

-fundraising-

Adapted from Bowling Green University - Office of Campus Involvement

Planning a Fundraiser

Getting your Fundraiser Organized

- * Start early - 6 to 8 weeks in advance
- * Select a chairperson
- * Hold brainstorming session - involve all organization members
- * Set goals for the fundraiser
- * Decide which type of fundraiser to hold:
 - Donations
 - Raffles, drawings, etc
 - Selling items
 - Co-sponsored events and share the costs
- * Make sure you consider:
 - Number of members in your organization
 - Skills and interests of organization members
 - Enthusiasm of members
 - Time commitments
 - Cost of producing the fundraiser/profit margin
 - Follow all state and local laws and University policies
 - Involve all organization members
 - Volunteers are important

Organize

- * How many volunteers are needed?
- * What needs to be done?
- * When are the volunteers needed

Communicate clearly to motivate group members

- * Is there an element of fun in your fundraiser?
- * Did the volunteers help choose the activity?
- * Does the fundraiser suit your organization?
- * People support what they help create!

Plan details and create a planning calendar

- * Reserve the location, order necessary supplies, produce and distribute advertising, watch you expenses..

Marketing and promoting your fundraiser

- * Match your cause with your audience
- * Word-of-mouth
- * Flyers, banners, online marketing
- * Give-aways

Evaluate your fundraising activities

- * Go through receipts and deposit money immediately
- * Pay any accrued bills
- * Send thank you notes to people who helps
- * Examine what went well and should be repeated
- * Decide what areas need improvement
- * Make a successful fundraiser a tradition

Questions?

Visit the Student
Activities Office
(Union 320) or call
940.565.3807

Reasons for fundraising:

- Enable your organization to accomplish its goals!
- More money for the organization to function
- You can plan bigger events

- The Objective: To make as much money as possible, in a quick, easy and inexpensive manner!

- Establish a budget that will provide information regarding expenses & that goals are met!