



ECSU Student Center and Student Activities Office *Co-curricular education for student organizational leadership*

→ SUCCESSFUL FUND RAISING ←

Successful fund raising has as much to do with effective planning as it does with how you decide to raise funds. What follows is a comprehensive guide to planning and implementing a profitable fund raising program for your organization.

PLANNING MEETING

First, have a planning meeting with your organization to discuss fund raising. It is important to involve all members of your organization. Agenda items for this meeting would include:

- ◆ What activities are you planning during the upcoming academic year/semester?
- ◆ What will be the costs of these programs?
- ◆ How much reserve cash will the organization need?
- ◆ What is the current balance in your organization account?
- ◆ Set a realistic fund raising goal.

Example: Raise \$400 for the Regional trip by selling candy from January 10 through March 15.

Be sure to use a calendar to chart your plan:

- ◆ Identify regular organizational meetings, newsletter deadlines, executive meetings, etc.
- ◆ Determine your program dates
- ◆ Select a good time for a fund raising activity (timing is crucial - don't over stress your members).

Appoint a fund raising committee or coordinator to keep your plans on track.

DEVELOPING A FUND RAISING PROGRAM

There are many ways an organization can raise money. They range from selling candy or services to organizing a campus wide event. To choose the right fund raiser for your organization, you may want to consider the following:

- ◆ What are your members' interests and skills?
- ◆ Have a brainstorming session and use your imagination.
- ◆ Consider what other fund raisers are going on around campus.
- ◆ What public relations benefits can your organization receive from the fund raiser?
- ◆ What are the costs? Include hidden costs, break even points, and initial investments.
- ◆ Confer with your advisor.
- ◆ Is everyone enthused about the idea?
- ◆ Begin planning.

PLANNING A FUND RAISER

When planning your fund raiser:

- ◆ Use a backwards planning calendar to help organize the details.
- ◆ Be sure to register your fund raiser with the Student Activities Office. You will need this registration to reserve space and sell on campus.
- ◆ Reserve any space you will need (i.e., Student Center table)
- ◆ Be sure to have a hall solicitation permit registered with each hall you will be selling in.
- ◆ Develop a strong sales argument. This should be convincing, compelling, and practical. For example, "Help the Computer Club purchase a new computer."
- ◆ Develop a theme that is catchy. For example, "Help your Heart Fund - Help your Heart!"
- ◆ Plan your publicity campaign. The Copy Center can print flyers within 48 hours. To hang posters in the halls, you need to work with the Office of Housing and Residential Life; give yourself at least 3 days before the posters can go up.
- ◆ Peak selling periods are during the lunch and dinner hours. Plan accordingly!
- ◆ Get the whole organization involved.
- ◆ Delegate tasks and form committees (food, equipment, reservation, tickets, posters, flyers, etc.)
- ◆ Don't forget to follow-up regularly with all delegated responsibilities.

Be sure to have fun with your fund raiser! It's a great time to get to know your organization 's members.

POST EVENT FOLLOW UP

After your fund raiser, be sure to follow up:

- ◆ Always secure the deposit of your receipts.
- ◆ If your fund raiser is a raffle, you must report your revenue and expenses to the Student Activities Accounting Intake Office (SAAIO). All we need is your total revenue collected, total expenses, and profit. You can do this by dropping a note in the mail or calling the Student Activities Office following your raffle.
- ◆ Thank all contributors (when appropriate) and be sure to keep in touch with them throughout the year. Evaluate the event with committees and the organization as a whole. Make sure to pinpoint weak spots, make recommendations for future fund raisers, and if it worked, do it again next year and make it a tradition.
- ◆ Begin to plan for next year.

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- ◆ Brainstorming
Fund Raising Ideas

REFERENCE

Adapted from: St. Norbert College, Department of Leadership, Service & Involvement

*Additional resource handouts are available as well as consultation services.
For more information, contact the Student Activities Office in the Student Center at 465-4450.*