



FUNDRAISING HINTS

Many student organizations have big plans and excellent ideas for programs or services. However, few organizations have the finances to make these plans real. It is important for student organizations to have some kind of fund raising plans and to execute those fundraisers with the utmost professionalism, accountability, and legitimacy.

Fund raising events can be a lot of fun for all involved. 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 fund raising 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 that the reason you are raising money is a legitimate cause, and let everyone know why you are raising funds.

Planning Your Fund Raiser

- Set a goal.
- Ask for suggestions from your members. What do the members want to do? Brainstorm for ideas.
- Find out what has been done before. What worked? What didn't? Why? How can you improve?
- Check into local and state regulations. Check University policy.
- Involve all segments of your group, 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: college students, community, parents, etc.
- Know your overhead.
- Advertise wisely.
- Let everyone know your expectations in advance and update 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 fund raising 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
 - Suggestions of things to do differently

A Few Fundraising Ideas

The following are ideas for creative fund raising projects. This list just touches the surface of all the many projects available to raise money. Just be creative and do some great brainstorming for other ideas.

- Bake sale
- Spaghetti dinner
- Recycling drive
- Candy sale
- Rummage sale
- Drive-in movie
- Marathons
- Decathlons
- Pig Roast
- Best beard contest
- Road rally
- Car washes
- Talent show
- Invitational turtle races
- Handmade boat contest
- Kite flying contest
- Paper airplane contest
- Sell candy canes at holiday time
- Sell stadium seat cushions
- Sell buttons with school spirit slogans
- Pool/board game/bowling tournaments
- Sell flowers for special occasions
- Hand out advertising flyers for companies
- Cartoon, horror movie, special films festival
- Product testing for local or national companies
- Pancake breakfast before hunting or fishing season
- Get on lists to act as group test subjects for surveys
- Euchre (or other card games) tournaments or marathons
- Carnival booth at Homecoming, Greek Week, or Family Weekend
- Pie auction. Bid for privilege of throwing a pie into another person's face
- Sell small throw pillows with the name of your organization glued on in felt
- Sell miniature paddles with the Greek letters or your organization's name painted on it
- Check with local trucking or car rental companies to wash their vehicles on a regular basis
- Watermelon contests (i.e. seed spitting, eating the fastest, the most (timed), throwing, stack-relay)