

CLUB SAKE NON-PROFIT HANDBOOK

Version 0.4, 04/29/2009

Chapter 1. Important Implications of Club SAKE's 501(c)(3) Non-Profit Status

Per IRS regulations, all monetary contributions made to Club SAKE count toward the Club's official income, and must be properly tracked in the Club's financial records. For this reason, it is important to have a set of guidelines regarding donations, sponsorship, and fundraising. These guidelines, which cover the solicitation, acceptance, acknowledgement, administration, allocation, spending and monitoring of donations, will be listed in Chapter 2.

Each team officially registered under Club SAKE is considered as part of Club SAKE, the non-profit organization. Therefore, the names and financial dealings of each team must be guarded with the same rules that apply to the Club. EXCEPTION: Survivor SAKE, as a dragon boat program of and funded by Team Survivor Northwest (a 501(c)3 non-profit organization), is exempt from Club SAKE Donation, Sponsorship and Fundraising Guidelines when acting as a part of Team Survivor Northwest. However, whenever Survivor SAKE or Survivor SAKE member(s) act as a part of Club SAKE, all pertinent Club SAKE regulations should still apply.

The non-profit status also prohibits Club SAKE (and each team under Club SAKE) from conducting certain activities. They include, but are not limited to:

- 1 Business activities that are not related to the mission and goals of Club SAKE. Exceptions include infrequently occurring business (such as a yearly fundraiser), volunteer-handled business, and sales of donated items.
- 2 Excessive spending on political lobbying to the legislators and/or the public.
- 3 Lobbying for or against candidates for public offices.
- 4 Using donated funds for excessive self-benefit to individual donors. (You cannot be your own charity.)

If you need more details on these restrictions, or if you have any suspicion that your team's activities may be in violation of these rules, please clarify it with the Club Board.

The Club Treasurer is the de facto point of contact for the issues covered in this handbook. In the event that the Club Treasurer is not available, the Club President becomes the de facto point of contact.

The Club Board of Directors maintains the right to amend, modify or interpret any and all policies contained within this handbook.

Chapter 2. Donation, Sponsorship, and Fundraising Guidelines

Section 1. Types of Donation

According to IRS regulation, there are three types of tax-deductible donations that Club SAKE can receive as a 501(c)3 non-profit organization:

1. Cash.
2. In-kind (donation of goods).
3. Quid Pro Quo (donations with gifts in return, such as sales/auctions).

Time or services can never count as tax-deductible donations.

Retail discounts are not donations unless the final price for Club SAKE is lower than the original purchase price paid by the retailer, in which case the difference counts as donation.

Section 2. Club-Wide Donations

Donations can be made toward the Club general operation fund (by default), or a specific club-wide program that fits with the stated mission and goals of the Club. Here is a non-exhaustive list of suggested programs:

1. Club equipment, such as dragon boat, boat repair and maintenance, paddles and PFDs.
2. Racing expenses for a club-wide racing team, either competitive or recreational, such as registration fee and travel expenses.
3. Club clothing, either for racing or non-racing.
4. Public relation and marketing expenses.
5. Rental cost for a club house or office.
6. Community team or other special programs.
7. Scholarship program for paddlers who are financially in need.

Donations toward the Club will be recognized and rewarded on the Club level.

Section 3. Team-Specific Donations

3.1. Overview

Club Sake's goal is to promote the sport of dragon boating in the community, and, in order to enable the teams to participate in the sport, the club pays substantial expenses such as boat purchase and maintenance, insurance, and moorage fees. Therefore, members are encouraged to make unrestricted donations to the club—time, money and community support. But, each team is a part of Club Sake and thus entitled to receive tax deductible charitable donations. So, financial donations can be designated to one of the registered teams under Club SAKE. However, in order to maintain our tax-deductible charity status with the IRS, the club and the teams all need to comply with all IRS regulations pertaining to charities, which particularly affect how donations designated to specific teams can be spent by the teams. And, if the donation is made in the name of Club Sake and the Board

decides that the donation needs to be used by the club instead of the team, the Board has the right to either refuse or return the donation if the individual donor objects to it being used by the club, use it for the club if the individual is willing to change the designation, or, if it has been given by a company without restriction to a specific team, use it for club expenses.

Since the general operation of the Club is essential to the existence of each team, a "taxation" system is hereby established to guarantee the healthy growth of the Club and to avoid potential abuse of the Club non-profit status. Club taxation means that the Club will allocate only up to a maximum amount of the total donations to a team. See Section 3.3 for details.

Personal gifts (in cash or goods) toward one or more members of a specific team, assuming they are not made under the team's Club SAKE affiliation, are not considered as donations to Club SAKE, and not eligible for tax-deduction benefits. The administration of such gifts is the responsibility of the team.

Team-specific donations may or may not receive recognition and reward on the Club level. The team is responsible for offering team-level recognition and reward to the donors in accordance with all pertinent regulations.

If a major donation is proposed that intends to benefit both the team specifically and the Club in general, the team and the Club Board should engage in a discussion on the specific terms of the donation. In this case, the club taxation formula and the sponsorship program may be altered to reflect the division of benefits between the team and the Club.

3.2. Donation Process

Each team is responsible for collecting team-specific donations and submitting all information and all cash and check donations to the Club Treasurer. The Club and the team must have identical and detailed records of the donations as well as their spending. The team also needs to work with the Club to obtain all necessary receipts for the donors (see Section 4.2 for additional details). The Club Treasurer will keep separate bookkeeping records for each team given team specific donations.

1. Cash donation: cash donations must be made to Club SAKE. If the donor asks that the donation be use for a specific team, Club SAKE will hold the funds until the team submits a bill or receipt for reimbursement or dispersion to be paid by the Club Treasurer.
2. In-kind donation (goods): Donation amount is the fair market value of the item, or the amount paid by the donor to purchase it.
3. Quid Pro Quo donation (with gifts in return): All cash donations must be made to Club SAKE. The donations must be submitted to the Club together with paperwork explaining the gifts in return. If the donor asks that the donation be use for a specific team, Club SAKE will hold the funds until the team submits a bill or receipt for reimbursement or dispersion. If the gifts are donated, they should be reported separately as in-kind donations.

The team must forward all donations to the Club in a timely fashion: No later than July 31st for donations received by June 30th, and no later than December 31st for donations received after June 30th.

The Club Board reserves the right to examine and reject a team's request for reimbursement or dispersion if the request does not fit with the original intention of the donation, or if the request violates any Club or IRS regulation.

3.3. Annual Allotment and Club Taxation

Each team may receive a portion of a donation made to Club Sake if it is designated for that particular team or teams as long as the funds will be used in accordance with Club rules and IRS regulations. Since the club provides substantial financial assistance to the teams, there is

a tax by the club on the total annual donations specified for a team over a calendar year, allowing only a certain maximum to be allocated to a team. The maximum, annual allocation to specific teams is 75% from individual, non-matching company or fundraising contributions, and 50% from matching funds from a company for either a cash donation match or a payment in kind for a match for time, unless there is approval of the Board of Directors to make an exception to this rule, preferably in advance.

To ensure that there will be no misuse of funds, any allocation for the benefit of a specific team shall be made in payment only of specific bills or receipts presented to the Club Treasurer. Whenever possible, teams are encouraged to have the Club Treasurer pay the outside payee directly rather than reimburse an individual club member. If the donation will not be used promptly, the Treasurer will keep separate the team funds from the club funds, e.g., by opening a separate savings account or by internal bookkeeping, to have those funds available to the designated team when requested. If the expense request is greater than the team's accumulated donated funds, the club will neither pay the difference nor provide a loan to pay the difference. If the funds are not used by the end of the calendar year in which they were received, the team will be given notice that they will be given one more calendar year to use the funds. If the funds are not used by the end of the calendar year following the year in which they were received, they will be re-allocated to the club. Any disputes between the team and the Club Treasurer will be resolved by the Board of Directors.

Examples of expenses eligible for use of team specific funds include, but are not limited to the following: team race registration fees, team specific supplies (banners, tents, paddles, GPS or timer units, uniforms, etc.), boat rentals from outside sources, team advertising and recruiting, and club scholarships for needy individuals (other than the individual or his/her family who made the donation or in whose name the donation was made) for annual club dues or for race expenses, including fees and transportation. However, any equipment donated or purchased is and remains the property of the club and must be returned to the club when it is no longer used by the original team for which it was purchased.

In the following examples, the word "donor" is used to designate the member and his/her relatives who made the donation or in whose name the donation was made. Examples of expenses that are not eligible include, but are not limited to: dues or race fees for only the donor, travel or other race expenses for only the donor, equipment for only the donor, meals including team dinners for only the donor. (You cannot be your own charity.) Important IRS information explaining the limitations of self-benefit on donations is included in its Tax Form 990-EZ Instructions for 501(c)(3) charitable organizations.

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Form 990-EZ Instructions 20080822

Benefits have a nominal or insubstantial value if the organization informs patrons how much of

their payment is a deductible contribution, and either:

- (1) The fair market value of all of the benefits received in connection with the payment is not more than 2% of the payment or \$91, whichever is less, or
- (2) The payment is \$45.50 or more and the only benefits received in connection with the payment are token items (bookmarks, calendars, key chains, mugs, posters, T-shirts,

etc.) bearing the organization's name or logo. The cost to the organization (as opposed to fair market value) of all benefits received by a donor must, in the aggregate, be \$9.10 or less.

The maximum dollar amounts that can be used by a specific team will not be limited for team expenses that do not directly benefit the individual donor. However, the maximum for other expenses for any activity that benefits the individual donor, whether the donation is made by an individual, his/her family, his/her business or his/her company to match a particular individual's contribution of either money or time, will depend upon the size of the donation and how many members participate in the event.

3.3.1 Donations from Fundraising Activities by a Team or from a Company, Unassociated with any Individual Club Members, which Designates the Donation for a Specific Team:

There is no limitation on the maximum amounts of dollars that can be used from the donation percentage allocated to the team for team eligible expenses.

Example 1: A team holds a fundraiser, receiving tax deductible donations made to the club, designated for the team. The team applies to the club to use its maximum of 75% of the donations for travel expenses and race fees for its own team for a race in California. This would be approved except for any portion of the funds that were donated from the team members themselves or their families if they were participating in the event (those donations would fall into the next category, 3.3.2).

Example 2: A team holds a fundraiser, receiving tax deductible donations made to the club, designated for the team to buy special paddles with team decals. The club would approve the purchase using up to 75% of the donations, but the paddles would be the property of the club and used by other club members when no longer used by the original team.

Example 3: A team holds a fundraiser, receiving cash contributions that are not tax-deductible. All of the funds can be used in any manner that the team wishes.

3.3.2 Cash or Property Donation from an Individual

A donation from an individual cannot be used in a way that violates the IRS rules of maximum self benefit to the individual of the lesser of \$91 or 2% of the donation, so that imposes limits on how the donation percentage designated for specific teams may be used.

Example 1: An individual donates \$300 to the club to purchase a GPS unit for the use of one team. Up to \$225 (75% of \$300) could be used by the team to buy the unit. The team's captain keeps the unit for one season, then, retires. The team passes the unit to the next captain for the next season. The team purchases a better unit the following year. The team must return the original unit to the club when it no longer uses it.

Example 2: A team decides to go to the Netherlands for a race and each member contributes \$2,000 to the club designated for his/her own team for the event. A maximum of \$40 (2% of \$2,000) from each could be used to pay for transportation costs or race fees for them as individuals. If only 1 individual contributed \$2,000 and 20 team members went, a total of \$800 (2% of \$2,000 x 20) could be allocated to the team (not the individual) for the event. This also applies to any team race fees, food supplies, or other activity expenses where the individual donor is a participant who receives personal benefit from the activity.

Example 3: An individual donates \$500 to be designated as a scholarship for a needy teammate for club dues and race expenses. If approved in advance by the team and the Board, \$375 could be paid for the needy member.

3.3.3 Cash Donation from a Company to Match an Individual's Donation of Cash or Goods

The donor in whose name the match is made may allocate up to 50% of the donation to a team or teams in a manner identical to 3.3.2.

Example: An individual donates \$150 and receives a matching donation of \$150 and asks that the maximum be allocated to a team. The maximum of \$112.50 (75% of \$150) of his/her donation and \$75 (50% of \$150) of the company match can be allocated to the team. The team requests that the funds be used for race expenses, such as race fees or food at the race. If the donor does not participate at the event, all of the allocation may be used for the event. But (a) if the donor participates at the event and 23 other teammates also participate, only \$144 (2% times \$300 times 24 people) can be used and the remainder of the donation must not be used for any future event in which the donor receives some benefit; or, (b) if a total of 40 participate, only \$240 can be used, and again, no remainder can be used for any future event in which the donor participates, or (c) if the donor participates at the event and 23 other teammates, but only \$48 is used for the food, then, the donor's share is \$2 (1/24 of \$48) and the remaining funds may be used for other events until the donor's share reaches a maximum of \$6 (2% times \$300). Any remaining team funds can be used by the team for team equipment or for eligible events in which the donor does not participate.

3.3.4 Cash Donation from a Company for Volunteer Time of a Company Employee

If the payment is for volunteer time for overall club activities, such as serving in an administrative position on the Board, working at a club boat repair clinic, volunteering to staff at the Seattle race, or helping recruit members for the club at large, etc., the entire donation will be allocated to the club.

If the payment is for volunteer time in a position which is required by the club for duties that do not include being a participant on the boat for a specific team, such as administrative duties associated with captaining a team, or for a non-required position such as coaching (teaching, not paddling) for a team (another, not the coach's own team) practice or a race, or for steering or teaching steering (since a certified steersperson is required to take a boat out) for another team's practice (not one's own team and not a race because the steersperson is a participant and eligible for medal recognition), the donor can request a part or all of the portion of the donation, up to a maximum of 50% of the donation, be designated to any team he/she specifies. The donation will be handled in a manner identical to 3.3.2 and 3.3.3.

Example: see Example 2 in 3.3.2 above.

Section 4. Donation Recognition and Sponsorship

4.1. Donation Recognition Overview

Proper recognition of all club-wide donations, regardless of whether they are made under a sponsorship program, is important for maintaining the transparency of operation and for promoting continued support from donors.

Team-specific donations are generally not rewarded on the Club level, but recognition should be made for significant donations toward individual teams.

Club SAKE shall provide an appropriate level of recognition of all donors in its annual report,

member newsletter, website publication, etc.

A non-sponsorship donor can always choose to remain anonymous.

Club SAKE reserves the right to approve or disapprove the use of Club SAKE's name, logo and photos in any public communication about donations to Club SAKE.

No gifts or rewards should be offered to potential donors unless they comply with the policies in this document, or there has been explicit authorization from the Club.

4.2. Receipt Requirements (per IRS regulations)

All Club SAKE donation receipts should be created by the Club Treasurer.

1. Cash donation: A Club SAKE donation receipt for the donor is required for donations of \$250 or more, and highly recommended for donations of any size.

2. In-kind donation (goods): Donation amount is the fair market value of the item, or the amount paid by the donor to purchase it. Donor needs to provide an appraisal or receipt if the amount is over \$250. A Club SAKE donation receipt for the donor is required for donations of \$250 or more, and highly recommended for donations of any size.

3. Quid Pro Quo (with gifts in return): A Club SAKE donation receipt for the donor is required for transactions of \$75 or more, and highly recommended for donations of any size. The gift deductions need to be specified on the receipt.

4.3. Sponsorship

Sponsorship for Club SAKE equipment, events, programs or teams is not automatically implied by donations, and must be agreed upon in advance of the donation. Sponsorship by a corporate, group or individual does not imply the Club's endorsement of the sponsor's products, services, programs or activities.

Team-specific donations cannot count toward sponsorship for Club SAKE. Each team can seek out its own sponsorship, but the Club has no obligation to recognize such sponsorship on the Club level. Sponsorship of an individual team requires prior approval by the Club Board to avoid any regulation violation or conflict of interest.

Sponsorship for Club equipment, an event or program is limited to the specific equipment, event or program, and does not automatically transfer to other aspects of the Club.

Sponsorship toward the Club general operation fund is rewarded according to the Club Sponsorship Program. Individual teams may be required to participate in selected levels of Club Sponsorship Program. See Chapter 3 for details.

Section 5. Fundraising Guidelines

All teams and Club members are encouraged to solicit club-wide donations as well as team-specific donations. Event or program managers are encouraged to seek out opportunities for donations, especially in-kind donations (goods). Common courtesy is essential when actively soliciting donations from corporations, groups or individuals.

Survivor SAKE, as part of Team Survivor Northwest, is exempt from fundraising for Club SAKE. However, Survivor SAKE members are encouraged to participate in Club SAKE fundraising activities as Club SAKE members.

5.1. Restrictions

Donations to Club SAKE must always support the Club's mission, vision and values. The Club's activities and programs must not be dictated or altered by donors.

Club SAKE cannot accept donations from corporations, groups, or individuals whose principles or conducts conflict with those of the Club.

Per IRS regulation, no donation can be made to programs that directly benefit the donor or the donor's family members. For Club SAKE, this means that a Club member or the member's family cannot make donations that specifically benefit a small subset of the Club or the team if the member is included in the subset. General donations toward the Club or a team is allowed. The Club Board reserves the right to review questionable situations on a case-by-case basis.

The IRS has strict rules over business activities (such as sales and auctions) not related to a non-profit organization's charter. If you plan to conduct such activities under the name of Club SAKE or a team under Club SAKE, please consult the Club Board for details. (In general, an annual fundraising auction or sales event that does not compete with regular for-profit businesses is allowed.)

5.2. Approval Requirements

Contact with the media for the purpose of fundraising can only be made by the Club Board or persons specifically appointed by the Club Board. Media inquiries should be redirected to the Club Board.

Any publicity material (such as handout, brochure, poster, email or webpage) used for fundraising in the name of Club SAKE or a team under Club SAKE requires prior approval from the Club Board. Teams and members are encouraged to utilize fundraising materials and languages designed by the Club.

Any major fundraising event in the name of Club SAKE or a team under Club SAKE requires prior approval from the Club Board. Please submit a detailed event plan and allow enough time for discussion and approval.

Each team should keep the Club Treasurer informed of any fundraising activity that targets a corporation, group or individual through public channels. If possible, prior approval should be acquired before approaching the potential donor. This is to avoid any competitive situation where multiple teams approach the same target to seek donations.

The Club will not reimburse any Club member for costs incurred by fundraising (such as transportation and meals), unless there is explicit approval from the Club Board and the donation is club-wide (not team-specific).

The Club Board should make every effort to respond to all approval requests in a timely fashion (recommended turnaround time: within 2 weeks). Email and phone communication is sufficient for most approval requests. If due to major concerns a meeting is needed, the recommended turnaround time is within one month.

5.3. Club Fundraising Activities

The Club Board or a Club-appointed committee should organize club-wide fundraising activities on a regular basis; an annual fundraising drive or event is recommended.

Club members are always encouraged and may be expected to participate in club fundraising activities as volunteers. Volunteer duties at club fundraising activities can be managed in the same way as volunteer duties for other club programs.

Fundraisers are encouraged to pay attention to and take advantage of company matching opportunities, either cash-for-cash or cash-for-time.

Section 6. Personnel and Monitoring System

The Club Treasurer is in charge of tracking and monitoring all donations to Club SAKE and all fundraising activities throughout the year. The Club Communication Manager and Equipment Manager are responsible for carrying out the relevant terms in the Club Sponsorship Program.

The Club Board and Club Extended Board shall review the fundraising, donation and sponsorship situation at each meeting, and make adjustments as appropriate.

A summary of the Club financial information should be reported to all members after the end of each calendar year, and available to the general public upon inquiry. Important financial information should also be communicated to Club members periodically throughout the year.

The team captains are responsible for making sure that all team-specific donations are put to their intended use. Each team shall designate one or more team members as Fundraising Manager(s), who may or may not be the team captains or treasurer. The Fundraising Manager(s) are in charge of keeping the Club Treasurer informed of team fundraising activities, ensuring the proper application of all Club policies, and doing the required paperwork for all team-specific donations.

For donations toward Club equipment, an event or program, the equipment/event/program manager needs to work with the Club Treasurer to collect the donations and monitor their proper use.

For any major fundraising event in the name of Club SAKE or a team under Club SAKE, the event organizer must work closely with the Club Board throughout the process to ensure that everything follows all applicable guidelines.

Should fundraising-related issues arise, the Club Board may call for a meeting with the Fundraising Manager(s) from each team.

Chapter 3. Club SAKE Sponsorship Program

The Club SAKE Sponsorship Program is designed to provide a consistent model for recognizing and rewarding major donations that support Club SAKE's general operation. Donations toward a specific equipment, event, program or team will be recognized in that context only, and do not count toward the Sponsorship Program.

The Program is open to all corporations, groups and individuals that support Club SAKE's mission, values, rules and regulations. The Club Board reserves the right to reject sponsorship offers on reasonable ground, or alter the program terms based on practical considerations.

The Sponsorship Program has four designated categories of recognition based on the level of support provided to Club SAKE in a given calendar year. Each level of recognition is valid for one calendar year, either Jan-Dec or Jul-Jun.

Bronze Sponsor: \$100-\$499

- Sponsor logo/name and link to sponsor's website on Club SAKE's website.
- Acknowledgment in Club SAKE's annual report and member newsletter.

Silver Sponsor: \$500-\$999

All Bronze level benefits plus:

- Sponsor logo/name on all Club SAKE publicity materials.
- Opportunities for sponsor to market at Club SAKE event.

Gold Sponsor: \$1,000-\$1,999

All Silver level benefits plus:

- Prominent placement of sponsor logo/name on Club SAKE website and publicity materials.
- Decal or banner carrying sponsor logo/name provided to each team for race site displaying (whenever possible).
- Discounts on Club SAKE membership for employees or members of sponsor.

Platinum Sponsor : \$2,000 and above

All Gold level benefits plus:

- Top placement of sponsor logo/name on Club SAKE website and publicity materials.
- Sponsor logo/name displayed on the side of a Club SAKE dragon boat.

Chapter 4. Paperwork

Club SAKE Donation Tracking Form

Duplicated between Club Treasurer and team Fundraising Manager, event/program manager, or another person of contact. Information include:

Donor (Corporate/Group/Individual)
Donation Date
Donation Type (Cash/In-kind/Quid Pro Quo)
Donation Description
Donation Amount
Gift Deduction (Quid Pro Quo)
Fund Designation (club program or team)
Date of Submission to Club
Date of Reimbursement/Dispersion (Cash/Quid Pro Quo)
Receipt Given to Donor? (Y/N)
Detail/Plan of Spending

Club SAKE Donation Receipt (for tax purpose)

Fundraising Event Proposal / Report Form

These forms apply to fundraising events organized by the Club Board, a team, or a Club member.

The proposal form needs to be submitted for approval before the event.

The report form is for debriefing after the event.

It is important for the club to maintain records on all fundraising events and their outcomes for future references.

Team Fundraising Annual Report Form

For informational purpose, to be submitted by each team at the end of each year, summarizing major fundraising targets and activities for the year.

Club SAKE Annual Financial Report Format

To be completed by the Club Treasurer at the beginning of the following year. It will be distributed to all Club members. It will be available to the general public upon inquiry.

Chapter 5. Standard Texts

Club SAKE Fundraising Letter (Sample)

Club SAKE is a 501(c)(3) non-profit dragon boat club based in Seattle. The mission of the club is to encourage amateur athletes to develop physically, mentally and emotionally through local, national and international competition.

Formed in 1996, Club SAKE has grown to over 200 members and six teams: Team Sake, Absolut Sake, Hot Sake, Sakeccino (a Starbucks sponsored team), Vintage Sake (our Masters team with members of age 40 and above), Habu Sake (associated with Group Health Cooperative) and Survivor Sake (a women's cancer survivor team, also part of Team Survivor Northwest).

Originated from an ancient Chinese tradition, dragon boat racing is one of the fastest-growing recreational sports in the world. Today dragon boating has more than 2 million participants in over 40 countries, and dragon boat races are held all over the world. Dragon boating promotes physical fitness, sense of community, passion and friendship in a team-oriented environment. Almost everyone can do dragon boating, and do it well – There are teams consisting of blind paddlers, deaf paddlers, high school students, grandparents, cancer survivors, and people from all walks of life.

Club SAKE is dedicated to advocating the diverse, inclusive and fun spirit of dragon boating. We create a welcoming and supportive environment for anyone who is interested in doing dragon boating. As a non-profit organization, we provide scholarships and tiered levels of membership fees so that more people have access to the opportunities available to our members. We are also in the process of contacting local communities to organize a high school team, which will be the first of its kind in Seattle.

While our membership fees cover the basic operation cost of the Club, we are in need of additional funds to expand our programs and grow the sport further. We hope you will join us in this effort to raise \$_____ for this year. All contributions are eligible for tax deduction to the full extent allowed by law.

Please see the enclosed brochure for more information about Club SAKE. Thank you for your time, and I hope you'll consider donating to this effort!

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Appendix I. Suggestions and Proposals for the Club

Programs:

- High-school or community dragon boat teams.
- Community fitness outreach / dragon boating trial programs.
- Scholarship programs to pay for club memberships.

Fundraising Events:

- Selling Club SAKE T-shirts, decals, etc. online and at events.
- Contract with local vendors to make paddle covers, dragon boat jewelry, and other dragon boat merchandise.
- Organize an auction event.

Publicity:

- Print business cards/contact cards for members to hand out.
- Distribute brochures at vendors that sell water sports equipment.
- Work with other water sports organizations to get links on their websites. Ask teams and members to have links to Club SAKE website on their own websites.
- Set up a Speaker's Bureau: a group of volunteers who can go out to community organizations and businesses to talk about our club for possible sponsorship.
- Contact the City of Seattle Parks Department about sponsoring demonstration events.
- Work with SCAN (Seattle Community Access Network) to create video Public Service Announcements.
- Work with local media to get coverage on dragon boat events.
- Look into promotion possibilities around the holidays and special occasions.

Club Operation:

- Get a postal mail box instead of using an officer's home address.
- Formalize a database system for tracking donors, fundraising targets (with history information), and media contacts.

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APPENDIX II: LIFETIME MEMBERS

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Albert Ting

Eddie Lee

Koichi Kitazumi

Lesley Blyth

Todd Nishikawa

Troy Nishikawa

2010

Denise Johnson

Peyton Gaunt