

# How to Select a Charity to Support

## Why Associate With a Local Charity and Hold a Fly-in for Charity?

The best answer to the question is, **“Because it is the right thing to do.”**

Organizations that associate with a charity are viewed positively as a community partner by the general public, media, and especially local business and government officials. In fact, there are numerous examples of local flying clubs that have lost their flying field only to have another field provided by local government officials, business leaders, or private citizens as a result of the community goodwill the club had created throughout the years.

Supporting a local charity is a great moral booster for your club, while creating teamwork and camaraderie among club members and their families. Through your charity work, your club will be presented with many new opportunities. You may be able to:

- Create goodwill among members of the community.
- Increase positive awareness for your club and demonstrate RC flying.
- Create local networking opportunities.
- Allow for media coverage opportunities.
- Obtain product and food donations to raffle or sell.
- Increase your club membership.

**At the end of this tutorial there are examples of media coverage (print and TV) positive community responses, promotional event flyers and posters, letters, and even a charity fly-in budget from clubs that received cash rewards by participating in the Club Recognition and Awards Programs.**

## Results of the AMA Club Charity Survey.

The Academy of Model Aeronautics requested each club respond to the club charity survey with the goal of quantifying monetary and product donations given to a local charity during 2008. The following numbers indicate the results of the club charity survey. Although we would have liked 100% response from the clubs whether they support a charity or not, we thank those that responded to the survey.

As we build and communicate the image and value of the Academy of Model Aeronautics brand and hobby on a national level, we need your help, input and response to these requests. We hope the charity survey findings and this “How to Associate with a Local Charity” tutorial will encourage your club to associate with a local charity in 2009 and send us the results. We welcome your 2008 results. Send them to Lois Mock at [loism@modelaircraft.org](mailto:loism@modelaircraft.org).

Of more than 2,400 clubs, 679 clubs responded to our charity survey request.

Of the 679 clubs responding, 191 are associated with a charity and have a fundraising event.

Of the 191 clubs with a charity fundraising event, the combined monetary and product donations amounted to \$409,420 in 2008. The largest one-day fundraising amount raised was \$27,000.

Five years ago, 58 clubs held charity fundraising events so the number of clubs participating has nearly tripled, reaching 191. The amount raised in that period was \$205,700.

Other fundraising results included in the total are dollar values were for collecting food, clothing and toys. These items are important and badly needed items for local charity organizations

### **How to Select a Charity.**

The first place to look for a charity to support is within your club and the membership. There may be members who already have an association with a charity. This could be either through existing charity involvement such as being a board member or volunteer or a necessity such as a family member or friend with a medical illness or disability.

If you need to look beyond your club members for a charity, a good source is the Web site: [www.charity-charities.org](http://www.charity-charities.org). Charities are listed by state, city, and town. Before deciding on a specific charity to support, the club members must be in agreement and must be comfortable with the charity, its mission, and values. It's important to get your charity involved with your club early so it can help with promotion, provide volunteer event staffing, and more.

The following are example listings of charity categories and actual charities supported by AMA clubs.

### **Examples of Charity Categories:**

- Armed Services
- Arts
- Children and Youth
- Community Care and Services
- Cultural
- Education
- Family Welfare
- Health and Medical
- Humane Society and Animal Organizations
- Humanities
- Law Enforcement

Organizations for People with Disabilities  
Religious Organizations  
Social Welfare

**Example of Actual Charities Supported by Clubs:**

Aviation Education Awareness Program  
Civil Air Patrol  
Children of Fallen Soldiers Relief Fund  
Church Organizations  
Big Brother, Big Sisters  
Humane Society  
Domestic Violence  
Boy and Girls Scouts  
Food Pantry  
Foster/Adoption Families  
Goodwill Industries  
Local Emergency Response  
Make A Wish Foundation  
Mayor's Scholarship Fund  
Medical Expenses for a Person with Cancer  
Ronald McDonald House  
Shelter for Victims of Domestic Violence  
Special Olympics  
Toys for Tots  
Veteran's of Foreign War  
YES – Youth Educated in Safety  
Youth Camping Programs

**Sources for Fundraising at Your Event.**

There are many sources for raising money, food, or clothing for donation to your charity.  
The following are common fundraising sources:

Admission is donation only.  
Percentage from ticket sales if there is an admission charge.  
Pilot and/or landing fees.  
Food sales.  
Cash donations during the event.  
Food, clothing and toy drives.  
Raffles with prizes such as donated RC products and products from local businesses.  
Business and vendor sponsorships.

## **Actual Examples of How Two Clubs Hold a Charity Flying Event.**

### **Kitsap Aircraft Radio Control Society # 839 - Port Orchard, Washington.**

On September 13, 2008, we held an Open House requesting either cash donations and or nonperishable foods for admission. Donations were voluntary. We ended up giving the Saint Vincent de Paul store in Bremerton, Washington, \$1,944 in cash and several shopping carts full of food. This cash donation was from funds donated at the gate, sales of donated raffle items, and proceeds from food sold by the local Lions Club.

Earlier in the year, the club made a \$500 cash contribution to the Port Townsend Aero Museum. The museum is heavily involved in bringing troubled youths into its renovation shop and teaching them how to rebuild and maintain light aircraft. The great majority of these kids have had their lives turned around and have gone on to respected positions in the aviation field including some that have become airline pilots. (Perhaps this would be a good story for *Model Aviation*.)

Besides our continuing support for the museum, we are already planning a vastly enlarged Open House for the summer of 2009.

Sincerely,  
Al Franklin  
President, Kitsap Aircraft Radio Control Society # 839  
Port Orchard, Washington

### **Taildraggers RC Club #4555 – Cartersville, Georgia.**

We hold a three-day event in October called the “Georgia War Bird Invasion.” This is a three-day free fall festival. Our flying field is located on the campus of the Community Wesleyan Church. The church encourages us to host this event to help bring more recognition to its facilities. They do not charge us to use their property, but they want us to do this three-day event every year.

It is most unusual for an RC event but I believe it is the secret formula for keeping a flying field. We are surrounded by several subdivisions and not one person complains about our flying activities or noise. Why? It’s simple and I don’t know why more clubs don’t understand or haven’t discovered the value of creating partnership with a charity.

We treat every visitor as royalty. We will throw you out of the club if you do the snob routine. When you join our club you are committed to the neighborhood public relations.

This is how our club plans for the three-day October festival. We advertise in three local papers a week before the event. We place huge yard signs in the ground the week preceding the show. We distribute 6,000 flyers in the preceding months.

Some of the things we offer to the public are three days of Giant Scale war birds in action, carnival rides for all ages, and an oldies car show and motorcycle cruise-in. There is a new car and motorcycle tent sales as well as outdoor church services on Sunday (very popular for the pilots).

There are concession food sales onsite with a fantastic menu of prizes given away all day to the public and the pilots. Emcee announcements non-stop through the entire event. Saturday night there is a free live concert, with a free pig roast and refreshments.

I'm sure I'm forgetting a lot but this is what we do every year, and our neighbors love us! We do not charge landing fees, parking, or any other fees. Everything is absolutely free to the public and the pilots. Where do we get the money? Well, being a non-profit event, with no one charity being favored, we get sponsors from local businesses. We charge \$200 for each sponsor and \$350 for each sponsor vender.

This year we raised more than \$4,500. I have already received a call from a huge car dealership that wants to take over the entire event next year. This is just our third year of running this event. We advertise our sponsors on back of the t-shirts we have made for the event each year.

How much work is this? Tons! Just ask me. As you probably would guess a small number of the membership helps out but the ones who do are the best. This is how you sponsor an RC charity event and keep the community loving you. If you have any questions, please contact me.

Sincerely,  
Peter Oparnica  
President Taildraggers RC Club #4555  
Cartersville, Georgia

## **How to Receive up to \$300 for Your Public Relations Coverage With the AMA Club Recognition and Reward Program.**

Involve your AMA chartered club in support of an activity that is beneficial to a local charity or community activity; receive positive recognition in the form of television coverage, radio coverage, or print coverage; and receive additional recognition and a financial reward from AMA.

It is important, in today's model-aviation environment, that model clubs become a viable part of their communities in a manner to which the general public can relate. Support your favorite local charity or community project and enhance relationships that might someday pay a return in the form of keeping a flying site or establishing a new site.

AMA recognizes the importance of such club activity, supports that concept, and feels strongly that any clubs that take part in such endeavors need to be rewarded and recognized for their efforts.

The program is simple. If your club has received positive newspaper/magazine, radio coverage, or television coverage showcasing its involvement in community events, AMA wants to know about it. For your efforts AMA will recognize your club in *Model Aviation* magazine and reward your club's treasury.

### **How to Qualify for the Club Recognition and Reward Program.**

1. Your club hosts a fun-fly, and all proceeds generated during the event are donated to the local Ronald McDonald House. If your activity and donation are highlighted by a local newspaper/magazine, radio station, or television station, your club qualifies for the AMA Club Recognition and Reward Program.
2. Your club may decide to donate a certain number of man-hours to a park for the purpose of picking up trash along the access road every month. If your club is recognized in a positive manner by the media for its ongoing efforts, you would qualify for the AMA Club Recognition and Reward Program.

**NOTE: This program is not intended for a club that hosts a fun-fly and has that particular event written up in the local newspaper. It is intended for clubs that donate their time, funds, and efforts to their local communities in an effort to "make a difference."**

### **How Cash Awards Are Determined.**

This is how the program works. If your club has been involved in activities such as the ones mentioned above, you will be rewarded on the basis of the type of media exposure you received. Positive newspaper/magazine coverage of your event will garner a reward of \$100. Positive radio and television coverage will garner \$200 and \$300 rewards respectively. Keep in mind that if your club receives coverage in all three media types, you will be reimbursed for the largest of the three dollar amounts.

### **How To Earn Bonus Cash.**

A club can earn up to \$75 in bonus cash if the media coverage includes the following:

1. Academy of Model Aeronautics. It must be spelled or spoken out entirely one time. The use of AMA does not qualify. This is a strategy to create and increase awareness for our complete name and reduce confusion with other organizations that use identical initials such as the American Medical Association, American Motorcycle Association, etc.
2. Including the Academy of Model Aeronautics Web site: [www.modelaircraft.org](http://www.modelaircraft.org).
3. Including the Park Pilot Program Web site: [www.theparkpilot.org](http://www.theparkpilot.org).

### **How to Apply for the Club Recognition and Reward Program.**

All your club has to do is complete the form found on our Web site and mail it along with verification of the publicity received by either including the original newspaper/magazine or tape, CD or DVD of the radio airing or television broadcast.

*Keep in mind that AMA only has a specific dollar amount budgeted for this program each year. It is based on a first-come, first-served basis, and no application will be held until the following year for reward.*

**For addition questions contact Erin Dobbs, Programs Coordinator, at (765) 287-1256, extension 272. Return the Club Recognition and Reward Program form to:**

Erin Dobbs  
Programs Coordinator  
Academy of Model Aeronautics  
5161 E. Memorial Dr.  
Muncie IN 47302