



Alternative Revenue Sources



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Legion Business Models

The Legion is comprised of two business models:

1) Service Organization:

- Service to Veterans, their families and the community along with conducting the annual Poppy Campaign and Remembrance.

2) Revenue based business:

- A revenue based business that is designed to deliver profits which allows for sustained on going operational requirements.

Revenue Business Models

Legion Branches focuses it's revenue on these main sources



Food & Beverage



Raffles



Meat Draws



Bingo



Entertainment



Facility Rentals

Additional Revenue Streams

- Campgrounds
- Firewood Sales
- Cabin Rentals
- Parking Rentals
- Kitchen Leases
- Farmers Markets
- Festivals
- Metal Recycling
- Bottle Drives
- Thrift Store

Alternative Revenue Giving

What is alternative revenue giving?

Alternative revenue giving refers to **non-traditional methods of generating income** for nonprofit organizations, outside of standard government grants. It focuses on creative, **sustainable revenue streams** that also align with organizations goals.

Alternative Giving

What does alternative giving look like?



**One-time Gifts
(donations)**



Bequests & Wills

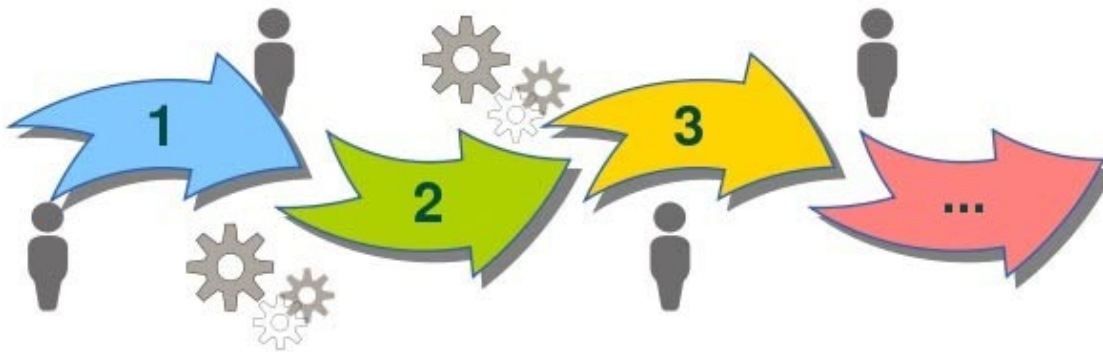


Monthly Giving



**Corporate &
Community Partnerships**

Key to Success is Following a Proven Plan and Process



Cultivating the Relationship

This involves:

- Building a genuine connection
- Showing appreciation
- Keeping donors informed and engaged

The Ask

When asking for a donation for Legion, keep your request:

- **Clear**
- **Direct**
- **Compelling**

Start with Gratitude

"We sincerely appreciate the ongoing support "you / company or our community" has shown for the Royal Canadian Legion and our mission to serve veterans, their families, and our community."

State the Need Clearly

"Our branch is currently facing operational challenges, and to continue providing essential services, including veteran support programs, community outreach, and maintaining our facilities, we are seeking financial contributions from generous supporters like you."

Make the Ask

"Would you consider making a one-time donation of \$50, \$100, or any amount that is meaningful to you? Every contribution helps us sustain our vital programs and keep our doors open to those who need us most."

Provide Easy Ways to Donate

"Donations can be made in person, by mailing a cheque, or through our online donation portal at [website link]. We can also arrange to pick up a donation at your convenience."

End on a Positive Note

"Your generosity makes a real difference in the lives of veterans and our community. Thank you for your support, we truly appreciate it!"



Thank You!

Types of Donations

Financial Donations:



Memorial Donations

A donation made in memory of a veteran or loved one



Corporate Contributions

Businesses providing a lump sum donation to support veterans or community programs



Monetary Gifts

A one-time cash donation to your local branch

Types of Donations

Goods & Supplies:



Raffle or Auction Items

Donations of items for fundraising events



Food & Beverage

Contributing supplies for events or supporting the Legion's kitchen.



Equipment & Furniture

Donating office supplies, chairs, tables, or sound systems.



Poppy Campaign Materials

Providing printing or promotional support for the annual campaign.

Types of Donations

One-Time Service Contributions:



Trades & Contractors

Electricians, plumbers, and carpenters may donate their services for repairs or renovations.



Professionals

Lawyers, accountants, or marketing specialists may offer free services.



Local Media & Printers

Companies may provide free advertising, printing, or promotional materials for Legion events.

Monthly Giving

Setting up a monthly cash donation to a branch can be done in several ways. Here are some best approaches to ensure convenience for both donors and the branch:

- *Online Monthly Giving (credit card)*
- *Direct Bank Transfer (preauthorized debit)*
- *Post dated cheques*
- *Payroll deduction programs*

Monthly Giving

To increase participation, consider the following:

- “Friends of the Legion” program
- Buy a brick for the patio upgrade
- Powerup The Community

Bequests & Wills



Jobina “Ena” Dina Vermerris

Corporate Sponsorships and Donations



Community Partnerships



BC INTERIOR
**COMMUNITY
FOUNDATION**

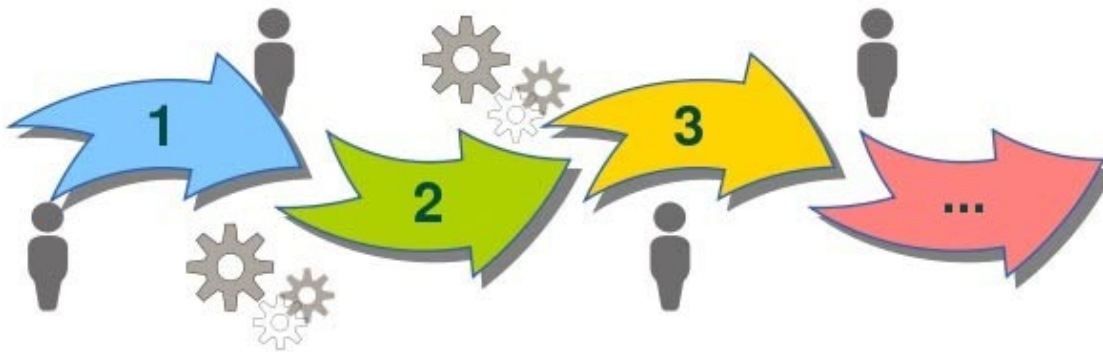
Forever Giving. Forever Grateful.



Kamloops Royal Canadian Legion Branch 52 secretary Brenda Thomson (right) and president Daniel Martin are looking forward to meeting new people at their 425 Lansdowne St. location downtown.

Photo: Dave Eagles/Kamloops This Week

Key to Success is Following a Proven Plan and Process



Corporate Sponsorships



Legion Foundation
BC/Yukon Command



Wealth Management
PH&N Investment Counsel



BC & ALBERTA GUIDE DOGS
GUIDE DOGS • AUTISM SERVICE DOGS • OSI-PTSD SERVICE DOGS



Thank You!

