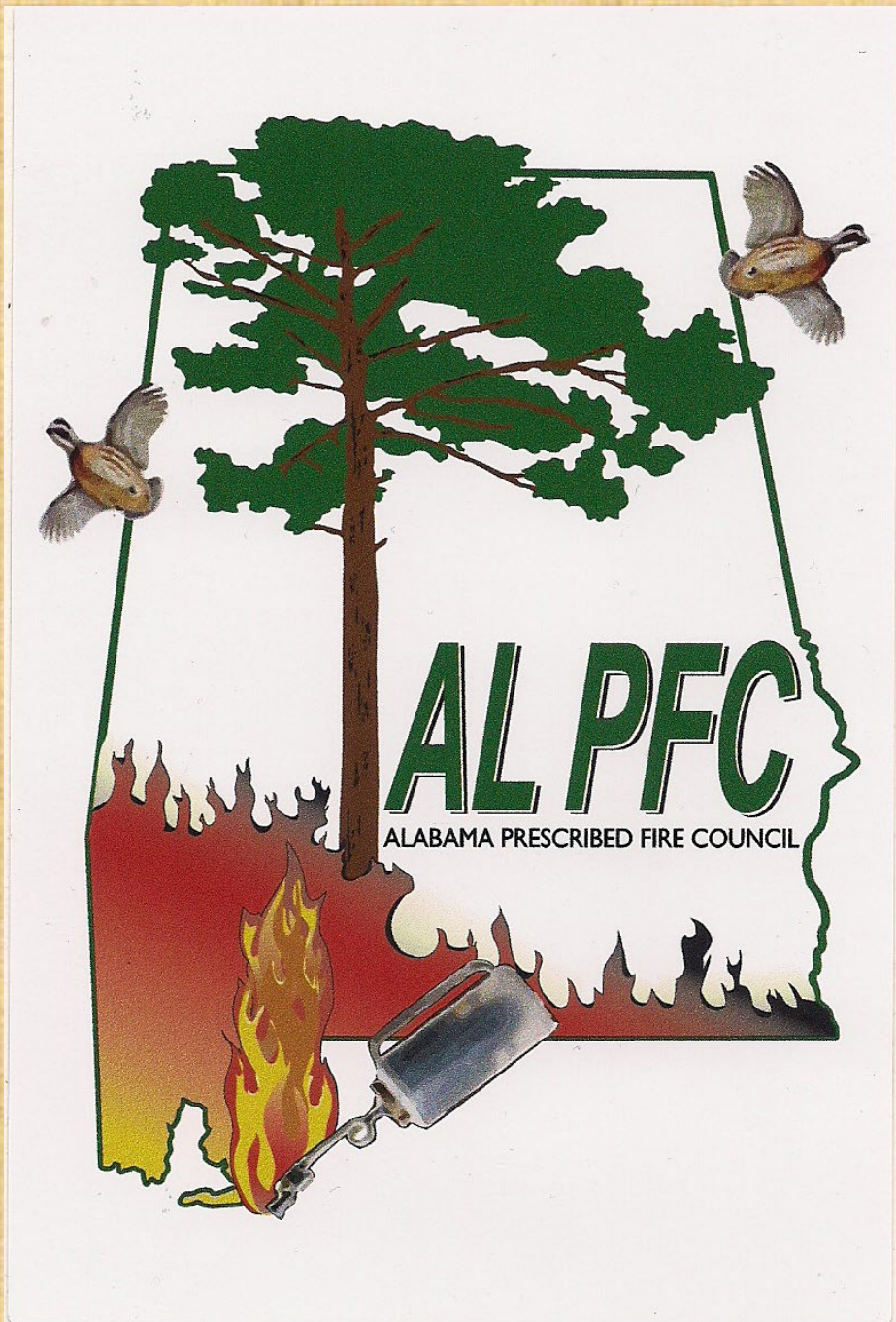


THIS PROPERTY IS MANAGED WITH PRESCRIBED FIRE

ALABAMA PRESCRIBED FIRE COUNCIL
www.alpfc.org







Are we going to burn today?



Questions?

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