

FUNDRAISING

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Many student organizations have big plans and excellent ideas for program or services. However, few organizations have the finances to make these plans real. Fundraising is a great alternative to charging members higher dues.

Fundraising events can be fun for all involved if they are planned properly. It is important to make the fundraising project a group effort and to get as many people involved as possible. Not only will you have more help to accomplish your goals, but you will also get more people interested in giving money. The key to being successful in fundraising is to be creative and to keep your goal in mind.

Members of your organization will not get excited or interested in your fundraising efforts if they do not know where the money will go. In addition, members of the community will not give unless there is a good cause. Make sure the reason you are raising money is a legitimate cause and let everyone know why you are raising funds.

If your organization is considering planning a fundraiser, we highly suggest contacting the Campus Life & Event Services office to brainstorm and become familiar with relevant laws and policies.



Adapted from:

Commission for Student Involvement. (2005). Advisor manual. Washington, D.C.: ACPA—College Student Educators International.

Retrieved January 14, 2020, from <http://www.myacpa.org/sites/default/files/acpaadvisormanual.pdf>

Student Affairs. (2012). Organization resources. Greenville, NC: East Carolina University.

Retrieved June 20, 2009, from <http://www.ecu.edu/cs-studentaffairs/saprofessionaldevelopment/>

Office of Student Engagement. (2016). Fundraiser ideas. Springfield, MO: Missouri State University.

Retrieved June 20, 2009, from <http://organizations.missouristate.edu/guide/125660.htm>

Planning Your Fundraiser:

- Set a goal.
- Ask for suggestions from your members. What do the members want to do? Brainstorm for creative and new ideas.
- Find out what has been done before. What worked? What didn't? Why? How can you improve?
- Check into local and state regulations.
- Involve all members of your organization, not just the officers. People contribute to what they create. Get as many volunteers for your project as possible. Make sure they understand the cause and are willing to contribute their time and effort.
- Determine your market: students, community, parents, etc.
- Know your overhead costs (supplies, marketing, etc.).
- Advertise wisely.
- Let everyone know your expectations in advance and update them on progress. Using a goal poster is a great idea; make sure that poster is displayed prominently.
- Recognize everyone involved in the planning and implementation of the fundraising project.
- Reward those who achieve. Make certificates, ribbons, or other type of small rewards for everyone who volunteered for the project.
- Thank supporters. Give your big donors some kind of tangible reminder of how they contributed to a good cause. Create and maintain good will with these contributors, because they will tend to help in the future.
- Complete a written evaluation or report. Make sure you include: Contact names, addresses, and phone numbers; Time lines and important dates; and Suggestions of things to do differently.



More Fundraising Ideas:

- 5K/1K races
- Art show
- Art/poster sale
- Athletic tournaments (volleyball, dodgeball, soccer, softball, golf, etc.)
- Auction
- Bake sale
- Balloon bouquet delivery
- Banquets/roasts
- Battle of the bands
- Benefit concert
- Bike-a-thon, Bowl-a-thon
- Car wash
- Care packages (holidays, birthdays, exam weeks)
- Carnival
- Concessions at sporting events
- Cookbooks
- Dance lessons
- Decathlons
- Dog walking
- Donation jars
- Fashion luncheon
- Flower sale
- Garage sale
- Gift wrapping
- Hand out advertising flyers for companies
- Haunted house
- Holiday plant sales (e.g. shamrock plants on St. Patrick's day, poinsettias in the Winter, etc.)
- Karaoke competition
- Lip sync contest
- Only ask a Dollar (ask everyone you know for a dollar)
- Pancake breakfast
- Penny jar wars
- Pie auction (bid for privilege of throwing a pie into another person's face)
- Plant sale
- Plays/concerts
- Poetry slam
- Pool/board game/bowling tournaments
- Recycling drive
- Sell buttons/t-shirts/bumper stickers
- Silent auction
- Squeegee day (wash car windows at a drive through)
- Talent show
- Theme parties
- Trivia night
- T-shirt sales
- Walk-a-thon