



## Fundraising for Your Organization

### Overview and Purpose

Developing a successful fundraising strategy allows your organization the opportunity to cover operating expenses, complete projects and programs, and create a small cushion for the future. Please review Campus Fundraising Policies, the Application to Raise Funds, and consult with SPAC regarding any questions that you have prior to planning your fundraising activities.

Many organizations find that the success of their fundraising may be attributed to the following principles:

- **Think positively:** As you begin your planning for the year, think big -- dream a little! Ask yourself, "If money were not an issue, what would the group do?" Feel free to use your imagination. Generally it is easier to scale down your organization's plans than to scale up mid-year. After you have identified ideal activities for the year, you should begin to assess the feasibility of your goals in light of your resources. Although you have to look at these realistically, be positive -- do not permit a lack of available funds to stifle your plans.
- **Establish financial goals:** If you do not know where you are going, you will never know if you have arrived! When planning your organization's budget, your budget of proposed expenses must be developed and reviewed against existing resources. The specific dollar figures beyond existing resources that will be required to operate become your organization's fundraising target. Now is the time to be creative, yet realistic!
- **Develop creative fundraising alternatives:** Once you have established a financial target, identify all potential sources of funds and develop creative ways to tap your resources. Successful organizations utilize **multiple** approaches to fund raising.
- **Establish your fundraising plan:** Fundraising is very similar to any other of your organization's projects; it can't be successful if left to chance without proper planning. Answer the basic questions:
  - WHO
  - WHAT
  - WHERE
  - WHEN
  - WHY
- As you **creatively explore** various approaches to fundraising, it is important to balance the costs to your organization with the risks involved. Once a financial plan is developed, write it down.
- **Evaluate fundraising activities:** In order to determine your level of success, maximize learning opportunities and advise future leaders of your organization, it is imperative that you evaluate your fundraising activities. This evaluation should include a qualitative analysis and conclude with recommendations for future fundraising activities.

### Activity

Here are some fun and effective ways to earn funds for your organization—please consult SPAC fundraising policies as you plan your fundraising activities:

- Auction (goods and services only)
- Button Sale
- Candy Grams
- Car Wash
- Concert
- Contests: guess the number of jelly beans in a jar; guess outcome of the Academy Award
- Dance
- Fashion show dinner or luncheon
- Films/Video
- Flower or balloon delivery



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- Food Sale: Sell baked good--please consult the SPAC fundraising policies!
- Games: dunk tank; carnival game
- Letters to Prospective Donors
- Marathons: dancing; immobile bicycle; jogging or walking
- Opportunity Drawing
- Plant/Flower Sale
- Singing Message
- T - Shirt Sale
- Tournament
- Used Cassette Sale
- Usher for Event
- Work Day

### Do's and Don'ts

#### *DO'S . . .*

- Do consider campus funding sources, such as the Club Finance Council
- Do use thoughtful planning -- too many events are the product of an impulse.
- Do be energetic, creative, and enthusiastic.
- Do your homework on immediate needs and final goals.
- Do have a goal.
- Do have supplies/services donated as much as possible.
- Do watch for opportunities to build on others' efforts.
- Do utilize multiple approaches to fundraising -- for example, sell t-shirts at a dance.
- Do keep records of everything you do.
- Do keep track of those who have supported you in the past.
- Do give donors something tangible for their donation or send a "thank you."
- Do get committees together before and after every step to applaud successes and to strategize more difficult ones.
- Do make successful fundraisers traditional.
- Do set up an account for easy and reliable record keeping of income and expenses.
- Do announce or report the results.

#### *DON'TS . . .*

- Don't rely totally on dues.
- Don't let one person completely control all the finances -- have at least one more person verify transactions, and don't allow funds to be controlled by an advisor or someone unaffiliated with your school.
- Don't allow fundraising to disrupt the regular business or programs of the organization.
- Don't ask anyone to make a donation because you "need" the money.
- Don't ask for a fixed price when a donation will do.
- Don't assume that every person who has promised to donate will automatically pay -- you may have to remind them.
- Don't focus on cash, look for in kind operational support such as phone usage, postage, typing services, etc. to help minimize expenses.
- Don't let the treasurer handle all the responsibility -- spread it around.
- Don't wait until the last minute for anything -- be prepared!
- **Don't forget -- be creative, enthusiastic, and have fun!**