FUNDRAISING STRATEGY

Birkenhead Returned and Services Association

2025 2027

Roof & Building Guide

JUNE 2025

TARGET 2027

$120,000

RFS QUICK REFERENCE

Pg 1	Cover Page	
PG 2	Quick Reference	What's Inside
PG 3	Purpose of the Document	
PG 4	Who Are WE	Knowing Ourselves
PG 5	Sub Committee Overview	Committee Title for Ref
PG 6	RFS Qualifications / Application	Quality of Our People
PG 6A	Applying for a Position	What we Need from You
PG 7	RSA-RFS	Forming the Committee
PG 8	Thinking about Our Sponsors	Who are they
PG 9	Internal Fundraising	Our Own Target
PG 10	Sponsors and Communication	Making the List
PG 11	Add Your Own Company Ideas	Who Do You Know
PG 12	Add Your Own Individuals/Trusts	Providing All The Details
PG 13	Example Letter for Sponsors	Others Considered
PG 14	The Operations Team	Reporting Structure
PG 15	Chairpersons Duties	
PG 16	Appointed RFS Member Duties	
PG 17	Members Private Submission	New Initiatives
Pg 18	RSA Services and Benefits	

PURPOSE OF THIS DOCUMENT

Knowing all the facts before making a commitment

The Birkenhead RSA needs a new roof. The current roof is past it's lifespan by many years. The purpose of forming a sub-committee is to determine a path forward that will create a funding base for a new roof over the full complex in Recreation Drive, Birkenhead.

Given the current financial climate and the spend thrift nature of both society as a whole, and our membership, the committee will be tasked with the raising of funds that will be either be sufficient within a nominated time span to commission a new roof or in consultation with the Executive and Management, support a long lasting temporary solution.

HOW MUCH DO WE NEED

The cost of a complete new roof has yet to be determined*

Reroofing is not a simple matter of stripping off the old and replacing it with a new roof due to the complexities of working with asbestos. The companies capable of removing the current roof are reticent in giving a cost when we as an organisation cannot commit to a start date given our lack of funding.

The RSA also needs to look at alternative solutions that will give the building sufficient coverage for say, the next 10-15 years.

There are other forms of finance for such a capital hungry project and Management, the Executive and members will have the chance to comment on these options in due course.

Time is not on our side for any of the chosen options and that is why it is critical that the Executive puts together a body of capable members to move this project forward.

***It is perceived that the cost will be in excess of $400,000 for a new roof.**

OR *$120,000 for s specialist paint system plus building repairs.

The Roofing Fund Sub Committee will raise the funding by way of annual targets.

BEFORE ASKING FOR SUPPORT

Knowing with Clarity WHO we are

The Returned and Services Association is a not-for-profit, non political organisation dedicated to supporting and advocating for both our service veterans as well as our serving members and their families. We honour the memory and sacrifice of those that served and are still active in the armed forces of New Zealand, with our renowned facility in Recreation Drive, Birkenhead acting as a lighthouse to all, service or otherwise, that need a place to gather in peaceful harmony.

We promote safe harbour to members who would otherwise be alone, lonely or vulnerable as well as our more able and physical members. We offer participation in club facilities including sport and gaming under a safe internal management system that fosters a sense of belonging and purpose.

Our Woman's Section is a superb network of support to the RSA.

Our live music is legendary and dance is a great way to stay fit and have fun.

New operators for the restaurant promise to temp your pallet and satisfy every time.

The Travel Club is never to be missed. Local tours are sold out quickly.

The Birkenhead RSA continues to work in partnership with local communities and authorities to advocate for veterans rights and benefits and is committed to preserving and sharing the history and traditions of those who served.

The Birkenhead RSA puts a roof over the support network for Veterans and their families. To continue, it must ensure the continued safety of the premises from which it operates, and calls upon the generosity of the community, individual companies, and members to help protect it's home base in Recreation Drive, Birkenhead.

The RSA calls on the North Shore community to consider also the benefits of joining the Birkenhead RSA as an opportunity to meet with like minded people in a secure environment and make use of the various sections in comfort. If the kids have left home and home is lonely, The Birkenhead RSA is a fine place to consider.

This is who we are!

A little about who we are as a society and the offer of safe, friendly association.

SUB COMMITTEE MEMBERSHIP

Formation of the roof fundraising sub committee

The sub committee, herein called the Birkenhead RSA-RFS and for the purpose of the information and structure to follow, it will be referred to as the RFS.

The Birkenhead RSA-RFS will be chaired by a Vice President as nominated by the President.

The Sub Committee will consist of:

1. The Chairperson nominated by the President.

2. One member of the Executive Committee, selected by the Chairperson and not allocated to other large projects within the RSA.

3. Six non Executive volunteers. Selected by the Chairperson. Volunteers must have knowledge, time and a great deal of commitment to a project that will pass through various Chairpersons via Annual Elections (AGM) of the Executive.

4. A side panel of professionally skilled advisors who voluntarily support the RFS with both technical skills and applications, liaising directly with the Chairperson. This includes online marketing via Facebook, graphic design work, AI specialists, Videographers.

5. An administration team nominated from outside the current management structure.

6. A qualified accountant/book keeper to keep account of income and expenditure. A separate bank account has been set up specifically for fundraising and donations.

CAUTION

Volunteers on Birkenhead RSA-RFS will be challenged often and our message must be cohesive and firm.

***This is who we are. This is why we are doing this.**

ROOF FUNDRAISING SUB COMMITTEE (RFS)

Before you put your hand up to volunteer

As much as this challenge is an **all hands on deck** exercise, care must be taken to show that the sub committee (RFS) and the experienced Side Panel comprises members with sound financial aptitude as well as other skills such as experience in marketing, skilled tradespersons, business, telemarketing, AI specialist as an example (professionals who can help in the foreground or as advisors to the committee in the background).

This is a Committee of volunteers. There is no renumeration to the volunteer, or any members giving advice or direction, other than what is required to cover pre approved expenses with any pre approved fund raising plan.

The Chairperson wants to speak with qualified AI specialists, videographers, script writers, social media gurus. If you believe that you have a skill that can support the RFS committee then you are most welcome to join our technical team.

The goal is to raise funds. That's it. A target will be set. It will be challenging.

Volunteers may be working persons but equally may reside in retirement.

WANTING TO APPLY FOR RFS?

for all positions on RFS INCLUDING Executive/Side positions

Contact the Chairperson via email or letter (addresses below) stating:

A. Your name and membership number. You must be a financial member and remain so through your RFS membership.

B. Your specific skillset and how that can benefit RFS. It is best to be detailed as in "I love being on the phone in a telemarketing position and talking to people" or 'I have been involved with major fundraising projects in the past and have systems and people that can help'. I love social media marketing and have great graphic skills.

Send to: albny1@me.com with the Title being RFS Committee Application

Call me: Dutch van Geuns, Vice President 021 988 537

Meet me: At a convenient time. I can also come to you maybe if that's easier.

THE RSA-RFS

Forming the Fund Raising Sub Committee

The RFS will meet monthly in the upper conference room of the Birkenhead RSA.

The RFC will be looking for a treasurer. The treasurers duties will defined later but in the main the treasurer will produce a monthly report at RFS meetings showing the sponsors, sponsorship monies received plus outgoings approved by the RFS committee, or the President. Various other responsibilities are envisioned.

The Chairperson will call for nominations for vice chairperson. All positions remain fluid including those of the Chairperson and the executive member.

The second Vice President of the Birkenhead RSA has the right to sit in on all meetings of RFS and is encouraged to do so for continuity.

Responsibility: This RFS committee will be responsible for the selection of, and the coordination of, all approved fundraising initiatives for the re-roofing/refurbishment of the Birkenhead RSA roof. As much as there will be guidelines to work within, this is not a Management project. It falls to the Executive and the RFS to manage and grow the funding pool. The buck stops with the Fundraising Sub Committee, with full support of the Executive, and relies entirely on volunteer support from within.

The fundraising will be assessed and graded. No matter how large or small the effort, everything will have the Birkenhead RSA logo evident. The committee must ensure the protection of the goodwill of the RSA in the eyes of the public from whom it will be seeking support.

It will be incumbent on each member of RFS to receive suggestions for fundraising from a members and to work with that member to break the ideas down, assess the idea for merit and present the idea to the Committee at the next meeting of the RFS. Do not decide whether an idea is suitable. Refer it to RFS at the next monthly meeting. Give respect to the contributor and let the Committee decide.

We at RFS pledge to keep all members onside and remember our core objective is raising the funds to ensure the facility is warm and dry for the next 30 years for our Veterans and Associates.

Act in Good Faith with your members, your club and everyone that you talk to regarding our fundraising. Keep the message consistent positive at all times.

SPONSORSHIP

The Big Promotors

Without a doubt Sponsors and sponsorships will be the backbone of this fundraising drive. Given the right signals and seeing a solid effort from the Birkenhead RSA Executive and members, sponsors can be encouraged to give generously.

Our cause is our Veterans and the continued provision of a safe harbour for both they, and all members of the Birkenhead RSA to congregate, commemorate and celebrate times gone by and issues ahead.

Sponsorship is a mega business. We see it in every area of our lives, including within our club/association. Sponsors look to expand their name and service through the gifting of funds that help individuals and teams to excel at their chosen activity. This sponsorship generally comes with a reciprocal request from the benefactor and so often it is the large signage and banners that we see over buildings and billboards as well as promotional material.

The Birkenhead RSA's existence, in essence creates a sort of duality, preserving our individuality amid public scrutiny. In effect, people know the RSA exists but they do not know us, the essence of our camaraderie and why we prefer our club over the many alternative social establishments. Who we are must be welded to the answer of why we need this funding, or even the need to exist. Think about this.

Action Plan:

1. Make a list of 50 large companies and fifty individuals that we will approach in the first wave of activity.

2. Create a letter for mailout/email asking for support. This will be short and sharp in the first wave of activity and a precursor to the phone calls that we will make to secure appointments to present our case formally.

3. Write a sponsorship document or formal brochure to support our drive.

NB: If you have solid experience in this field then I want to meet you!

Sponsors may need visible recognition for their contribution. The RFS will formulate appropriate forms of recognition for the various amounts that are received into our re roofing account. The Club sees an honours style board as appropriate to the limited space available within the RSA.

Shaking The Tree Within

Before the RSA itself can go out cap in hand it must show that it has a plan of its own to raise funds through it's membership, and that is shaking the tree within.

The Birkenhead RSA survives on the members continued use of the facility and the generosity of it's members. The clubs survival is a struggle, as members grow away from our service through age and health, and retirement villages take the place of the RSA.

It is incumbent upon the RFS to formulate internal fundraising efforts that will be directed at members and Sections alike. If the Executive fails to secure the funding then in time, the roof will fail and the facility will fade away. The future needs the RSA. There will always be Veterans to support and it doesn't take much reading to see the chaos of the world at this time in history. The New Zealand Military will be involved always, somewhere.

Action:

1. Create a roof replacement account (Management) This is in place.
2. Consider the types of internal fundraising that are possible.
3. Consider other options such as a building maintenance levy.
4. Buy a brick. (Thinking more an Honours Board due space and visibility)
5. Create a fundraising graphic tower to show how much is raised. Update monthly.
6. Improved transport to keep the various senior sectors coming to the clubrooms.
7. More relationships with the retirement homes.
8. Cocktail parties and BBQs
9. Veterans only cocktails and dinner.
10.
11.
12. What have you got in mind?

SPONSORS

Identify-Approach-Present-Respond-Secure

The following list of potential sponsors will be expanded through consultation with members and other parties that have interest in the success in this formidable project.

Large companies that we already work with.

Large companies that serve people such as supermarkets.

Large companies that see a benefit in more direct communication with our people.

Medium companies and services.

Community organisations.

Individuals of wealth or position.

Members via personal contribution. Trusts or bequeathment.

Government departments.

Military clubs and organisations.

Other RSA's such as Devonport and Browns Bay.

How do We Communicate

Snail mail. Letters followed up with a phone call for an appointment.

Letters to all RSA club members. Many do not use the internet.

Email. Every member.

Coffee Club Newsletter. The ones you find in coffee shops.

Navy News. Can we advertise here?

Video / Social Media. A volunteer to front that video.

Renowned people to give a message of support.

Grey Power / Lions / …….

Are you currently involved with an organisation, sport group, community group or other?

LIST OF SPONSORS BY COMPANY

Identify the Companies that are active on the North Shore

Make a hand written list of all the companies that you know of no matter how big or small and also, don't believe that someone else will have already added a company. Ie OneNZ or Contact Energy. Just let the idea flow.

Lion Breweries Barfoot & Thompson Our electricity supplier OneNZ Spark 2Degrees

AirNZ Fletchers Fonterra Auckland Council ASB Bank ANZ Bank SkyCity Vector Mercury Ports of Auckland Warehouse Group Z Energy Fisher & Paykel Healthcare Contact Energy Infratil Auckland Airport Genesis Energy Sanford's Summerset Group Ryman Healthcare Delegat Group Sky Network TV Heartland Bank Stride Property Seeka Ltd Sanitarium Health Foods Metlifecare Trade me Chorus Foley Wines Ltd Arvida Group Oceania Healthcare Vital Healthcare Property Trust My Food Bag Group Comvita, Marlin Global EBOS Group Ltd SKYTV Kiwi Property Group Opus International Heartland Bnk Abano Healthcare Steel & Tube Holdings Woolworths NZ Countdaown Supermarkets Foodstuffs NZ Atradius Baileys Real Estate Carter Hold Harvey Freightways Ltd St John NZ Datacom Kiwibank Watercare Services

Turners Automotive Group Smith City SeaDragon Renaisance Corporation PushPay Holdings Michael Hill International Briscoe Group Cavalier Corporation

Who else do you know?

To identify the companies that are the players on the North Shore look at all the companies that collectively we deal with on a monthly basis. We get power bills, water rates, telephone bills etc. When we drive about make a list of all the advertising you see on company vehicles.

Who are the main targets there? Think about family business.

INDIVIDUALS & TRUSTS

Who do you know that may know someone you don't?

Individuals will be easier to make contact with. Trusts will be more complicated. The idea is to do this when you are free thinking and that is usually in the morning. If you have contact details then add those also.

Suggestion received: Give a Little and GoFundMe. Imagine the collective energy of a thousand smaller donations over the next two years. As well as targeting the general public, this gives every serviceman or ex servicemen an opportunity where personal circumstance restrict them from a higher level of support. Every donation is a step to success in our goal.

All the information on companies and individuals will be collated and placed on a working spreadsheet which will be produced monthly at the meeting of the Roof Funding Sub Committee RFS. It will also identify company contacts details and Individuals details . This will not be open to public distribution.

DRAFT LETTERS

letters of approach to companies & individuals

EXAMPLE 1

[Your Name] President Birkenhead RSA [Address] [City, Postal Code] [Email Address] [Phone Number]

[Date]

[Recipient's Name] [Recipient's Title] [Company Name] [Company Address] [City, Postal Code]

Dear [Recipient's Name],

I hope this letter finds you well. My name is [Your Name], and I am the President of the Birkenhead RSA. Our organization has been a cornerstone of our community for many years, providing support and camaraderie to veterans and their families. Today, I am reaching out to you with an important initiative that requires your support.

We are embarking on a Roof Funding Drive to raise money for a new roof over our entire building. This project is crucial as it will ensure the safety and comfort of our members and visitors, allowing us to continue our valuable work in the community. The current roof is in dire need of replacement, and without your help, we may not be able to proceed with this essential renovation.

The RSA offers numerous benefits to its members, including exclusive discounts from various retailers, access to welfare and pensions advice, social and sporting opportunities, and much more. By supporting our Roof Funding Drive, you will not only contribute to the preservation of a vital community resource but also help us continue to provide these benefits to our members.

We believe that your company's contribution can make a substantial difference in reaching our fundraising goal. Any amount you can provide will be greatly appreciated and will go directly towards the roof replacement project. In return, we would be honoured to recognize your support in our newsletters, on our website, and at our events.

Thank you for considering our request. We look forward to the possibility of partnering with you to make this project a reality. Please feel free to contact me at [Your Phone Number] or [Your Email Address] if you have any questions or require further information.

With sincere gratitude,

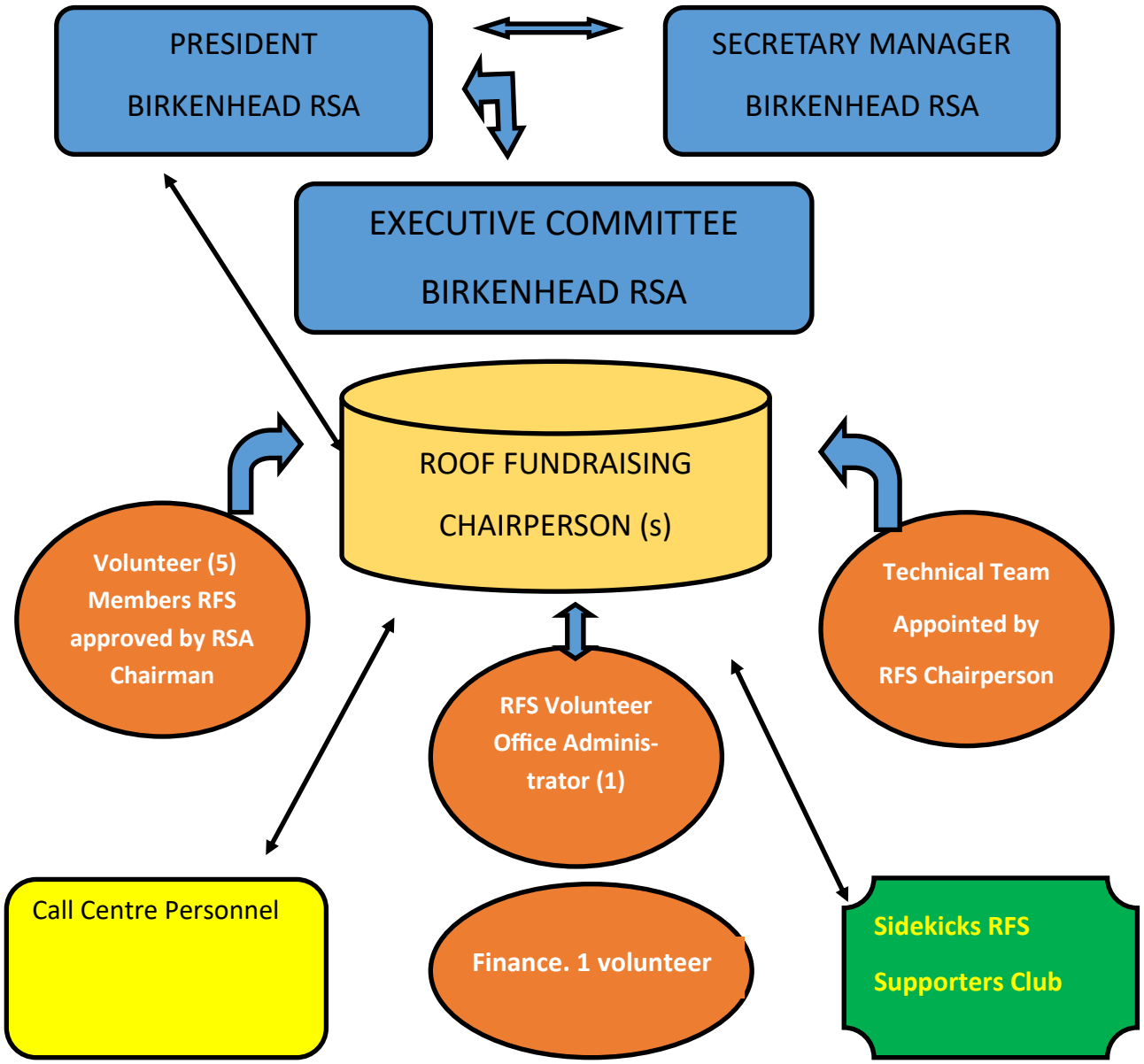
[Your Name] President Birkenhead RSA

Various elements can be introduced into letters depending on the nature of the service the recipient carries out. For electrical companies we can mention Solar Panels be installed and the extra benefit of that to the club. Can you think of many other benefits and related recipients?

It is interesting just how many ways we can ask for something. Whether the document is formal, semi formal or informal may depend on the strength of the addressee and likely impact on the recipient.

RFS OPERATIONAL TEAM

Who fills the positions. Who reports to who!



Administration

_____-

Finance

_____-

RFS Committee

_____

_____

_____

_____

_____

_____

_____

Technical

_____

_____

_____

_____

_____

_____

UPDATE DATE:

DUTIES OF CHAIRPERSON

This is a general list of duties and responsibilities only.
This will Change as the RFS committee beds in.

Chairperson

Responsible to the President for the general maintenance and management of the drive for funding for the replacement/refurbishment of Birkenhead RSA roof.

1. Chair monthly meeting of the Roof Fundraising Committee (RFS)

2. Allocate positions of the sub committee when there is a need for personnel change.

3. Approve minor payments from the FRS account to cover costs of implementing approved fund raising activities.

4. Approve the current funding statement from the monthly RFS meeting and present this to the Executive at the monthly meeting of the Executive.

5. Approve all letters and communications that are sent out to potential contributors.

6. Answer all queries from the Birkenhead RSA President and RSA Manager.

7. Arrange for the upkeep of the contribution board showing current status of fundraising.

8. Meet with sponsors to promote the fund raising drive.

9. Answer all questions related to the RFS and it's activities.

10. Adjust monthly Targets to keep the fundraising effort relevant and ahead of increasing costs.

11. Support approved funding activities by being physically visible along its execution.

12. Report status of the fund to members at the AGM

It is integral for the RFS to remain and retain it's members even through changes to the Executive via Annual or Emergency General Meetings. The Chair must be a Vice President or both Vice Presidents but the President retains the right to appoint the Chairperson best suited the demands at a given period of time.

All appointees to the RFS must be fully paid up RSA members.

GUIDE FOR RFS COMMITTEE

Duty of Care to those that wish to participate

Appointed members to any or all committees must have a fair idea of what will be required of them. The RFS is not a sit down job . Without the commitment to physical activity in support of initiatives that are running hot and strong the fire will go out quickly. When this happens the remaining members can be left high and dry and the initiative will fail.

Appointed RFS Member

1. Attend all monthly meetings of the Roof Fundraising Sub Committee.
2. Present all initiatives that have been received from club members including a report on how the initiative will operate and what personnel may be involved.
3. Hear initiatives at committee and discuss the merits in an open and transparent way that allows for quick decisions and outcomes.
4. Will be appointed to various initiatives and may be given a leadership role in initiatives as skill levels become evident. Be an active participant throughout the tenure of RFS.
5. Will be able to respond to questions from Club members. This requires quiet purpose and patience. Every initiative will have detractors.
6. Be available via online communications and preferably have a home printer.
7. Keep all communication within the RFS committee. The Chair is Lead.

NB: A template is available to members who have ideas and wish to submit their ideas openly or anonymously.

Keep a high level of enthusiasm to the task at hand. There will be periods when the RFS does not achieve, relevant to effort. However, that effort will be your reward further down by keeping the faith.

PRIVATE MEMBERS SUBMISSION

My idea for fundraising

My Idea for Fundraising

How it Works

Who is the Target Sponsor

How Many Volunteers should be Involved ……..

I am willing to be involved **YES** **NO**

I think the Positive Aspects are:

I See the Negative Aspects as:

Members Name: **Contact** **Membership No**

I wish to remain Anonymous **YES** **NO**

Fundraising Initiatives should raise a little money often

Or a large amount occasionally.

GET TO KNOW US

Birkenhead RSA services and benefits

To understand why the Birkenhead Returned and Services Association feels the need to reach out to you today we should explain who we are and what role we play in the world and in our North Shore community. The RSA is not simply a safe harbour for our veterans and serving members but opens its doors to the civilian population who believe the club resonates with their own sense of duty of personal and family honour, pride of country, commitment to support and remembrance, and who so often have their own family story of wars and sacrifice in other lands and for other countries.

1. **Honouring Service:** The Birkenhead RSA stands as a tribute to those who have served their country in times of war and peace, providing a space for us to commemorate their sacrifice.
2. **Sense of Community:** Joining the RSA offers a chance to connect with like-minded individuals who share a common interest in military history and camaraderie.
3. **Members participate** in various social gatherings, fostering new friends and support networks.
4. **Welfare Support:** The Birkenhead RSA provides welfare assistance to veterans and their families.
5. **Anzac Day:** Service personnel and associate club members alike come together annually to be a part of this significant memorial service, contributing to the remembrance of fallen soldiers.
6. **Advocacy:** The RSA advocates for the interest and rights of veterans, ensuring their voices are heard on important issues.
7. **Sporting Opportunities:** RSA members have access to a range of sport within the club structure. All members have access to these sectors and are encouraged to participate as a way of broadening their friendships inside the organisation.
8. **Volunteer Opportunities:** Members contribute their time and skills to efforts and initiatives that support veterans and the broader community.
9. **Family Haven:** The Birkenhead RSA welcomes families, offering a safe and inclusive environment for people of all ages.
10. **Support for PTSD and Mental Health:** The Birkenhead RSA actively supports mental health initiatives, offering assistance and understanding to those affected.
11. The RSA has a full year of **music and dance,** all programmed to allow members to have that ever important time out from a gadget driven society and dance the nights away. Few venues exist today that provide this activity.
12. **Hall Hire:** The clubrooms have spaces that can be hired out to members and the community as a whole to host their own functions and activities.
13. The Birkenhead RSA supports the **catering contractor** to the club, providing excellent cooking facilities from which to serve our members and friends.
14. The **volunteer driver pool** is essential for getting our ailing members to their hospital or specialist appointments across Auckland. The Birkenhead RSA is actively seeking sponsors for replacement vehicle (or two) and would like to talk to anyone that can help in this regard. We are not seeking new vehicles.
15. The Birkenhead RSA has a **formal management structure supported by a Governance committee.** Total volunteer hours would exceed the total staff hours by at least 4 times. This is our personal commitment to the ongoing success of the club to members, young and old.