Whatever funding your organization receives, it probably will need more. Fundraising will help increase the amount of money with which you have to work. **Specific information needs to be collected from donors of goods and services and recipients, depending on the type of fundraiser your club organizes. This is for tax-related purposes. Please contact a member of the Department of Student Activities to find out what information is needed for your specific fundraiser.**

**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**

**Research**
- Review and evaluate past fundraising attempts
- Identify local contacts
- Check University policy on Commercial Enterprises (see Rights and Responsibilities, Section 8)
- Work with the Development Office
- Help find untapped sources
- Cooperation from Development is essential when dealing with off-campus companies and institutions

**Set Goals**
- Set a realistic goal
- Make sure goals are set before the planning begins!
- Decide what you wish your members to learn from the fundraiser

**Determine the Type of Fundraiser**
- Identify interests of your target audience for the event
- Secure appropriate facilities and materials for your event
- Consider a series of smaller events instead of one large event
- Calculate exactly how much money was raised
- Always keep in mind your goals and purpose
- Keep all fees (registration, admission) relevant to your event and audience

**Check Dates**
- Check the campus calendar for community events, holidays, and exams; check outside media sources for area events that might conflict with your event
- Announce chosen date early so people can plan to attend
- Publicize!!!!!

**Enlist Help**
- Set up committees and delegate responsibilities
- The more people the merrier!

**Create a Timeline**
- Plan in advance
- Allow time to complete every phase thoroughly
- Figure out how your volunteer crew will operate

**Evaluate and Keep Everything!**
- Record what worked, what didn’t
• Keep a list of all contacts and sponsors
• Make sure all records are accurate for future reference
• Calculate exactly how much money was raised

Send Thank You Notes
• Sponsors
• Volunteers
• Any University Departments

Helpful Fundraising Hints
• Use Brandeis’s tax exempt number when making purchases (You can get this through the Department of Procurement)
• Seek co-sponsorship with other groups
• Keep materials attractive and professional in appearance, but don’t be too extravagant
• When choosing an item to sell, remember your group will be identified with what you are selling
• Utilize volunteers who are committed to the project
• Be clear about your purpose and how the money will be used

Sponsor a Campus/Community Event
• “a-Thons” (dance, movie)
• Car wash, and other community services
• Special tournaments (students vs. administration, faculty, alumni)
• Tournaments (ping pong, chess, checkers, volleyball, video games)
• Auctions (silent or other)
• Rubber duck races in Yakus or Chapels Pond
• 3-on-3 basketball tournaments

Sell Services to Students
• Typing, sewing, etc.
• Cleaning (rooms, cards, bikes, etc.)
• Breakfast in bed
• Grocery shopping
• Survival kits for exams

Sell Services to Community
• Raking leaves
• Pet wash
• Litter collection
• Car wash

Sell Unusual Foods or Products
• Fruit, cheese, and /or bread baskets
• Cookies, pretzels, or peanuts dipped in chocolate
• Pastries, muffins, rolls, etc.
• Cookbooks

Raffles*  Must be compliant to Massachusetts Law on raffles.
• Supermarket Spree
• Night out on the town
• Dinner with a special person
• Surprise vacation

Miscellaneous
• Coupon books
• Plant/Pet service
• Message delivery service
• Singing telephone service

Part of (youR)esource from The Department of Student Activities