

Fundraising 101

Student Body Vice President for Finance





Why Fundraise?

- Earn money for
 - your organization
 - a charity
- Your JFC budget won't cover everything
- New groups need to use fundraising to prove they will be financially sustainable before they receive a JFC budget
- Earn name-recognition for your organization



Who can fundraise & where?

- Fundraisers are typically done in UC Wean Commons and outside of Doherty Hall
- Other locations include Merson Courtyard tables, inside residence halls, larger venues
- Technically anyone can fundraise, but
- Must be **CoSO-recognized** to reserve space
 - You can request space by going on SpaceQuest (go to <http://www.cmu.edu/hub>, click SpaceQuest)

Brainstorming Fundraiser Ideas



- How much money do we want to raise?
- How soon do we need this money?
- How much money are we willing to invest up front to make this fundraiser happen?
- How much manpower and what other resources do we have available to us?
- How else can we tie this fundraiser in to the mission of our organization?



Fundraiser Planning Steps

1. Set a date (decide what & when)
2. Make it official (book space)
3. What are your needs? (get supplies)
4. Spread the word (advertise)
5. Check list (assign group members tasks)
6. Set-up (on the day of)
7. Profit!



Types of Fundraisers

- Most common are food fundraisers
 - Bake sales
 - Cultural food
 - Reselling food (Krispy Kreme, Chik-fil-a)
- Sell other things, eg. jewelry, V-day cards
- Just ask for change/donations
- Some organizations have large fundraising events, eg. Greek Sing, Bhangra in the Burgh



Food Fundraisers

- Most common fundraiser because they are the easiest to implement
- College students are always hungry; good way to make people stop on the way to class
- Preparation doesn't have to cost a lot of \$\$
- Probably don't have to do a lot of advertising
- Remember, **you must take the food quiz** to sell food in the UC from now on!!



Food Fundraisers, Cont.

- Bake sales are extremely common
 - you won't achieve any name-recognition
- Cultural food sales
 - a good way to bond with your organization, promote your culture AND make a good profit
- Reselling other foods
 - Try to find something that isn't commonly done or, again, you won't achieve any name-recognition
 - Think about donations vs. reselling (profit margin)



Selling Other Things (eg. Crafts)

- Easier to achieve name-recognition
 - These fundraisers are more unique
- Higher profit margin than food fundraisers
- May be able to take advantage of the fact that college students are lazy (eg. Valentine's day card & rose fundraisers)
- Probably take more preparation time than food fundraisers (multiple "crafting" sessions)
- Advertise a lot or you won't sell a lot!!



Asking for Change/Donations

- Only really effective for charity fundraisers
 - Otherwise who can be held accountable what your organization will use the money for?
- You should be able to articulate to people exactly what their money will be used for
- Donors may want tax-deductible receipts
- People may not be as willing to give a lot of money if you're not doing them a service
 - "Put the money where your mouth is"



Asking for Alumni Donations

- Not pursued as often as it could be
- Work with Alumni Relations office
 - They are putting together information about which alumni were a part of which organizations
- Draft a formal letter/e-mail
 - Say what your organization has done recently AND wants to do in the near future
 - List event dates and invite them to come by
 - Include sponsor levels (eg. gold, silver, bronze)



Corporate Donations

- Larger corporations and local businesses may be willing to sponsor an event
- However, in this economy ...
- Strategy is similar to asking for alumni donations; write letters, say what you have done already and what you want to do, etc.
- May be more willing to donate items rather than lump sums of money
 - you can use these to do a raffle/silent auction



Larger Fundraising Events

- Examples:
 - All-you-can-eat dinner
 - Bar/restaurant nights
 - Date auction
 - Pie-a-professor
 - Singing telegrams
 - Sell services (vacuuming, trash, etc.)
- Advertising is the key to success



Huge Fundraising Events

- Examples:
 - Greek Sing
 - Bhangra in the Burgh
- Usually fundraising for a charity
 - Remember that your operational expenses **MUST** break even, and after that all profits go to charity
- Set up a committee to plan the event
- Start advertising months in advance



Consider This ...

- If you are a new organization and lack manpower, consider pairing up with another org
- If you want to hold a big fundraising event, consider doing it on campus on Friday or Saturday night and make it a UC Late Night
 - Get up to \$400 in extra funding for food/supplies
 - Late Night will do some advertising for you
 - Great way to get the word out about your organization if you are just starting up



Other Places to Get Funding

- Special allocations
 - Student Senate
 - Graduate Student Assembly
 - Student Dormitory Council
 - Dean of Student Affairs
- These funds can be used as “starter cash” for fundraising supplies for new organizations
- Can also ask for money directly for events **but** they will ask what your org is contributing



Advertising Strategies

- Posters/flyers
- Small (3x5" or 4x6") individual handouts
- Tri-folds and table-toppers
- Facebook event
- E-mail d-lists, housefellows, professors,
announce@andrew.cmu.edu
- Get in touch with alumni



Fundraising Action Plan

- Fundraiser Title
- Type of Fundraiser
- Goal \$\$\$
- Location, Date & Time
- # People
- Materials (Supplies)
- Advertising
- Expenses / Fees
- Liability Concerns / Red Tape
- Timeline for planning and implementing
- Back-up Plan

Questions?

You can always e-mail me
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