

Guidelines to Successful Fund-Raising

1. **Organization:** Fundraising should not be left up to one club member but conducted by the entire club. Establish a committee, a chairperson, a treasurer and a publicity coordinator. Map out a strategy and work together to make a successful fund-raiser.
2. **Contingency Plans:** Any fund-raising endeavor can be successful if careful planning takes place ahead of time. Establish a realistic schedule that allows ample time for planning, meetings, resource gathering, etc., and always include deadlines. Your schedule should allow for the event to take place in the proper season, i.e., don't try to squeeze in a car wash in December. Have goals and alternative plans (options) ready if the goals are not met on prescribed dates.
3. **Budget:** Set up a budget for all fundraising events and estimate possible expenses. Keep all receipts and record all transactions. You can also approach businesses for sponsorships, prize donations, and discounted services to offset the costs of the activity.
4. **Image:** Make sure that any fund-raising enterprise that you undertake is good for your image. Fund-raising also advertises your organization, be sure the image you present is professional. Bring in the media on your fundraiser if at all possible. Increasing the amount of attention you receive increases your chances of being successful. Recall the Code of Conduct when selecting businesses to approach.
5. **Reason:** If at all possible, fundraise for a specific need. You will get a much better response if the money is actually for something.
4. **Amount:** Make sure the fundraiser you're doing fits your needs. If you need to make \$2,000 is having a carwash really the right way to go?
6. **Effort:** The key to a successful fundraiser. Pursue projects that will give you maximum return for minimal investment in money and/or person power. Do not pursue a project that is more than you can handle or more than you need.
7. **Facility:** If you need facility space, make sure you reserve the space that will meet the needs of the activity prior to planning the event. You do not want to conflict with another campus activity or try to fit too many people into a small facility.
8. **Publicity:** Publicize the event. You can contact radio, TV, newspapers with Press releases, or advertise on your own. Social media outlets have proven to be very effective.
9. **Incentives:** Where the direct sale of merchandise by individuals is involved, set up prizes for various levels of sales volume. Establish a plan that will maximize the number of winners, and so the number of sales people.
10. **Evaluation:** Evaluate the fundraising event from the time you begin planning to the end of the project. Keeping these notes on hand will make it easier to plan activities in the future.

Fund Raising Activities and Events

The following is a listing of possible projects that your organization could undertake. You could use any of the following ideas as is, or develop one of your own. Often it is the new and different idea that sells the best. The important thing is to choose an idea that is right for your group.

Aluminum/Glass/ Paper Drives	Home Tournaments
Car Washes	Valley of the Lillies
Food Sales	Sport Camps/Clinics
Parents Weekends	Alumni Weekends
Merchandise Sales	Rent a Puppy
Online Donations Drive	Coin Drives
Sponsorships	Donations
Stadium/Arena Cleanups	Athletic Concession Sales
Bake Sales	Percentage Nights
Obstacle Course Races	Online Apparel Campaigns

**For sales on campus, the Campus Activities Solicitation form must be filled out and turned in before your sale.*

**For Food sales on campus, must fill out DCA Solicitation form and Aramark Approval form.*

**To add fundraisers to the Club Sports on-line calendar, submit imleagues fundraiser notification*

**Prior-notification of all fundraisers is requested to Associate Director for Intramural and Club Sports.*

Solicitation of Businesses – Sponsorship and Donation

Matching Funds: Matching is a great way to double your funds raised. Businesses can match a predetermined amount based on any individual contributions that you raise from the general public or through special events. You will have to scale your request to the size of the business and the amount that you expect to generate.

Sponsorships: Businesses or corporations can be approached and asked to sponsor your club. They can also approach you. The sponsor gains advertising and good public relations in return for their monetary/equipment donation.

Donations: Businesses or corporations can be approached and asked about donating to your club. They can also approach you. They may give you money or equipment as the donation. They may also have items they can donate for you to sell or auction. Nothing is given or done in return for the business unlike a sponsorship.

**All actual sponsorships must be approved by the Associate Director for Intramural and Club Sports.*