

Fundraising

(fūnd'raz'ing)

v. getting more money to do fun stuff

Fundraising is a very important aspect of your student group. These additional funds can be used to help plan events or be donated to charity. The steps outlined below may assist you in developing a successful fundraising campaign!

Decide your goals– and write them down. Be specific and realistic about how much you want to raise and what you will do with the money. Write down as many details as possible.



Develop your strategy. Select endeavors that are best suited for your group and goals. Some fundraising suggestions are listed on the other side of this card.

Get excited! Energize your group and get them excited about the organization and fundraising. Do teambuilding exercises, go out for dinner – be creative!

Decide who to approach. Distribute lists of potential donors and decide who will approach which businesses to avoid duplication. Generate a list of potential donors from sources such as organization records (past donors, former members, parents of members), phone books, newspapers and periodicals, etc.

Develop your presentation. Make an outline of each item you want to include in your presentation to the people you approach. Some examples include what your organization is, how it helps others, why you are raising money, how their donation would be used, and how their business will benefit from donating (this is very important – everyone wants to know “what’s in it for me!”).



Progress checks. Throughout the campaign, meet to discuss progress. Let the committee members know what they have raised so far, how much they have left to raise, and review the techniques you outlined earlier. Allow members to discuss their experiences – what has worked for them and what has not. Thank and encourage the group!

When the campaign is over. After the campaign, take some time to write thank you letters to donors, thank your committee members, update your files, evaluate pros and cons, collect any unpaid donations, enlist new members and begin long-range planning.



define yourself. get involved.



Fundraising Ideas

- ★ Door-to-door solicitation
- ★ Candy sale
- ★ Car wash
- ★ Variety/talent show
- ★ Dance
- ★ Raffle
- ★ Movie night with refreshments
- ★ Dunk tank
- ★ Jail and Bail
- ★ Garage sale
- ★ Casino night
- ★ Sports tournaments

Items to Sell

- ★ T-shirt sales
- ★ Holiday cards or stationary sales
- ★ Flower sales
- ★ Bake sales
- ★ Candy-grams
- ★ College or organization mugs
- ★ Dry erase phone boards

Visit the Student Union Business

Managers for more information regarding:

- ★ Mallinckrodt Vendor Sponsorships
- ★ Phon-A-Thons
- ★ St. Louis Symphony Fundraiser
- ★ Candy and Promotional Item Sales
- ★ Casino Night
- ★ Bread Co. Coupon Program
- ★ Sunray Design T-shirt Sales Program
- ★ Student Union Loans



think outside the box!

come up with your own ideas!

don't be afraid to try something new!

References:

The Leader Reader. University of Illinois at Urbana-Champaign



define yourself. get involved.

Office of Student Activities ★ www.getinvolved.wustl.edu

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