FUNDRAISING STRATEGIES

Whether you want to sponsor a big-name speaker, hold a dance with an excellent local band, or simply print up fliers promoting your group, you need money to get going. You can raise money to materialize your ideas – you just need to know where to start.

Don’t wait until you are in the middle of planning an event and realize that you’ve overspent to start fundraising. You should develop a successful fundraising plan before you actually need the money! Here are some tips to help you strategize:

1. **Think Positively:** As you plan for the year, think big and dream a little. Ask yourself, “If money were not an obstacle, what would the group do?” Use your imagination!

2. **Establish Financial Goals:** If you don’t know where you’re going, you’ll never know if you’ve arrived! Organizations must establish an annual budget after you’ve established your goals for the year. Once you’ve done this, you can determine what your fundraising target is.

3. **Organize your Fundraising Committee:** Elect a chairperson who will keep your committee on task and relate the progress to the organization, etc.

4. **Develop Creative Fundraising Alternatives:** Brainstorm possible fundraising activities. A compilation of ideas is on the back of this page. Be creative, think of your own twist!

5. **Establish a Fundraising Plan:** Fundraising is like any other group project; it cannot happen successfully if left to chance, or left until the last minute!

6. **Fire Up!** Energize your team and get them excited about the organization and the fundraising campaign. Do team building exercises, go out to dinner, be creative!!

7. **Follow University Procedures:** Check with your recognizing body (i.e. ASG, Res. Life, etc.) to see if they have any fundraising policies in place. Many fundraising activities require prior University approval, particularly for sales and solicitation activity (for solicitation, see Leader TIP on Corporate Sponsorship). Some activities are restricted or prohibited under the University policy or state law. You should be familiar with both the approval procedures and limitations before you undertake a fundraising strategy.

8. **Progress Checks:** Throughout the campaign, meet to discuss progress.

9. **Evaluate Fundraising Activities:** In order to determine your level of success, maximize learning opportunities, and advise future leaders of the organization, it is necessary to evaluate. Make sure to include future recommendations.

10. **Thank Members:** Lastly, make sure to thank everyone involved