

Fund Raising QUICK TIPS

“Quick-N-Easy” Fundraising Ideas:

• Car Washes • Balloon Sales • Flower Sales (carnations are in inexpensive favorite) on Valentine’s Day, Graduation, or other holidays. • Gift or note deliveries at the beginning or end of people’s class. • T-shirt sales • School supplies sales • Bubble gum sales • Bake sales • Garage sales

Before You Start:

Decide how much money your group needs to raise. Go ahead: Set a high goal! If all members are in agreement that having these funds is necessary they will probably agree to put in the time necessary to raise that money.

There are many different ways to raise money: Some projects are easy to set up and target mainly people you do not know. Others will take more time in planning and implementation and will probably people you know as well as people you do not know. Still others will take the work of only a few people targeting groups or businesses.

Fundraisers

“Show Up and Work” Projects:

These are the kinds of projects that are set up in advance by the leaders of the groups so that the general members simply have to show up one day and spend time working. Examples of these projects include: car washes, bake sales, and cleanups. Members tend to like these kinds of projects, because they do not require a lot of planning and do not take much of their time.

Drives and Sales:

Fund drives and lengthy sales projects such as candy sales and stock sales tend to have higher returns than “Show Up and Work” projects, but they take more time to complete. Leaders set up these projects in advance and often need to make a deposit for the items to be sold. Members will usually target both people they know and those they do not know.

Corporate Sponsorship:

Often your group’s work can tie in with the work of another group or a business. A business may wish to reach your members through an ad in your newsletter or other publications. Businesses that provide services may also give you a discount or free services in return for advertisement or a chance to talk with your members. Most businesses require a written proposal from your group stating exactly what you want from them, as well as what they will get in return. Proposals should be presented well in advance (months, and sometimes even a year in advance). Don’t be afraid to approach a business about money or services--they are used to people asking, and you’ll never know how much help you can get until you ask!

Successful Fundraising Follows these 5 steps:

STEP 1: HAVE A PLANNING MEETING

- Discuss the activities your group is planning for the coming year.
- Estimate costs of these activities and compare it to the current funds available to determine how much additional money will need to be raised.
- Develop an event calendar, including all of your deadlines; then determine the best time to have a fundraising event.

STEP 2: DEVELOP A FUNDRAISING PLAN

Choose the right fundraiser for your organization by taking into account:

- The number of members in your group
- Members’ interests and skills
- Members’ enthusiasm for the event
- Members’ time commitments
- Creative ideas—have a brainstorming session
- Other fundraising activities already occurring
- The time of the year best for your activity
- Any costs for the fundraiser (advertising, rooms, etc.)
- Simpson rules and regulations, as well as state/local laws

STEP THREE: PLAN THE FUNDRAISER

- Choose an appropriate date based on the kind of fundraiser you plan to have. Take into consideration weather, academic calendar, etc.
- Reserve your room or location well in advance of the date.
- Plan your publicity campaign.
- Form committees and delegate tasks
- Watch your expenses—you don’t want to lose money on a fundraiser.

STEP FOUR: THE EVENT

Have FUN with it!

STEP FIVE: EVALUATE THE EVENT

- Go through all receipts and deposit money immediately.
- Pay any bills incurred.
- Thank all members and sponsors who contributed to the event.
- Discuss the logistics of the event: was it successful? What could have been done differently? What are your recommendations for the next event? Could this be an on-going or annual event?
- Begin to plan for next year!