



Over 30 Years Experience of Helping Shrine Centers with Fundraising

Volume 16 No 2 Feb 2019



## Past SCAFRA Members We Need your Help!!

In the past 3 years we have revamped who we are and what we do. It took a couple years for the current SFA leadership and its members to make these necessary changes. After the 2014 SCAFRA seminar in Greenville, SC we were broke. Thanks to 2015 SCAFRA President Ralph Robshaw and his staff, we started making headway. The theme for our 2016 Seminar in Billings, Montana was "Shake it Up" and that is exactly what we did. We changed the way SCAFRA had been operating which includes the following.

1. We committed to getting the website up and running at the 2017 Seminar which only took 45 days. You can now pay your dues online including paying for the Annual Seminar.
2. We also started video taping our sessions along with the ability to broadcast live, for those Shrine Centers that couldn't afford to come.
3. We now have all attendees at our Seminar in the same room for the presentations. Everyone hears the same presentation and also the same questions and answers.
4. Working with Imperial we now attend the OG/AR Seminars in Tampa to assist with fundraising training and information.
5. We are attending Shrine Association meetings throughout North America.
6. Information from previous training sessions are available online for our members.
7. Finally, we changed our name to the Shrine Fundraising Association.

SFA and its Members are humbly asking that those Shrine Centers who have been members in the past and those who never have, to give serious thought to joining SFA, **not only because you may need us, but Shrine Centers and SFA needs you!!** The Shrine Fundraising Association Officers (formerly SCAFRA) sincerely hope that your Shrine Center has benefited from any ideas you may have learned and taken back to your Shrine Center. You may have even brought ideas to the seminars as well. We aren't sure what the reason your Shrine Center stopped being a member, but hope this message will bring you back. Imperial is asking all Shrine Centers to become a member of SFA. Imagine the network of ideas that can be shared throughout Shrinedom if we all work together for the same goal. Keeping our Philanthropy alive and prosperous. Your dues helps us do just that. We are tasked to train and help Shrine Centers since our inception in 1970 by Imperial. Please help us to help your fellow Nobles and Shrine Centers with their fundraising efforts through information sharing and training.

I am currently the Chief Rabban for Beja Shrine in Green Bay, Wisconsin and attending Imperial last year in Daytona, I cringed when I heard, and talked to Nobles about SFA and hearing that they may close their Shrine Center in a couple years due to not being able to fund operations. Some organizations are afraid to ask for help. Being part of the Greatest Fraternity in the World we are not.

Fraternally,

Jim Van De Hey, 2019 SFA President

### 2019 Executive Board Contact Information

<b>James Van De Hey</b> 2019 President Beja Shriners 3197 Primrose Ln Green Bay WI 54313 Cell: 920-676-1471 Email: jimvandehey@icloud.com	<b>Kirby Norman</b> First Vice President Zuhrah Shriners 18994 Reed Creek Rd Erhard MN 56534 Cell: 218-205-9655 Email: kirbynorman72@gmail.com	<b>Phil Wade</b> Second Vice President Mizpah Shriners 10631 Yorktown Place Fort Wayne IN 46804 Cell: 260-466-2053 Email: powade60@gmail.com	<b>Scotty Uhrich</b> Third Vice President El Zagal Shriners 7465 70th Ave North Glyndon MN 56547 Cell: 701-371-3640 Email: suhrich5361@gmail.com	<b>John Blondell</b> Secretary/Treasurer Ainad Shriners 609 St. Louis Ave East St Louis IL 62201 Cell: 618-406-0214 Email: jblondell@email.com
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# A Message From our 2019 SFA President



Greetings from Green Bay!!

We hit the ground running this year. Your Officers are working hard getting ready to attend several Association Winter sessions throughout the United States. I will be traveling to Portland, Oregon on February 6 to give a presentation to the Pacific Northwest Shrine Association. I look forward to talking to fellow Nobles about SFA and what we can do to hopefully help with their fundraising needs.

I am very humbled to have been elected Chief Rabban for Beja Shriners this year. Paulette and I will be very busy the next 2 years, but we are up for the task. My Lady Paulette is working hard to make sure your Ladies are going to have a great time in Green Bay. There is so much to see and do around Northeast Wisconsin and we hope your Ladies will enjoy the program she has in store for them.

Fraternally

Jim Van De Hey

Beja Shriners



## A MESSAGE FROM First Vice President

Greetings from West Central Minnesota,

I hope all had a wonderful Christmas and a very happy new year. Since our seminar in Akron your Shrine Fundraising Association Officers have been using Zoom to conference call about how we can better serve our organization. We have planned attendance at many Shrine Association meetings, the AR and OG Seminars in Tampa, and attending The Imperial Session in Nashville. Our attendance at these events is crucial to the future success of SFA. President James is a tremendous leader and his group at Beja will put on a tremendous seminar in Green Bay on October 3-5. Please start planning to attend. If you have any questions please call. Time flies so fast, preparing for the future is a must. Be a leader and take charge of your Shrine Centers financial future. Join SFA and together we will make a difference.

Yours in the faith,

Kirby Norman

Zuhrah Shriners

## A MESSAGE FROM Third Vice President

Greetings from Fargo,

It is a new year and with it, many temples are looking forward at their fundraisers for the coming year. It always seems there is a need for increased funding, so many of us will be trying to figure out ways to improve our fundraisers or even start some new ones. As we begin to grapple with those challenges, remember that your SFA officers are here to help you in any way we can therefore feel free to reach out to us. If we don't have the answer you are looking for, we probably know someone who does. So, let's go out and have a successful and prosperous 2019!

Yours in the Faith,

Scotty Uhrich

El Zagal Shriners

## A MESSAGE FROM Second Vice President

Greetings Nobles,

I hope everyone had the opportunity to spend time with family and friends during Holidays and enjoy the spirit of giving this Christmas. As the year comes to an end I like to take a moment to reflect. When I joined the SFA board in 2017 I felt like there was a new force, a synergy with the board, SFA members and Imperial. Years of planning and discussion have come to fruition with a working website where members can access information, pay dues and sign up for the seminar. Members can now participate in the annual seminar without the expense of travel through live video conferencing. We are continuing to ride that wave! The board members are committed to spreading the gospel of Fundraising. We are looking forward to seeing you at Imperial, association meetings or seminars throughout 2019. I would like to leave you with something to think about and share with your fellow nobles. Have you ever visited another Shrine center or other organization to see how they run their fundraiser?

Hope to see you soon,

Phil Wade

Mizpah Shriners



## **We have started a Q&A forum for our Members.**

### ***Fundraising Q&A***

#### **How do we know if we are spending too much on advertising and promotions for our fundraiser?**

One of the problems with advertising and promotion budgets is that it is hard to quantify how much is enough and how much is too much. Couple that with the fact that different markets have different advertising rates and other variables, then it becomes difficult to have a hard and fast rule. But there are a couple of things to look at. First is the type of advertising and how many people do you reach for what you pay. For example, newspapers don't have the circulation that they used to, so if you are paying a lot for printed advertising you may want to investigate that. But the best indicator of where your fundraiser is at, is to divide your income by your attendance to get your per person spending and then divide your advertising budget by your attendance to get your advertising cost per-person. When you compare the two and see that your spending per person is, for example, \$10 but your advertising cost per-person is \$3, then 30% of your gross is going to go to pay for advertising. Thus, we can see how quickly excessive advertising can eat into your profits. As I said, there are a lot of variables, but this tool will help you grasp what it is costing you on an understandable level.

#### **Our fundraiser is well attended but we don't seem to be making a lot of money, what can we do?**

Without going into specific detail of the particular fundraiser, the one thing that has been made note of time and again at SCANA/SCAFRA/SFA seminars over the years is, "Don't Give Your Fundraiser Away!" Too often, out of the goodness of their hearts, Shriners will undercharge for their novelties and concessions. We don't need to be at the prices that events like Monster Trucks, concerts or other professional promoters do, but we do need to charge enough to raise the money we need. For example, just because we can buy a novelty for \$1.50 doesn't mean that we can only charge \$3.00 for it. Lots of temples mark up their novelties 4 to 5 times the purchase price and sometimes even more on a hot item. So you can charge over \$6.00 for that \$1.50 item and you will probably still be way below what your customers will pay for the same thing at a professionally promoted event.

**Look for more Q&A to come in future Newsletters!**

**If you have any questions you would like answered or published  
Please contact our 3rd VP Scotty Uhrich [suhrich5361@gmail.com](mailto:suhrich5361@gmail.com)**

### **How SFA has helped Mizpah Shrine, Fort Wayne, IN**

From the perspective of a Potentate:

Looking out for the welfare of a Shrine, fundraising becomes more of a challenge. As I have worked up the line in the Divan for Mizpah, you gain an understanding of how important fundraising is. Our divan does not run the major events but appoints a Director. This Director is responsible for his committee, and event. The Divan needs to let those appointed run any of your fundraising events. Our circus has done well over the years but is starting to see a decline in attendance. The Circus Committee is trying various ways to cut cost and still promote the circus. One way to help with savings was to reduce the school show days from 2 to 1. So now 9,000 kids will come on one day, instead of the 4,500 on 2 days. A way to increase revenue was starting ticket sales over the internet which has grown year after year. Social media outlets also provided a great way for promoting this event.

Realizing the need to look at alternative and additional ways of fundraising, about 9 years ago two Mizpah divan members, Mike Hardiek, PP and Steve Cowan, PP had the foresight to assemble a group of nobles to go on a recon mission. These nobles were not on the divan, or past potentates but were nobles that other members respected and who they would follow. They decided to visit another shrine center and see how they put on their sportsman's raffle. The shrine Center was Moslem Shrine in Detroit, Michigan. The raffle for Moslem has been extremely successful for their Shrine Center. So Mizpah decided to utilize the process and play book they offered. Moslem Shrine shared their knowledge from many years of running a successful raffle. We repeated the recon mission the following year with committee members in place to shadow Moslem's raffle staff. Moslem's hospitality and willingness to share was second to none. Our first year was a great learning experience and over the past years our event continues to grow. Through the raffle, it gives us another way to supplement our fundraising. Mizpah just completed their 6th Sportsman's Raffle. In November of 2018 we paid off the balance of a mortgage for the \$1.6 million building renovation. If you decide to hold a raffle, make sure you understand your state's gaming laws, this will allow you to use your funds appropriately and provide ideas for future events. Mizpah is looking into creating a Fundraising Committee. This committee's responsibility will oversee the fundraising activities. To have successful events, you need to have the Shrine members buy in, have operational support, and a working Nobility. Thanks to the support of our nobility and volunteers, Mizpah events continue to be successful. We have the blue print for successful fundraising and can put you in touch with fellow nobles that are willing to share and mentor.

You may have heard this story before but, I feel like it is worth repeating. SFA has been here to help Mizpah Shrine and they will be there for you as well. What are you waiting for?

Bill Leedy,

Potentate

Mizpah Shrine Center



# Our Secretary/Treasurer attends the Yearly Circus Producer Association Meeting In Sarasota Florida



**This is the first time our Association has attend the Circus Producers Association since our existence.**

Comments from Circus Producers Association, Friday, December 7th, 2018

I introduced myself and extended my thanks for allowing me to attend their meeting. This is the first and ever time that SFA had attended their meeting since our beginning and they thanked us for that. They had no elections this year as officers are elected every two years.

***Fellow Nobles who are circus producers that were present:***

Jim Hamid: Producer and Owner of The Hamid Circus

John "Tarzan" Zerbini Producer and Owner of The Zerbini Circus

I met with several producers of each respective circus for areas in the United States. There were 12 members who attended.

TZ Productions – Tarzan, Webb City (Joplin), MO (President of CPA)

Circus Maximus – Sarasota, FL, Joseph Bauer, Jr.

Circus Hollywood – Sarasota, FL, Serge Corona

Johnny Rockett, John Daley, and Tina Wynn, Galaxy Girl Shows

Tino Wallenda-Zoppe- Flying Walendas

Circus Spectacular - Cindy Migley

Royal Hannaford Circus - Adrian Poema

Ivan Espana – Salto Productions

Letty and Alain Zerbini – Zerbini Family Circus

Hamid Circus – Jim Hamid (VP/Sec/Treasurer of CPA)

Tarzan Zerbini, President of the Association, asked the members around the tables to ask if they had any issues with their respective circuses. Also, insurance was a topic of concern. Not all circus performers take the opportunity to purchase the CPA insurance coverage for accidental and medical coverage. This is an issue with performers within each of the circuses. I passed out our newsletter and was given an opportunity to speak and thought a 10 minutes would be sufficient. However, my presentation was over an hour and one half. Usually the group stops for lunch, but we were still discussing issues between the Shrine Centers and the producers. I had to fight off two servers and the manager in order to finish my meal. You could say that our discussion was lengthy, but someone needed to listen to their concerns.

***The groups concerns were the following:***

- 1) Communication with each temple. Some Temples have or have had strained relationships due to budgets or personality conflicts
- 2) Allowing the Circus Producer to actually produce the show and not dictate. Let them do the show
- 3) Consistent leadership with a committee of six or at least one individual who is not part of the divan. The issue has been personnel changes each year and the length of the chairman's term. Chairmans have served as long as 35 years in some instances. Sometimes change is good because the environment around us changes with the times.
- 4) They had compliments and not complaints of the general treatment of circus performers
- 5) Not working together regarding the circus budget and advertising.
- 6) Change the venue or change the number of days to allow for certain acts.
- 7) Marketing and promotion. The performers hate to perform for an empty building. The larger the crowds the better the performers perform.
- 8) Promote special acts that are coming to perform. Hi-light them in media. Not all temples are consistent with their media promotion.

# Continued concerns of Circus Producers

- 9) Using Social Media is a great and considerably cheaper way to advertise in today's world.
- 10) Better "Vetting" of circus producers. They suggest that the circus committee ask for bids from other Circus producers. Take the time to come and see their product. There are temples who have had long standing relationships for over 50 years with the same producer. For example, the Hamid Circus has been performing for Arab Shrine in Topeka Kansas for 80 years.
- 11) Remembering the good old days. Stronger relations with the circus producers. This has changed since there are fewer members and the older generation is dying off. The new generation doesn't know the past.
- 12) The enthusiasm for the circus. Nobody (Nobles) wants to sell tickets to the circus. This is a general statement, because there are several temples where the circus is quite viable.
- 13) Several of the producers present go back to the original name of SCANA (Shrine Circus Association of North America), then SCAFRA and now SFA. Our new name change was received well.
- 14) Expense coming to SFA Annual Seminar and doing vendor booths. It was hard for the producers to attend the different locations such as Billings, Greenville, Maine, etc. Cost of vendor booths plus travel was expensive for those who came and they stopped attending. Also they would like us to allow them talk about any circus changes to their circus at the seminar. I relayed our change that we no longer charge our Associate Members a booth fee to come to our Annual Seminar and this was well received.
- 15) Possible date change for SFA. They would like us to work with the circus producers in order to meet during the summer and not in September, October and November (conflict our annual meeting). Also, avoid the months of mid-January through June as all producers are on the road.
- 16) Meeting at one location and not at different locations for SCAFRA/SFA annual seminar. Having a central location to attend the meeting such as Indianapolis, Kansas City, Las Vegas and St. Louis. This goes back to previous years and will allow them to cut costs for their expenses (airfare, hotel, etc.) This is the same struggle for Shrine Centers as well. With this in mind the SFA Officers are meeting with Circus Producers at Imperial in Nashville this year.
- 17) Possible meeting in December for all temples to attend the Circus Producers meeting in Sarasota annually. This would coincide with the Circus Producers Associations annual meeting.
- 18) Temples need to change their mindset and be open to change. The old adage, "Well, we have always have done it that way." (Note: Sound familiar?), Is an issue with the circus producers and is not the way to look at the future of Circuses. The Shrine Centers may think that they no what is best. However, the circus performers and producers know what is good or bad based on traveling throughout the country and seeing the trends. Shrine Centers are not traveling to see this information.
- 19) Insurance coverage for everyone...circus, circus performers, Shrine Centers and the public. According to the discussion there should be adequate coverage for the whole event.
- 20) We were extended an offer to attend their meeting next year in Sarasota and not just send one person but possibly two. I know this will depend on the SFA budget.

In closing, I want to communicate that Shrine Circuses are still a viable fundraiser. As an Association we have changed our name, but our responsibility is still to bring those fundraising ideas to you that work. This still includes Circuses and they are still doing well with attendance especially after the announcement of Ringling Brothers no longer continuing their Circus. We are an Association that was developed by Imperial for the purpose of a collaborated effort of Shrine Centers and Circus Producers to work together to make Circuses better and more profitable. We will continue to help facilitate this to start working with temples who have a circus and those who have not had one in recent years. Finally, as Shrine Centers are looking at different fundraisers you should consider talking with the different circus producers and possibly their dates to go and see them for yourselves.

Fraternally,

John Blondell

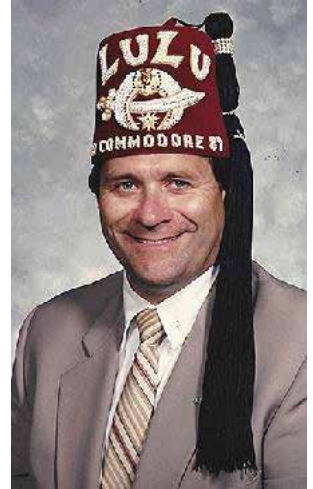
SFA Secretary/Treasurer

**It is with a heavy Heart that we must share the news that Past SCAFRA President Roy L. Knauth has passed away. He was the 2008 President and held SCAFRA in Philadelphia that year.**



ILL Sir Roy L. Knauth, 2008 SCAFRA President of Feasterville died Tuesday, Jan. 1, 2019 of complications from pancreatic cancer. He was born in Philadelphia. The son of the late Louis and Ida Knauth. He resided in Feasterville most of his life. After graduating from college he entered the U.S. Army and was stationed in Fort Knox, Ky. At the end of his military service, his career expanded to accounting and insurance. There were many years as the owner of Knauth Insurance.

His career changed to the controller, sales/ producer for The Reinard Insurance Agency. Roy was a faithful and very ardent supporter of LuLu Shriners. His affiliations include Potentate 2000, Noble of the year 2002, Yacht club Commodore, Past President of SCAFRA 2008, MASYC Commodore, Past President of the Motor Unit, Arab patrol, Captain of the mounted guard, President of INSHIP, Finance committee of LuLu, Bucks County Shrine Club Treasurer, 32 Degree Mason Valley of Allentown, Member of Houseman Lodge #211 the Free and Accepted Masons and a member of the Cabari. Roy was also the past president of the Feasterville Rotary. He is survived by his wife of 20 years, Sharon T. Knauth [Pfueller]; a daughter, Juliet Samarkos; and two grandsons.



***The following article is the beginning of a series of information about Fundraising ideas to help your committee with Advertising and Promotions.***

## **Thoughts about Fundraising Promotions**

In talking to some of our members following the seminar in Akron, one area that seems to be of concern is promotion of your fundraiser. The questions I got varied from what type of media works best, to how much is enough and that all-time favorite, how much to spend and can I do it cheaper? Well, the most truthful answer to all that is, it depends. Now I know that isn't the answer anyone is looking for, but there are a lot of variables and what fits like a glove for Bangor, Maine may fit like socks on a rooster in Omaha, Nebraska. Fortunately, there is some common ground here and this will be the first in a series of articles where I'll go over some fundamental issues which will help us understand how to help answer those questions for our various situations.

So, to start, let's do as the Irish say and begin at the beginning. The first and most important thing to understand is, who are we trying to reach? That is going to vary with the type of fundraiser and it is crucial to understand, as this will probably be the most important factor in determining what kind of advertising to use. This process is what is known as identifying your **Target Demographic**. Remember that name. Not only does it represent who you are trying to reach, but your media outlets are going to want to know it as it will help them refine the ad campaign for your event. Identifying your target demographic may seem easy at first thought but thinking it through is not a bad idea. I'm going to use promoting a circus as an example, simply because that is what I'm most familiar with.

Who is main attendee of a circus? Kids, right? But kids are not the decision maker in most of what they get to go to. In the vast majority of families, that person is the mom. So, wouldn't it be fair to say that our target demographic is women in age range of 20 to 35? Yes, and that is what we thought ours was in Fargo, ND. Then shortly after I was asked to take over the promotions for our circus, I thought I should research this a little bit and I found something interesting. I did a google search for a breakdown on what ages were women giving birth in the Fargo-Moorhead area. What I found was that, yes, the majority of them were in the 20 to 35 range, but what surprised me was that there was as many giving birth over the age of 35 as there were under the age of 20. 18% to be exact. That means there is a pretty fair number of moms in their early to late 40's with kids between 6 and 12 years old. These moms also have more of something than moms in their 20's do. Disposable income.

Remember when I said that kids are not the decision makers? While true, this is not to say that they do not have some influence on their parent's decisions. Toy manufacturers run ads on kids shows because they know they have some influence. Therefore, they are part of our target demographic as well.

To recap, we have a main target demographic of moms between 20 and 35 with secondary target demographics of moms who are having kids later in life and the kids themselves. Next time we will go over how we can use this information to help us set up an ad campaign.

Scotty Uhrich,

3rd Vice President

Please visit our website [shrinefundraising.com](http://shrinefundraising.com) for information on the 2019 SFA Seminar in Green Bay. You can now pay your Dues online for membership and will also be able to pay for the 2019 Seminar in Green Bay for both Nobles and Ladies. Make sure you email any forms to [secretary@shrinefundraising.com](mailto:secretary@shrinefundraising.com) if you pay online.

## **SEMINARS**

**2019**  
**Green Bay**  
**Wisconsin**  
October  
3-5, 2019

**2020**  
**Minneapolis**  
**Minnesota**  
October  
1-3, 2020

**2021**  
**Fort Wayne**  
**Indiana**  
to be proposed  
at Annual Meeting  
October 2019

**2022**  
**Fargo**  
**North Dakota**  
to be proposed  
at Annual Meeting  
October 2020





Greetings Nobles. Happy New Year!

With a new year comes new roles and responsibilities. As we begin 2019, temples all throughout the Shrine have installed Divans. Likewise, clubs and units have installed new officers. Congratulations to all who have excepted a leadership position.

Temples may or may not hold officer seminars. However, at any level within the temple there should always be new ideas for fundraisers. Sometimes it is hard to come up with new fundraisers but, ideas can come about by having a discussion at your stated meeting, circus, visiting another Shrines or the possibility of bringing back a fundraiser that another organization sponsored in your community. As Shriners we forget that change is needed in order to learn and grow.

Saying, "Well, that is the way we have always done it" really doesn't work for fundraising or for that matter in anything. Think "outside the box". Look around and observe what type of fundraiser may be needed in your community or within your Shrine. Remember, not all fundraising efforts are the same nor all ideas will work but, how do you know if you don't try. Case in point. Members of Anah Shrine in Maine sponsor a Christmas Tree event whereby they have businesses, organizations and individuals raffle off themed Christmas trees. So, you may have trees that are decorated with Marvel Super Hero Characters. Maybe even a Christmas Trees that has a Sesame Street or Disney themes. Or, there might be a Christmas tree that has all things regarding lobsters. The fundraising event has been going on for years because there was a need to do something different and raise money for their Shrine.

Each Shrine will know what may or may not work in their respective area. However, being an SFA member gives temples the opportunity to explore new ideas or visit an old idea that may need updating. By attending our Seminar members can see how other Shrine Centers are coming up with new fundraising ideas or reinventing fundraisers including their circus. Spread the word about SFA to a friend of another Shrine. Contact one of the board members to see if they are a member. If not, then direct them to our website and have them download an application.

I wish you and your Shrine Center a very happy and prosperous New Year. Oh, by the way, contact our President, James Van De Hey, who has purchased a Farmers Almanac and check to see what the weather will be in October. He swears by the book!

John Blondell,

SFA Secretary/Treasurer 2018-2019

secretary@shrinefundraising.com



### **Dues are payable as of January 31st of each year.**

Dues for Shrine Centers are only \$250 per year which includes all clubs and units of the Shrine Center. Any number of delegates can attend the annual seminar as well as access to online information of past seminars including current video taped classes.

Dues for Associate Members are only \$280 per year, but include great benefits which include free booth at seminar and free advertising in our newsletter. Associate Membership is designed for companies and suppliers who work and support Shrine Center Fundraising.

Your participation in SFA is important to continue the promotion of fundraising in our Fraternity. Whether you hold a circus, bingo, rodeo, sportsman raffle or other fundraiser, SFA is the Association that will help you and your committee to be more professional in your approach to this import aspect of our Fraternal life.

### ***Thanks to the following members who have paid their 2019 Membership Dues.***

#### Shrine Centers

Ainad Shrine, East St. Louis, IL  
Zor Shrine, Madison, WI  
Mizpah Shrine, Fort Wayne, IN  
Al Menah Shrine, Nashville, TN

#### Associate Members

C. W. Moore, LLC, Richardson, TX  
AA Promotions, LLC

## **Associate Members of SFA**





# 2019 SFA Temple Membership Form

## ANNUAL DUES \$250.00 U.S. FUNDS



Official Fundraising  
Consultants for  
Shriners International

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
mm dd yy

Shrine Center Name: \_\_\_\_\_

Located at:

Street \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ Postal/Zip \_\_\_\_\_

We hereby request membership in the:  
**SHRINE CIRCUS AND FUND RAISING ASSOCIATION (SCAFRA)**

Each Temple Membership will receive: Members only  
Information and The Fund Raiser (our quarterly newsletter).

SFA By-Laws provide "One Vote per Shrine Center"  
Access to the forum and member only information on the  
the official SFA website: [www.shrinefundraising.com](http://www.shrinefundraising.com)

**Make Check payable to: SFA**

**Send Check and form to:**

**Shrine Fundraising Association  
Secretary/Treasurer  
3197 Primrose Ln  
Green Bay WI 54313**

### **Name of Voting Representative for 2019**

*(SFA recommends the Fund Raising Chairman be your Rep)*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ Postal / Zip: \_\_\_\_\_

Mobile Phone: (\_\_\_\_) \_\_\_\_\_

Temple Phone: (\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

### **Name of Alternate Representative for 2019**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ Postal / Zip: \_\_\_\_\_

Mobile Phone: (\_\_\_\_) \_\_\_\_\_

Temple Phone: (\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

### **Membership Payment Options:**

Prices for Paying by Check:

1 Year Temple Membership \$250  
2 Year Temple Membership (5% Off) \$475  
3 Year Temple Membership (10% Off) \$675

Prices for Paying online:

1 Year Temple Membership \$257  
2 Year Temple Membership (5% Off) \$490  
3 Year Temple Membership (10% Off) \$696  
(Online payments fees are include included in the price)

Please Select Payment Method: Paying by Check: ☐  
(Include form with check)

Paid Online: ☐  
(If paying online please email this form to [shrinefundraising@gmail.com](mailto:shrinefundraising@gmail.com))

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_

For office use only:

Date received: \_\_\_\_/\_\_\_\_/\_\_\_\_ Temple Number: \_\_\_\_\_ SFA Number: \_\_\_\_\_  
mm dd yy

Office Notes:





# 2019 SFA Associate Membership Form

## ANNUAL DUES \$280.00 U.S. FUNDS



Official Fundraising  
Consultants for  
Shriners International

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
mm dd yr

Company Name

Street

City

State/Province

Postal/Zip

We hereby request membership in the  
**SHRINE FUND-RAISING ASSOCIATION (SFA)**  
Associate Members will receive: The Fund Raiser  
(Our quarterly newsletter) and any other SFA  
printed material deemed appropriate. Free Booth  
at our Marketplace for the Annual Seminar.  
Your Company information on our website.

[www.shrinefundraising.com](http://www.shrinefundraising.com)

**Make Check payable to: SFA**

**Send Check and Form to:**

**Shrine Fund Raising Association  
Secretary/Treasurer  
3197 Primrose Ln  
Green Bay WI 54313**

### Name of Representative for 2019 (Required)

Name:

Title:

Address:

City: State/Prov: Postal / Zip:

Business Phone: ( )

Residence Phone: ( )

E-mail:

### Name of Alternate Representative for 2019 (If required)

Name:

Title:

Address:

City: State/Prov: Postal / Zip:

Business Phone: ( )

Residence Phone: ( )

E-mail:

### Membership Payment Options:

Membership Price NOW includes Free Ad in our Quarterly Newsletter

1 Year Membership including Company Ad \$280

2 Year Membership including Company Ad (5% Off) \$532

3 Year Membership including Company Ad (10% Off) \$756

You can also pay online and receive the same discount. Service fees will be added when paying online.

Please Select Payment Method: Paying by Check: ☐

(Include form with check)

Paid Online: ☐

(If paying online please email this form to [shrinefundraising@gmail.com](mailto:shrinefundraising@gmail.com))

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_

For office use only:

Date received: \_\_\_\_/\_\_\_\_/\_\_\_\_ Temple Number: \_\_\_\_\_ SFA Number: \_\_\_\_\_  
mm dd yy

Office Notes:



## 2019 REGISTRATION FORM

Shrine Fundraising Association  
34th Annual Seminar Hosted by  
Beja Shrine Center Green Bay, Wisconsin  
October 3 - 5, 2019

**Registration Deadline: Postmark September 15, 2019**

Each Shrine attending 2019 SFA must complete  
this form with each Noble and Ladies information and mail it to:

Shrine Fundraising Association  
Secretary/Treasurer  
3197 Primrose Ln  
Green Bay, WI 54313

Make checks payable to: SFA

Email to: [secretary@shrinefundraising.com](mailto:secretary@shrinefundraising.com)

Please fill out this form and mail it with payment before **September 15, 2019** or there will be a \$50 charge for each person not registered.  
We have incurred cost in the past, due to last minute registrations and accommodations through the Hotels.

To pay online with a Credit Card please go to our website at [www.shrinefundraising.com](http://www.shrinefundraising.com) and on the SCAFRA 2019 page use the paypal button to make payment. Please make sure to fill out this form and either drop it in the mailbox or scan and email the form to: [secretary@shrinefundraising.com](mailto:secretary@shrinefundraising.com)

Please Check One:

Check sent with form

Paid Online with website

(Remember to mail this form to [secretary@shrinefundraising.com](mailto:secretary@shrinefundraising.com))

Shrine Name		Street Address		City, State, Zip			Shrine Phone#			
NOTE: Please fill in your driving or flight information.										
#	Attending Noble or Ladies Name List Name Separately	Title or Position	Noble	Lady	Airline/Flight#	Driving	So	State	Date	Time
1										
	Email Address:	Cell #								
2										
	Email Address:	Cell #								
3										
	Email Address:	Cell #								
4										
	Email Address:	Cell #								
5										
	Email Address:	Cell #								
6										
	Email Address:	Cell #								
7										
	Email Address:	Cell #								
8										
	Email Address:	Cell #								

Number of Nobles Registered \_\_\_\_\_ @ \$230.00 = \$ \_\_\_\_\_ (U.S.)

Number of Ladies Registered \_\_\_\_\_ @ \$150.00 = \$ \_\_\_\_\_ (U.S.)

Totals \$ \_\_\_\_\_ (U.S.)

Contact Name: \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Temple Phone# \_\_\_\_\_

Preregistration is required per Noble and Lady attending. Included with registration is Thursday Night Reception with Drinks and Food from 4pm-8pm in the Great Lakes Room. Breakfast Friday and Saturday morning. Friday Lunch and Blood-Mary Bar from 1pm to 3pm. Friday Night Hospitality in the Plaza Club Room with Drinks and Food from 6pm to 10pm. Saturday Noon Lunch Banquet and Installation of Officers in the Great Lakes Room.

There will be communication in the near future for signing up for a Packers Experience, which is separate from the Seminar starting Saturday Afternoon, with a tour of Lambeau Field and the Packer Hall of Fame, then dinner after the tour some where in the Stadium Atrium. (This is contingent on the Packers Football Schedule) (There will be a separate form for The Packers Experience with prices provided soon)

Headquarters and meetings will be held at the: **Radisson Hotel & Conference Center**

For room discount (Refer to "SFA") **Deadline for room discount is September 15, 2019**

2040 Airport Drive, Green Bay, WI 54313 (920) 494-7300

Room rates are \$109.00 plus local taxes and any other charges;

Check in time is after 3:00pm and Check out is 11:00am

If there are any dietary needs, or accessibility needs please adv



## 2019 MARKETPLACE REGISTRATION FORM

Shrine Fundraising Association  
34th Annual Seminar, Hosted by  
Beja Shrine Green Bay, Wisconsin  
October 3 - 5, 2019

**Registration Deadline: Postmark September 15, 2019**

(There will be a \$50 fee for late registration)

Each Associate Member attending the 2019 Seminar

**Must Register with this form and email or mail to:**

Shrine Fundraising Association  
Secretary/Treasurer  
3197 Primrose Ln  
Green Bay, WI 54313

Email to: Secretary@shrinefundraising.com

Headquarters and meetings will be held at the:  
**Radisson Hotel & Conference Center For room discount (Refer to "SFA") Deadline: September 15, 2019**

**2040 Airport Drive, Green Bay, WI 54313 (920) 494-7300**

Room rates are \$109.00 plus local taxes and any other charges;

(In the event of a Packer Home Game the room rate will be \$20.00 more per night)

Check in time is after 3:00pm and Check out is 11:00am

**If there are any dietary needs, or accessibility needs please adv**

You will set up in the Wolf Room for the Market Place

Setup may begin Thursday, October 3rd, starting at 10am.

Take down needs to be completed by 1pm on Saturday, October 5th.

Market Place hours will be: Thursday from 3pm to 8pm

Friday & Saturday you can be at your booth during the Seminar

**Pre-registration is required in order to have a dedicated area in the Market Place**

**Name of Company** \_\_\_\_\_

**Address** \_\_\_\_\_ **City** \_\_\_\_\_ **State** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Contact Phone#** \_\_\_\_\_ **Email:** \_\_\_\_\_

Individuals Attending Seminar:

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Cell# \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Cell# \_\_\_\_\_

**Number of Tables required for Booth:** \_\_\_\_\_

If more than 2 tables are required please contact:

secretary@shrinefundraising.com

Please join us for all our meals as this will give you more time to spend with the Members.

Please fill out the information below and include your check: (Make Check Payable to: SFA)

If you would like to join us for Lunch on Friday the cost is \$15 per person.

If you would like to join us for the Lunch Banquet on Saturday at Noon the cost is \$20 per person.

Please include your check for payment and also check which items you are attending.

Lunch Friday # attending	_____	Amount Paid \$	_____
Lunch Banquet Saturday # attending	_____	Amount Paid \$	_____
Total Attending	_____	Total Paid \$	_____





# The Fundraiser



Official Fundraising  
Consultants for  
Shriners International

*Over 30 Years Experience of Helping Shrine Centers with Fundraising*

**Volume 16 No 2 Feb 2019**

## ***What is the Shrine Fundraising Association***

SFA began as an Imperial Committee of Circus Chairman's in 1970 along with Circus Producers and Circus Vender's who were to work together in providing information and coordination to all Shrine Circus operations. In 1986 a formal separate Association was formed with full Imperial support. The Shrine Circus Association of North America (SCANA) flourished and has grown by supporting the needs of the fund-raising committees of the Shrine of North America. In recent years we broadened our horizons to include all types of fundraising ideas and concepts. In Akron Ohio on Oct 5, 2018 our Association name changed to the Shrine Fundraising Association (SFA) with unanimous approval of the membership.

Imperial is encouraging every Shrine Center to join the Shrine Fundraising Association and use the benefits that we offer to help your Shrine Center continue to grow and prosper financially to sustain you for the coming years. We want to be there for you. Let your Divan know that SFA is now part of the AR/OG Seminar's and we will be there to help.

## ***What Makes A Great Fund Raiser?***

- *Having choices that work for you*
- *Having the best information*
- *Having the best process*
- *Knowing how to execute*
- *How to choose your committee*
- *Having the right people in place*
- *Having the right resources*
- *Getting the most out of Advertising*

We will help you and your committee be more professional in your approach to this important aspect of our Fraternal Life. If your need is to raise funds, you are not alone in this battle.

## ***How we have changed***

We have expanded our ability to reach all Shrine Centers; through our Website, Association Meetings, Imperial OG/AR Seminar and Live Web Conferencing.

### ***Our Website***

Information from previous seminars is being added to our Website for members only. SFA Dues and Seminar Registration costs are now payable Online.

### ***AR/OG Educational Seminars***

SFA attends the Annual AR/OG Educational Seminars in Tampa thanks to Imperial Support to assist with the Fundraising training sessions.

### ***Online Web Conferencing***

Your membership includes the live webcasts that can be viewed at your Shrine Center or appropriate location for your members locally. Even at your home is an option. Remember that your Clubs and Units are also included with your membership to also help them with ideas.

**With over 30 years experience helping Shrine Centers with fundraising ideas. SFA gives your Shrine Center the ability to learn those fundraising ideas that work. Why isn't your Shrine A Member?**

Shrine Fundraising Association  
Secretary/Treasurer  
3197 Primrose Ln  
Green Bay WI 54313