

## Flamingo Flocking Fundraiser

Contributed by: All Nations Ambassadors Pathfinder Club, Berrien Springs, MI

### What is "Flocking"?

It is when a group places approximately 50 to 150 pink plastic flamingos in the front lawn of a home and holds the homeowner "hostage" until they "pay a fee" to send the birds to someone they know.

"Flocking" is a new and fun way to fundraise.



### How it Works

1. How much a club can make depends on a few factors; club size (flocking technicians), flamingos ordered, and willing victims/members, friends, and family. Our club has approximately 25 people including staff (most of whom are non-Adventist) so trying to flock during the week when there's school can be a bit challenging. Keeping the flock moving is always the key as the more houses the club flocks, the more funds the club raises and the more exposure the club receives. We started by letting the church know a few months before the flamingos were delivered what our fundraiser was all about. When they arrived, we began flocking. We weekly updated our social media pages and the church's welcome screen to show who was flocked next. Placing flyers in the local stores, laundry mats etc. (where permitted) increases exposure to the community.
2. Then came determining how many flamingos we flocked a single house with. This depends on a few things; yard size, flamingos available and how many houses we wanted to flock that week. Since we had 110 flamingos, we left 10 at the church for constant promotion and would typically place 40-50 birds in one yard. If the yard was larger/smaller then we would adjust accordingly. Typically you can do 4-6 flockings in a week (potentially \$90-180 weekly on our



price scale) and if we started on a Sunday and moved them by Wednesday, we could potentially get two more houses in before Sabbath, although a Sabbath morning may be the best time to get someone while they're away at church (this idea may not work for everyone).

3. Order your flamingos. The best place to find flamingos: Home Depot at \$149 for 50 flamingos. Check to be sure a yard sign was included in the order. You can also order a flamingo yard sign from Amazon and eBay. Both have yard signs that are more appealing and relatively cheap. You can also customize a yard sign with the Camporee or Pathfinder logo and contact phone number so those who pass by have a way to contact you and join in on the fun. Here is a link for purchasing the flamingos from Home Depot:

<https://www.homedepot.com/p/Southern-Patio-27-in-Pink-Flamingo-50-Pack-HDR-499508/202492051>

4. Set your flocking prices:
  - a. Suggested price to send a flock of flamingos: \$20.00
  - b. Suggested price to remove a flock: \$15.00
  - c. Suggested price to send & remove a flock: \$20.00
  - d. Suggested price for \*flocking insurance: \$30.00

\*Insurance insures that the flock can't come back for a specified time (week, month, or entire season). We did the entire season, but a monthly flocking insurance would probably generate more funds especially if the insurance is low.

5. Modified your flyers with your flocking fees. Pass them out to church members, family, and friends. The church members thought it was a fun idea and many inquired about flocking insurance right away. To kick it off, we flocked the first house for free and they kept the flock flying.

#### Benefits:

There are so many pros to doing this fundraiser but the biggest so far is the community it creates for those who are flocked. From creating relationships with neighbors asking about the flock or kids in that community coming to reorganize the flock to say hi, it truly creates an avenue for dialogue for the flockers and flockees to build relationships with their community.

#### Challenges:

1. Initial cost. For a smaller club it may be hard to justify \$300 for 100 flamingos (or more) but it is something that we plan to do annually and although there are 10+ other churches in Berrien Springs, where if every club made it an annual fundraiser may get a little tricky (larger clubs/larger budgets/more people). I think it is still a fun way to get the kids out in the community and to showcase the pathfinder ministry.
2. Non-receptiveness. On a few occasions we have had people remove the flock themselves and place them in trash bags or say they will throw them away if they got flocked. It can be a bit discouraging especially when this happens from church members but be encouraged that it is not in vain. Some people will be disinterested, and this adds to the next challenge of not having anywhere to send the flock.

3. Where will the flock go next? Sometimes people are excited about being flocked but don't have anywhere they can suggest sending them. We recommend making a list of prospective church members, community leaders, etc. in the beginning and using them when you have no suggested place to send them. This keeps the momentum going and allows for more exposure for the club. Even if it means that you place them there for free, the exposure alone will help generate a buzz. Be mindful that owners of private property such as businesses, apartment complexes, etc. should be contacted for permission first, as multiple people use those facilities throughout the course of a day.