Leadership Tips
SUCCESSFUL FUNDRAISING

All organizations are concerned with funding, and a great way to generate financial resources is through fundraising.

1. HAVE A PLANNING MEETING

   Assess your financial status and needs.
   ➢ How much will your program cost?
   ➢ What is the current balance in your organization’s account?
   ➢ Set fund raising goals and be sure to make it realistic.
   ➢ Example: To raise $400 for the regional trip.

   Use a calendar to chart your plan.
   ➢ Identify regular 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 the organization members.

2. DEVELOP A FUNDRAISING PROGRAM

   Four basic ways to raise money.
   ➢ Selling memberships, goods, etc.
   ➢ Charging a fee for a service.
   ➢ Organizing a special event.
   ➢ Asking for donations (either from members and/or alumni or from corporate co-sponsors).

   Choosing the right fund raiser.
   ➢ What are your member’s interests and skills?
   ➢ Consider what other fund raisers are taking place on campus.
   ➢ What are all of the costs?
   ➢ Meet with your advisor.
   ➢ Is everyone in the organization enthusiastic about the idea?
   ➢ Check with the Office of Student Life for rules and regulations.
   ➢ Begin planning.

3. PLANNING THE FUNDRAISER

   Use a backwards planning calendar to help organize the details.
   ➢ Go to Student Life for Event Planning & Registration consultation.
   ➢ Plan your publicity campaign.
   ➢ Get the whole organization involved.
   ➢ Delegate tasks and form committees (food, equipment, reservations, posters, fliers, etc.).
   ➢ Don’t forget to follow-up regularly with all delegated responsibilities.

4. THE EVENT

   Have fun with it!

5. EVENT FOLLOW-UP

   Always secure the deposit of your receipts. The Office of Student Life will help with this. Check with them before the event.
   ➢ Thank all the contributors and be sure to keep in touch with them after the event.
   ➢ Evaluate the event with the committees and the organization as a whole. Make recommendations for future fund raisers.
   ➢ Begin to plan for the next year.