

FUNDRAISING

How many times have you come up with great ideas for programs or events only to see them fold because of a lack of funding? Raising money is a crucial factor for the success or promotion of most organizations. Whether you want to sponsor a big-name speaker, hold a dance with an excellent local band, or simply print up fliers promoting your group, you need money to get you going. You can raise money to materialize your ideas -- you just need to know where to start! All on-campus fundraisers must be approved by the Dean of Students. Forms are available in Student Affairs, Kretzmann Hall.

Organize your fundraising committee. Elect a chairperson who will keep track of progress, details, and so forth.

Decide your goals together and write them down. Be specific and realistic about how much you want to raise and what you will do with the money. Write down as many details as you can muster.

Develop your strategy. Door-to-door solicitation, candy sale, car wash, pool tournament, dance, movie night, dunk tank.

Fire up! Energize your team and get them excited about the organization and the campaign. Do team building exercises, go out for dinner, and be creative!

Decide who to approach. Distribute lists of potential donors and decide who will approach which businesses to avoid duplication. Aim to approach businesses that would be appealing to college students.

Develop your techniques. Make an outline of each item you want to include in your presentation to the people you approach and hand out to group members who will be doing the approaching.

Progress checks. Throughout the campaign, meet to discuss progress. Let the committee members know what they have raised so far, how much they have left to raise, and review the techniques you outlined earlier. Allow members to discuss their experiences. Thank and encourage the group.

Don't let it end. After the campaign, take some time to write thank you notes to donors and committee members, update donors' files, evaluate pros and cons of the campaign, collect any unpaid donations, and enlist new members. Begin long-range planning.

Do's and Don'ts of Fundraising

- Do double work. Sell t-shirts at a dance marathon.
- Do get donated supplies or services as much as possible.
- Do keep records of everything you do.
- Do make the most of every opportunity.
- Do have a goal.
- Do get groups together before and after every event to applaud successes and to evaluate.
- Do use thoughtful planning.
- Do think positively.
- Do utilize multiple approaches to fundraising.
- Do give donors something tangible for their donation.
- Do keep track of those who supported you in the past.

- Do be energetic, creative, and enthusiastic.
- Don't tell anyone you "need the money."
- Don't ask for a fixed price.
- Don't assume that all pledges will pay. Remind them!
- Don't expect too much from members.
- Don't focus on cash. In-kind or operational support like phone usage or typing helps!
- Don't have a fundraiser based on impulse.
- Plan thoroughly!

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