



# Quick Tips: Fundraising

Take the Lead!

Whatever funding your organization receives, it probably will need more. Fundraising will help increase the amount of money with which you have to work.

### Why Have a Fundraiser?

- Raise money for your organization
- Raise money and awareness for a charity
- Promote your organization
- Motivate members
- Learn how to coordinate sponsorship
- Network with the community
- Give back to the University

## Guidelines for Having a Fundraiser

<p><b>Research</b></p> <ul style="list-style-type: none"> <li>• Review and evaluate past fundraising attempts</li> <li>• Identify local contacts</li> <li>• Check University policy on Commercial Enterprises (see Rights and Responsibilities, Section 8)</li> </ul> <p><b>Work with the Development Office</b></p> <ul style="list-style-type: none"> <li>• Help find untapped sources</li> <li>• Cooperation from Development is essential when dealing with off-campus companies and institutions</li> </ul> <p><b>Set Goals</b></p> <ul style="list-style-type: none"> <li>• Set a realistic goal</li> <li>• Make sure goals are set before the planning begins!</li> <li>• Decide what you wish your members to learn from the fundraiser</li> </ul> <p><b>Determine the Type of Fundraiser</b></p> <ul style="list-style-type: none"> <li>• Identify interests of your target audience for the event</li> <li>• Secure appropriate facilities and materials for your event</li> <li>• Consider a series of smaller events instead of one large event</li> <li>• Calculate exactly how much money was raised</li> <li>• Always keep in mind your goals and purpose</li> <li>• Keep all fees (registration, admission)</li> </ul>	<p>relevant to your event and audience</p> <p><b>Check Dates</b></p> <ul style="list-style-type: none"> <li>• Check the campus calendar for community events, holidays, and exams; check outside media sources for area events that might conflict with your event</li> <li>• Announce chosen date early so people can plan to attend</li> <li>• Publicize!!!!</li> </ul> <p><b>Enlist Help</b></p> <ul style="list-style-type: none"> <li>• Set up committees and delegate responsibilities</li> <li>• The more people the merrier!</li> </ul> <p><b>Create a Timeline</b></p> <ul style="list-style-type: none"> <li>• Plan in advance</li> <li>• Allow time to complete every phase thoroughly</li> <li>• Figure out how your volunteer crew will operate</li> </ul> <p><b>Evaluate and Keep Everything!</b></p> <ul style="list-style-type: none"> <li>• Record what worked, what didn't</li> <li>• Keep a list of all contacts and sponsors</li> <li>• Make sure all records are accurate for future reference</li> <li>• Calculate exactly how much money was raised</li> </ul> <p><b>Send Thank You Notes</b></p> <ul style="list-style-type: none"> <li>• Sponsors</li> <li>• Volunteers</li> <li>• Any University Departments</li> </ul>
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