

Organization Fundrai\$ing

Student organizations have fundraisers for many reasons. It's a challenging and rewarding way for organizations to remain financially viable, whether through modest efforts that don't require much time or energy, or major events that involve detailed planning and a major commitment from members. Knowing both your immediate objective and long-term goals is vital to the selection, planning and carrying out of a fundraiser.

There are many steps an organization must consider when planning a fund-raiser. What kind of fund-raiser would work best? How much money do we want/need to raise? How many people will be involved? How should we advertise? By answering these questions you will be on your way to a successful fund-raiser.

Strategies for Fundraising

There are many ways to raise funds. In deciding which activity is right for your organization, remember that fundraising activities require prior University approval through the Dean of Students Office and the completion of forms which can be found in room 209 of the Student Center or on the fifth floor of Patterson Office Tower in the Dean of Students Office. You should also know that some fundraising is restricted or prohibited by State, system or campus policies. Whatever kind of fundraiser you choose, make it fun for everyone -- volunteers, donors and audience members alike!

Select the Right Kind of Fundraiser

- Don't bite off more than you can chew.
- A number of smaller projects can be as successful as one large event.
- Big projects can sometimes get out of hand.
- Make successful fundraisers traditional events.
- Keep good records of successful events and pass them on from year to year.
- Ask the merchant or vendor to donate their product or sell it to you for cost.
- Advertising is expensive -- donating something in return for free advertising may be appealing to business owners/managers. Offer to put their name on your promotional materials.
- Thank You! Thank You! Thank You! You can never thank others enough for their assistance and support.

Steps to Follow:

1. Determine the reasons for fundraising.
2. Establish an Organization budget.
3. Set an objective of what your organization wants to accomplish.
4. Determine any funding sources that may be able to help you out.
5. Get organized! Start early to allow plenty of time to make all necessary arrangements.
6. Hold a Brainstorming session.
7. Set goals and determine what type of fund-raiser to do.

Don't forget to consider:

Office of Student Activities, Leadership, & Involvement ~ Leadership Development ~ 106 Student Center
University of Kentucky ~ Lexington, KY 40506-0060 ~ (859) 257-1109 ~ www.uky.edu/studentactivities/leadership

1. Number of members in your organization.
2. Skills and interests of organization members.
3. Enthusiasm of members.
4. Time commitments.
5. Cost of producing the fund-raiser/profit margin.
6. Be sure to follow all state, local, and University Procedures.
7. Involve all organization members in everything.

Communicate Clearly to Your Members:

1. Is there fun in your fund-raiser?
2. Does the fund-raiser suit your organization?
3. Is it well timed?

Plan the Details:

1. Reserve the location.
2. Order needed supplies.
3. Produce and distribute advertising.
4. Monitor the budget.

Marketing and Promoting your Fund-raiser:

1. Check out the competition and territory.
2. Match the cause with your audience.
3. "Sell" your fund-raiser internally.
4. Word-of-Mouth
5. Choose the right Product, Place, and Price.

BEFORE YOU ASK!

Be prepared. Do your homework on past grants, activities or administrative policies. They may affect your request and background information on department's funding record. Be sure your proposal is well written, contains complete details and includes a detailed budget. Do not focus only on money. Remember donations such as phone use, office supplies, copying, typing and other free materials are helpful. Do not be discouraged if you are referred to someone else; you may not be at the right office -- they are trying to help.

Fundraising Do's and Don't's

- Do double work (sell T-shirts at a dance marathon).
- Do obtain as many donated supplies/services as possible.
- Do keep records of everything you do.
- Do make the most of every opportunity.
- Do have a goal.
- Do your homework on immediate needs and final goals.
- 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 have supported you in the past.
- Do watch for opportunities to build on others' efforts.
- Do be energetic, creative and enthusiastic.
- Don't rely totally on dues.
- Don't allow fund raising to disrupt the regular business/programs.
- Don't ask for a fixed price when a donation or in-kind service will do.
- Don't assume that all pledges will automatically pay – remind them.
- Don't expect too much from members.
- Don't have a fundraiser based on impulse - plan carefully.
- 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 let one person completely control all the finances - have at least one more person to verify transactions.
- Don't forget to be creative, enthusiastic, and have fun!

Types of Fundraising

Dues

Your organization members should decide whether to charge membership dues. Annual dues of \$20 or so, payable at \$10 per semester, provide a small cash flow for the organization. Being "dues-paying members" may also provide a sense of ownership and encourage people to remain active and involved.

Sales

Consider what would appeal to your target audience. You can increase revenue at an event by having things for sale or auction. All sales must comply with University Policy. Some suggestions of what can be sold are: gift-wrap, plants and flowers, handcrafted items, books or publications.

Food Sales

All food sold on campus must adhere to the requirements of the food sales policy, which includes healthy food handling practices for all food sales. The types of food sales include:

Bake Sales

To have a bake sale your organization must get approval to have a fundraiser from the Dean of Students Office on the fifth floor of Patterson Office Tower and obtain a food-handling permit. The Office of Student Activities, Leadership, and Involvement can help you with this.

Sporting and Other Events

Sporting events include: 5K runs, volleyball, basketball or other sporting tournaments. It is helpful to combine activities so participants with varying interests and skills can take part. These events can have an entry fee for spectators and/or participants can collect money from sponsors. Collecting the money can be a challenge, so encourage participants to ask for pledges from people they know and trust. Dances, lectures, musical productions, etc. can generate money through ticket sales or entry fees. However, these types of events require significant advance preparation and can be expensive to produce.

Grants from Student Government

UK's Student Government offers monetary grants to organizations. Your organization must fill out a form for a grant approval, which can be picked up in the Student Government office of the Student Center.

Academic Departments

Projects must be related to the department's emphasis and serve the educational needs of students. Approach the department via the chairperson or administrative assistant. Try to have a contact name before approaching. For specific information about possible funds available from your school or college's student government, contact them directly (e.g. Engineering Council).

Successful Fundraising Ideas

- Used Book Sale
- Student/Faculty Talent Show
- Auction
- Singing Telegrams
- Birthday Cake Delivery
- Finals Care Packages
- Kidnaps for Ransom/Jail & Bail
- Donut and Cider Sale
- Funds from Former Members
- Plant Sale
- Car Wash/Pet Wash
- Balloon Bouquet Deliver
- Pretzel Sale
- T-shirt/Sweatshirt Sale
- Discount Coupon Book Sale
- Merchant Donations
- Alumni Donations
- Casino Party
- Benefit Dances
- Popcorn/Popcorn Balls
- Guess # of Beans in a Jar
- Candy Grams
- Garage Sale
- "Rent" Party
- Valentine's Day Roses
- Craft Sale
- Sell "homemade" items
- Raffles
- Carnation Sale
- Holiday Bazaar
- Sell Buttons/Bumper Stickers
- Service Auctions
- Celebrity Auctions
- Tournaments
- Fashion Show/Luncheon
- Bake Sale
- Haunted House
- Halloween Pumpkin Sale
- Flower Sale
- Massages
- Marathons-Dance/Walk/Run
- Caramel Apple Sale
- Dunk Tank
- Spaghetti Feed
- Walk-A-Thon
- Ice Cream Social
- Pancake Breakfast
- Membership Dues
- Carnival