

USAWOA Scholarship Foundation Changes its Fund Raising Tactics

By CW4 (Ret) Robert D. Scott

After a detailed review of the number of responses to last year's fund drive, comments from members directly, the Focus Group report at last year's Annual Meeting of the Members and discussion within the Foundation Board of Directors of the USAWOASF, the Board voted to stop the annual fund raising effort. During the last fund raiser only 539 members purchased or sold the raffle tickets or made a donation. Out of over 6000 member mailings this is just under 9% of membership participation.

We realize that this has been a significant source of funds, albeit a very work intensive fund raising effort. The historically low response coupled with the negative comments and the workload aspects of this approach has caused the BOD to rethink this approach. This of course means that we may have to award a fewer number of scholarships each year unless members step up with direct donations to narrow the shortfall.

A USAWOA Focus Group at last October's Annual Meeting of the Members recommended against continuing the raffle as our primary fund-raiser although the recommendation was not passed. The Board took those comments and suggestions into consideration when making this decision.

This does mean that the Scholarship Foundation will be totally dependent upon direct donations made by USAWOA members and the annual Combined Federal Campaign Drive held each fall to meet all funding requirements.

There are several ways each of you can contribute to insure we can meet our award commitments. First, you can set up an allotment to the USAWOA Scholarship Foundation and have finance make that allotment payment each month to the foundation account. Second, you can have your financial institution create an Automatic Clearing House (ACH) transaction to be taken from your account on a recurring cycle, weekly, bimonthly, monthly, quarterly, etc and have those funds deposited in the foundation account. Third, you can choose to make a pledge during the Combined Federal Campaign each fall and DFAS will make those transfers to the foundation as a one time or monthly allotment. **In each of these instances the donor would have to provide PFCU's nine digit routing number 256078446 and the USAWOA Scholarship Foundation's MMSA account number 1875501-03-1 to the institution or payroll office where the funds would be coming from.** Finally, and the least consistent approach is for you to write a check and mail it to the foundation.

The amount of pledges for last fall's Combined Federal Campaign (2007) were a little higher than the year before but not enough to cover the loss of the fund-raiser income. In view of this we must somehow increase our funding.

The last several years we have received between 25 and 30 applications for the \$1,000.00 awards and have been able to provide nine awards each year. This has been because of the Allnatt grant (normally covering four per year), the CFC pledges, the fund-raiser and one a year from a chapter, region and personal donations. Obviously with the end of the fund raiser the number will decrease unless that income is generated elsewhere.

The foundation is your organization established to help deserving young people whose sponsor belongs to the USAWOA to get their formal education and become a more productive citizen. If you want this effort to continue at the current level, you must step up to the plate and make your donations.

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