

Part 3: Fundraising

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***This manual was edited August 2006.* For a copy of this manual visit
<http://www.fau.edu/student/broward/activitiesbroward/>
For a copy of the Student Handbook visit
<http://www.fau.edu/dean/handbook/>**

Fundraising Account

Any event that is designed a “fundraiser” must comply with all policies stated in the Club and Organization Manual. Any funds generated at a student club and organization event or program must be deposited into the designated on-campus account. No club or organization should deposit or use an off-campus account to hold or maintain these types of funds.

How to Program/Fundraise

Sales

Address Labels

If you have a computer available, make personalized address labels. Make maybe 200 labels for \$6 or \$7.

Bake Sale

Ask members to bring baked goods then sell it to hungry students. These items MUST be store bought and individually wrapped. The best times to sell are in the morning when students are looking for that quick morning boost and in the afternoon when they are looking for that afternoon snack. Another gimmick is to have someone guess the weight of a cake. Whoever comes closest wins the cake.

Bumper Stickers

Your club can have special bumper stickers made.

Candy & Nut Sale

Nuts, chocolates, peanut brittle, hard candies, specialty candies are popular year round. Even so, this would probably be more popular during midterms, finals and during holidays. Here is a list of possible contacts:

<http://wholesale.dollardays.com>

<http://www.wholesale411.com/cgi-bin/search/search.cgi?Terms=Nostalgic>

<http://www.candydirect.com/>

<http://florida.uscity.net/Candy/>

<http://topsitenet.com/cgi-bin/display.cgi?3118>

Card & Stationary Sale

You can sell wrapping paper, notepads, stationary with envelopes, note cards, etc. Sell them on and off campus.

Cookbook Sale

You can collect recipes from friends, family and members. Another great idea is if you hold a cooking competition you can ask the participants to donate their recipes to the cookbook. You can sell the Quick and Easy College Student Recipe Book. You can sell the books on campus. In order to cover the cost of printing have local businesses place ads and coupons in the cookbook. You can also have them sell a few for you if they would like, since they will be publicizing their business too.

Craft Sale

The club can make crafts or have them donated from an organization. You can then sell the crafts for profit.

Desk Blotters

Sell ads to local businesses, school organizations, stores, etc. A blotter is a large desk calendar; the ads can be printed along the bottom of the pages along with game schedules, class schedules and other school-related calendars. Ads must cover the cost plus a small profit; blotters can be sold at a minimum cost.

Garage Sale

Ask club members, family members, roommates, friends, neighbors, Kiwanians, etc. to donate things that can be sold by your club. They can include toys, books (comic books, novels, and maybe even textbooks), cassettes; CDs, vases, old stereos, jewelry or anything you think is of value. Ask people for anything they can donate, remember they are doing you a favor. If it's junk you can always toss it later. Thank everyone who donates something. Try to stay away from clothing, used clothing is not only difficult to sell, but due to sizing and hygiene issues is not the best bet. Make sure you test any electrical equipment before you put it out and inspect the items for problems, you do not want problems with people getting angry and wanting their money back. One of the most important things at a garage sale is to have lots of things to sell. The more you have the more people will come and the more money you can bring in. If you have leftover items there are a couple of things you can do with them. 1) If they are small items like CD's,

cassettes, etc. you can keep them and raffle them off at meetings or 2) you can give the left over items to a shelter or goodwill. At least this way you will still be putting the items to good use.

Stress Packs

Finals and midterms are a time when students are stressed out and they do not take time to eat and barely have time to grab those late snacks. Prepare care packages with individual coffee bags, cookies, gum, hard candy, little brainteasers, etc. and a card. For the more health conscious, fruit juice, dried fruit, nuts, hard candies, brain teaser, etc. and a card. Send out notices to their parents if possible, talk to your campus registrar's office and ask them if they can mail out a flier with an order form for the care packages. If not, promote on campus-buy one for a friend or for yourself! Add up costs and give yourself a 10-15% minimum profit.

T-Shirts

Your club can design their own or buy ready made T-shirts at a wholesaler. You can go to your local craft store to find any items you might need (fabric paint, airbrushes, stencil boards and such).

Service

Car Wash

Contact a local service station or even a popular fast food restaurant (Wendy's, McDonald's, and Wal-Mart) that gets a lot of traffic and ask if you can have a car wash at their establishment. There are two ways of holding a car wash 1) asking for donations or 2) fixing a set price. There are benefits and pitfalls to both. If you do a car wash for donations people might stiff you or only give you a dollar or two. If you fix the price you may get fewer customers. When you ask for donations you might be pleasantly surprised at people's generosity. It's up to your decision.

*Remember to make a reservation at the gas station or fast food restaurant about two weeks in advance.

*Bring plenty of towels, soap, buckets and sponges.

*Ask the station/restaurant if they have a hose or if you have to bring your own. Make sure they have an outside connection for a hose!

*Pick a location with a lot of traffic. People are more likely to stop if they do not have to go out of their way.

*Bring lots of signs and a banner so that the drivers know about the car wash and where it is located.

Gone Golfing

At a local country club or during a tournament set up a small table and offer to clean golf balls and clubs. You can make around \$3-5 per golfer. Make sure you have soft cloths and cleaning solution. Try having a raffle for golf equipment at the table to be drawn that day.

Inventory

Help a local store conduct their inventory. A large store (department store) is preferable, but small stores are good too, especially if your club is small. Stores usually do a semi-annual or annual inventory so call around and ask.

Valet Parking

Park cars for concerts, on campus activities, sports events or may on a rainy day. Make sure that you have good drivers with valid licenses.

Window Washing

Ask to wash people's windows (even maids don't do it). Go to local businesses, neighbors, etc. Try to set a limit, a radius from one point, to how far you can travel. That way you can go from one end to the other without having to drive 20 miles out of you way to wash one set of windows.

*Make sure you have sponges, buckets, soap, etc. Bring a long hose just in case some people do not have one-bring a spray nozzle too.

*Try to limit it to first floor windows. It cuts down on time, risk of injury and supplies needed. If you do second story windows, charge an extra fee-provided you have the necessary equipment.

Contests

A-Thons

This is a series of contest on who can do what the longest or go the farthest. Bike-a-thon: Have people pledge for how far or long they can ride their bikes. Bowl-a-thon: Get people to pay a certain amount for each pin you knock down. Two to three games should be your limit. They could donate a penny, nickel or dime per pin.

Dance-a-thon: People pay a fee to enter the contest, whoever dances the longest wins a prizes (like a share of the cash).Rock-a-thon: Whoever can stay in a rocking chair the longest, while rocking like crazy, wins! To give it that little publicity edge, put the contest in a public area where a lot of people pass by. Play music and try to get people to bring friends to participate or cheer them on (have a donation jar set up too). You can also have people collect pledges for the amount of time that they will be able to stay in the rocking chair. This one may be a little harder since you also need to find a lot of rocking chairs. Maybe there is a Cracker Barrel where you live.

*Have someone to run errands-bring food, juice, etc.

*Have scheduled restroom breaks every hour.

Walk-a-thon: Have people pledge for how far you walk-a certain amount per mile, or for how long you walk per hour.

Things to remember:

- Have plenty of pledge sheets printed up
- Set a limit, how far to travel-5 miles, 6 hours, etc.
- Know what prizes you will be awarding to the winner, and put it in your promotional material.
- You will need to get permission or reservations for these events. Either for a place to hold the event or permission to use a public area.
- Try asking local businesses to donate prizes (see the back for how to deal with businesses.)

Brain Bowl

Same concept as above, hold a competition and give prizes for first, seconds, and third places. This time it is not a matter of strength or skill, but knowledge. Maybe music trivia, questions about your school's history. Play this like a game show, have several games with elimination rounds. The top three winners battle it out. Check out your library and write out a set of about 150 questions.

Competitions

Foot races, bowling, arm wrestling competitions, etc. are a good way to raise money. Have people pay a fee to enter the competition and have prizes for first, second and third place. Depending on how many prizes you can collect you can turn it into an iron man/woman type of contest. Something fun for the whole campus. Make sure you have an area reserved to hold the competition and that you have permission from your school to hold an event like this on campus. You have to promote a lot and make sure you hold the competitions where there is a lot of traffic so that people will stop to join in.

Guessing Games

Fill a jar with jellybeans, pennies, buttons or any interesting small objects. Make sure you know how many are in there before you put the jar out. Ask people to guess how many are in the container. Buy the little tickets so that you can give them one and they can write their guess on the other one. Charge a dollar per guess. Tell them what the prizes are. Have a fish bowl or a jar to put the tickets in. Make sure you have everyone's phone numbers so that you can call the winner.

Lip Sync Contest

Many campuses have tried variations of this popular contest. One way is to advertise around the campus. Residence halls, Greek organizations, and other organizations are a terrific pool of talent. Arrange to sue the schools gym, sell concessions, and make sure you have an adequate sound system. Sell tickets for \$2 each (more if you need to rent equipment and such, you need to make some profit).

Things to remember:

- Have plenty of pledge sheets printed up.
- Set a limit, how far to travel-5 miles, 6 hours, etc.
- Know what prizes you will be awarding to the winner, and put it in your promotional material.
- You will need to get permission or reservations for these events. Either for a place to hold the event or permission to use a public area.
- Try asking local business to donate prizes (see the back for how to deal with businesses.)

Races

“Down River Duck Race” have people buy rubber ducks and send them down stream. The first duck to cross wins a percentage of the prize money. Mark each duck and who it belongs to so that there is no confusion about who won. “Fuzzy Downhill Race Day.” Have people buy tennis balls for about \$2 each (marked and recorded as in the duck race) and then have them all roll them down the hill. Have a sectioned off finish line. The first one to get through wins. A Polaroid might come in handy for this race.

Events

Auctions

Like the garage sale you can collect items from friends, family and neighbors. Since people will be bidding on the items you have to make sure they are nice, in good shape and working order. Heirlooms, artwork, ceramics, clocks, trinkets, collectors’ items, etc. are the best auction items. Talk to local businesses (since they are professionals) and ask them to donate tickets, collectors’ items, clothing, trinkets, art, and gift certificates, in other words, just about anything. Another idea is:

- Silent Auction-table with member’s names. All those interested in making a bid will write their name as well as their bid. Set up a deadline and the one with the highest written bid “wins” that particular member. Make sure that anyone who signs up lists their skills and is responsible.

Battle of the Bands

As in any school, there are always aspiring artists. An easy thing to do is to try to promote a few aspiring bands on campus. Ask around, they are there. Once you have heard a few and think they are pretty good, ask them if they would play pro bono in return for some major publicity. Stage a battle of the bands, the best place is a large outdoor area on campus or in an auditorium. Get about three to five bands together to play for about 20 minutes to a half-hour each. The audience will decide who wins. Charge the audience an entrance fee, nothing to pricey since the bands are relative unknowns. Alert the campus paper, radio stations, television stations and anyone else you think would get more publicity. In exchange for their playing, you give them lots of free publicity and a cash reward (a percentage of the earnings) as a prize for the winner.

Bingo Night

No explanation needed, just find and publicize. Have prizes collected from local business with the promise that they will receive publicity for their donation.

Car Smash

Get a junkyard or a service station to donate an old car and have it towed to the site. Paint the name of a rival school (during basketball or baseball season) or maybe a list of classes (during midterms and finals) and charge a couple dollars to take three swings at the car with a sledgehammer. Make everyone sign a release and wear protective goggles. Remember to tape plastic bags over all the windows to protect from injury. If you do this on school grounds you must get permission from the school.

Carnival

Hold a carnival on your campus. On a patio area, a large open-air field or on a sports field (a baseball diamond, the football field-provided they are not training at the time). Get your school’s permission first. Decide what kinds of games, food, etc. you would like to have at the carnival. Have a jail boot, food, music, games, and jail and bail (see below), dunking booth and pie in the face booth-use your imagination. Try to get as many students and faculty involved. It might also help sales if you could convince a professor or two to sit at the pie in the face booth or dunking booth. People will stand in line! Plan carefully and make sure all reservations and arrangements are made. Call you local party store for equipment rentals.

Children’s Carnival

A great way to combine service and fundraising. This will take some involvement and work if you’re willing to take the time. The greatest regard will be the smiles of the children’s faces as they light up. Involve local businesses as sponsors and members of the “barkers” of the carnival. Check with local schools. Most will be willing to lend support and maybe that popular teacher will lend their time to a dunking booth.

Dance/Entertainment Night

Get your campus student activities and student governments involved in this or have other student organizations help you out. Have a dance or comedy night and charge a small cover for entrance. Get some appetizer size foods: chips, dip, salsa, punch (no alcohol), cookies, vegetable plates, chicken wings, etc. Since dances are not very popular on college campuses, dress it up with a theme-costume balls (picks a period in history and have everyone dress in that style). You could hire a band, but a DJ would probably be better (unless U2, Janet Jackson or Gloria Estefan suddenly agrees to play for you).

Fashion Show

Have students volunteer to model various fashions. You can make it a serious event where students display the latest fashions (maybe you could talk a local clothing store into sponsoring you and lending you clothes to model) or a more light-hearted event where students dress as a surfer, engineer, professor, athlete, etc. Have fun with it, but make sure not to offend anyone.

Jail & Bail

There are two ways to hold this kind of fund-raiser. 1) Have people pay to get a person arrested. They have to sit down in a room and call everyone they know in order to collect a certain amount of pledges to pay their bail. Give them a pledge sheet and a phone and let them go for it. 2) At a chosen event set up a booth. Have people pay a fee (make prices reasonable) to put someone in jail. Have an enclosed area set apart as the jail/holding area. In order for the person to get out of jail they have to plead, beg, and coerce people into giving them money. Encourage people to tease the prisoners and to ask them to do silly things to collect bail money. Keep it clean and make sure no one does anything dangerous. Make sure that when someone gives you money to put someone in jail that they are actually at the event. Cute props to use could be a whistle, a plastic badge, and some trick handcuffs. Keep track of everyone who is put in jail, how much was paid and much bail he or she has to raise.

Leadership

One of the things we pride ourselves on is our ability to lead. Well, pass it on. Talk to your professor or someone and ask them if they would be willing to give a seminar on leadership skills public speaking, resume writing, interviewing skills, how to delegate, time management and any other seminars you think would be useful to students. The best way to promote this is to go to all the organizations on campus; clubs, athletic associations, student government, etc. and tell them about this great opportunity.

Depending on how many seminars you have planned and how gifted your speakers are you should charge anywhere from \$4 - \$8 per person. It all depends on the demand you think you will have. Make sure you have separate rooms that are in the same building set up for each speaker. Have rotating sessions (like during convention), so that if someone really wanted to learn more about public speaking but they wanted to go to the time management seminar they would not miss anything.

- Have everyone RSVP at least a week in advance so you can tell your speakers if it is worth their time to come and speak. The worst thing it happen is when you have a speaker who took time out of their busy schedule to speak and no one shows up to listen.
- Schedule the workshop at a time when there are not many classes and that seems convenient for most of the students.

Murder Mystery

This is not only fun, but done right it can bring you club a nice bit of publicity as well. This is something members will enjoy participating in-especially those with a flair for the dramatic. Write a script for a murder mystery, involving about 4 or 5 main characters (including the victim) or you can buy a ready made murder mystery party kit which you may find at a local party store, novelty store or book store-call around. Get people to sign up for the parts and set up a few rehearsals. Then you need to get a location and start publicizing.

Somewhere with one large room or a few smaller connecting rooms is nice. Charge a small entrance fee per person and offer a prize to the person who figures out the mystery first. If someone guesses almost immediately do not let him or her spoil the surprise for everyone else. Maybe a second and third prize would also be good, depending on how many people attend. A variation on this is a murder mystery dinner-in which poison is always an interesting choice. Make sure that everyone knows what they are supposed to do and have a couple stand-ions in case someone gets sick at the last moment. This can be very successful or it can be corny, it all depends on the amount of effort you put into it.

Non-Event

Have a non-event. Send out an invitation saying you are holding your first annual non-event. Dinner will not be served at 6 p.m. and entertainment will not begin at 7:30 p.m. Then add up an itemized list of the price of dinner, gas, getting your hair done, etc. then tell them how much they saved then ask them to donate that money to your organization.

Olympics

Pure competition. Involve the campus organizations to compete for the title, "Best in the Land." Set up a small registration fee that should pay for all the expenses incurred. Sell concessions and tickets for the participants.

Offer trophies, plaques as prizes.

Penny Contest

People in the audience pay money to put other people on stage to sing or do something silly. To get the person off the stage they have to pay twice the price. Example: if someone pays \$5 to put someone on stage, the audience must raise \$10 to get him or her off the stage. (Can be combined with the talent show and comedy night ideas).

Pie-in-the-Eye

Faculty or staff volunteers to have pie thrown in their face. Write a formal letter to the faculty members. Those that agree to have a pie thrown in their face will have a collection box in their classroom, office, and department to put money in to. The person with the most money collected will receive a pie in the face in public. An alternative is each person to get \$25 gets a pie, and another pie for each extra \$50.

Scavenger Hunt/Road Rally

A few members of your club get together to create a list of items to be found. A road rally is like a scavenger hunt, but it involves getting in a car and driving around the city to find the various items and clues. The game can be set up for a team or for individuals. Have extra prizes just in case more than one person or team has a tie.

You could have the participants bring in actual items or take pictures of various places and use them as clues (The people have to figure out where it is and get there to find their next clue. Make sure someone is at each of the spots to ensure no one take down the pictures. You wait at the location of the last clue).

Each person pay a fee to enter or a team fee and the first person to the finish gets a prize!

Silence is Golden

Hold a Silence Day. Have everyone collect pledges for every minute in a day that they have to be quiet. They are not allowed to speak for the allotted amount of time paid for.

Holiday Ideas

Anti-Valentine's Day Dance

Host a dance, with an anti-Valentine's Day theme, for those of us out there who hate this holiday it should be a great time. Have black hearts and falling cupids. Have a DJ and play songs like Alanis Morissette and other anti-romantic songs! Make it a fun and light-hearted jab at this mushy holiday.

Balloon Sale

You can buy Mylar balloons and rent a helium tank. Sell balloons for about \$3 a piece. Have people pick them up, deliveries can be a problem unless the person knows exactly where the person they are buying the balloon for is. This is best during Valentine's Day.

Flower Sale

Buy roses or carnations and sell them on campus. Talk to a local florist or distributor about a bulk order. Sell flowers individually for a dollar or \$1.50 a piece depending on the initial cost of the flowers. Have people pick up their orders at the booth or table.

Haunted House

Have an auditorium or large room reserved where you can set up your haunted house. Advertise depending on the “scare level” where to children should be permitted. Charge a fee to enter and maybe have a little area set aside from the haunted house for dancing and refreshments.

Singing Telegrams

If you have the talent in your club use it. Have people who can sing go around to classes and embarrass charm or melt the hearts of people. Charge \$5 - \$10 to have someone show up to a class for someone with a rose or a little gag gift and sing to them. Make sure you have school permission to do this and that you know when and where each person will be to receive the singing telegram.

Valentine Sale

Sell little bags of valentine’s goodies in a little decorative bag, maybe with a little keepsake that you can buy at a party store. Cost depends on how much you spent to make them. You can put decorative curly ribbons on them and a little computer printed card.

Window Painting

Businesses sometimes like to decorate their windows for the holidays. Ask a few local businesses if they would like their windows painted for the holidays. Make sure you have paint that will stay, but can still be washed off.

Then paint your hearts out with pumpkins, hearts, Christmas trees, Menorahs, etc.

Money from other Sources

Corporations/Business

Ask for donations, businesses will often support local colleges and universities. They can donate money, prizes or offer a place to hold an event. Business people so talk to them about donations from their companies.

You’re School

We have a student government which requires students to pay an activity fee each semester. Ask if you have to fill out a form each year or whether money is given on request based upon need. Most schools are more than willing to support campus organizations.

Parent’s Weekend

Most schools have a parent’s weekend where parents come to visit the school, see the campus and check out all the facilities. Try to set up a fund-raiser during one of these weekends, something to expose parents and make some money too.

School Events

Hold your fund-raiser in conjunction with school events like homecoming, orientation, sports events, etc. Orientation is one of the best times for fundraising because it is the first impression a new student school anyway, so why not share in the generosity. They can be associations for a specific school or for the entire campus.

Alumni Associations

They usually give to the campus, sometimes under a different name. Its overall purpose is to solicit donations for the college or university. The club can work with this office to find donation sources.

Other Organizations

Sometimes another service organization may provide financial assistance or another form of assistance. They may be able to help you raise money, or give a donation themselves-especially if they benefit too.

Florida State Laws & Fundraising

Fund-raising projects must be conducted in a lawful manner and in compliance with University regulations.

State law prohibits raffles and lotteries except within very specific perimeters involving sales promotion activities which are strictly regulated.

If we can't do a raffle, what can we do?

As provided in s.849.094 of Florida State Statutes, any person, firm, corporation, or association or agent or employee thereof may (under specific criteria) promote, operate and/or conduct a game promotion in connection with the sale of consumer products or services. A game promotion is defined by statute as a contest, game of chance, or gift enterprise in which the elements of chance and prizes are present (i.e., drawing a winning number). To operate within the perimeters of state law and the practices of the University, the following requirements must be met:

1. Must be limited to student organizations and their bona fide fund-raising activities and must be registered as an event with the Office of Student Development and Activities.
2. Results of the game cannot be manipulated in any manner.
3. Officers and members of the sponsoring organization cannot be eligible to win.
4. Sponsor cannot arbitrarily remove, disqualify, disallow, or reject any entry.
5. Sponsor must award prizes offered.
6. Sponsor cannot print, publish or circulate false, deceptive or misleading information regarding the promotion.
7. Sponsor cannot require an entry fee, payment or proof of purchase as a condition of entering a game promotion. ("NO PURCHASE REQUIRED")
8. Must publish and prominently display the game rules which, as a minimum, must include the following:
 - A. NO PURCHASE REQUIRED (may reasonably limit number of free entries daily at any single location).
 - B. List of prizes (includes any restrictions or limitations, i.e., free meal, buy only on weekdays).
 - C. Method of determining winner, including whether they must be present to win, and procedure for awarding unclaimed prizes.
 - D. State what the proceeds of the sales activity will benefit.
9. Any promotion with prizes totaling over \$5,000.00 must be registered with the Florida Department of State as per s.849.094.
10. Any such promotional event is subject to the approval of the Office of Student Development and Activities through the Program Registration process.

How to Plan a Fundraiser

Dealing with Businesses

Dealing with outside organizations and companies can be tricky so here are some tips to remember.

Do Not Be Rushed

Never rush into an agreement with an outside organization. Take time to look over all paperwork and consult with the other officers in your club. You might even want to discuss any questions with your faculty advisor. You can always reject an offer.

Get it in Writing

If you have an agreement with someone, especially when it comes to money have everything written out. Having everything written down helps to prevent the unexpected. For example, if a company says they will pay you \$500 for your services and they only give you \$400 you can say that you have it in writing. You know what your responsibilities are and what the other organization is responsible for.

Read the Small Print

Check over everything carefully. An organization I worked with on campus worked for a credit card company filling out credit applications. They expected to receive \$21 for every application filled out and anticipated much more money than they got. The contract said that only in the case of the applications acceptance and receipt of the card did they pay the two dollars. It was fair, it was in the contract, but learn from them-read the fine print!

Asking for donations:

Businesses are often your best friend when planning a fund-raiser. They donate money, prizes and advertise with you. Having a good standing relationship with a lot of local businesses can only help you, so you have to remember to be friendly and honest.

Here are some tips on dealing with businesses:

- Ask to talk to the manager; they are usually the ones who make any decisions about donations.
- It usually helps to have a letter detailing what you are doing and what exactly you are asking them for (money, prize donation, etc.). Include your name and phone number where you can be reached. Sometimes they want someone with authority to sign, so have your school or advisor sign the letter.
- If you are making T-shirts, banners, etc. ask if they have a logo or some posters you could put up at your event or on the shirts.
- Keep your promises, if you say you will stop by to pick up donations on Monday then be there on Monday, if you promise to publicize them then do it.
- Make sure to follow-up. Tell them what you did to publicize them and send out a letter of thanks for their donation. Tell the business that you are a service organization, businesses are more likely to donate to service organizations. Make sure they know what their donations being used for and if they donate a prize make sure you announce at the event who donated the prize(s).

Dealing With Your School

Try talking to your student government first. They are two of your best resources on campus. They may know about ways to get extra funding, how to make reservations for rooms on campus and how to get permission to hold certain events on campus. Usually schools are very willing to help out an organization on campus. It usually gives them great publicity and keeps people on campus more. There are schools out there that are not as accommodating, then you need patience and persistence. Show them how valuable your club is, that it is a nationally recognized organization and that this is a two-way working relationship. By being helpful when your school has an event, (i.e. offering to help set up for a guest speaker or cleaning up after a school concert) you are helping them and in return they can help you. This is building a valuable relationship that will be very important to your club in years to come.

The Layout of the Fundraiser

Outline your plan:

- Decide what fund-raiser you would like to do. How many people will you need?
- How long do you have? How much money do you need to raise? Write down a list of necessary items, a contact list (who you need to call), and what are your needs and expectations for the fund-raiser.

Set up a time line:

- Decide what needs to be done and by when. The best way to do this is to get copies of a calendar or to print one off your computer. Then fill in the dates and what needs to be done. Give yourself plenty of time to prepare for the event. In other words, time to gather all the necessary materials, publicize the event and get permission or reservations.
- In this case, it is best to overestimate by a few days so that if any last minute problems arise you can take care of them before the actual event is to occur. It is usually inevitable that even the best-laid plans can go awry, so it is best to give yourself some space to correct any minor problems so that you can have the best fund-raisers ever.

Contact companies, the community, etc.:

- Once you have your plan start calling people to collect times, buy products, make reservations, or just to help out.

Publicize:

- Publicity is the key to a successful fund-raiser. Make sure you publicize far enough in advance. A good rule of thumb, the bigger the fund-raiser the more advance publicity it needs.
- Remember to put the who, what, where, and why of the fund-raiser on your publicity materials. Some clubs include meeting times and dates on their publicity material to entice new members.
- Make sure you reach your target audience (the people most likely to come to your event, who would be interested in your event, and who have the money to spend) and make sure they know exactly what you are asking of them. In your fliers, ads, brochures, etc. clearly explain where the event will occur, when, what time, how much it will cost (if appropriate) and if you think it will help what your are raising

money for. Do not forget to place the name of our school and prominently on your promotional material. It might also help to give a short explanation of what your club is. Keep in mind that you may not always be targeting students or people on campus.

- Many times you may need to spread out into adjoining neighborhoods and communities. There are plenty of people out there with money (aside from loan paying college students) who would be willing to help out with a donation or will pay to have their car washed.
- When you go off campus to publicize you may need to use other forms of publicity. Talk to your neighbors and family members in the area, your church, and any organizations you belong to.
- Post fliers in business windows (with permission), ask your school radio station for airtime, etc.

Double Check: This is especially important if your fund-raiser is more complex and takes a little more planning.

- Make sure that everyone has taken care of their assigned job, that permission has been received, reservations made, items bought or donated have been picked up, etc. It only takes a few minutes to check, and it will save you a lot of frustration in the future.

Collection and Distribution:

- Try to establish set time frames for money and prize collection. When you are asking for donations or pledges make sure the customer knows exactly when the money needs to be collected by. Calling to remind them is also a good idea.
- When giving away prizes make sure you have a system of checking to make sure the person has the winning ticket or some form of identification. If the winner is not at an event, make sure you have a way of notifying them, a phone number is your best bet. It is terrible when you tell someone they have won a prize and when they get there you have nothing to give them.

Analyze the results: After the money has been collected, the prizes given away, the thank you letters written and everything is done it is time to analyze the results.

- How much did you raise?
- How much did you spend?
- How many people were needed?
- How much planning and time was required?
- What problems did you run into, if any?

Evaluation:

Now that everything is done and you have analyzed your results you need to evaluate the project.

- Did the members enjoy the project?
- Was it worthwhile?
- Did you achieve all your goals?
- Does it seem like a project you could do again and again? (A good idea is to keep a notebook or three ring binder filled with fund-raisers you have done during the year. Put in the calendar, a contact list, any notes and your complete analysis and evaluation of the project. This will help future treasurers decide what worked and what did not and perhaps how to improve upon the fundraiser).

Follow up: After the event is over, always be sure to acknowledge all those people who helped.

- For instance, write a thank you letter to all the businesses that donated a prize or services.