

# Fundraising Resource Guide

2009-2010

# Introduction

Fundraising is one of the most important functions of a club. It is recommended that each club establishes a fundraising coordinator to be responsible for keeping things organized and efficient. Before organizing a fundraiser or soliciting funds from various donors, clubs can contact Epicenter staff for support. A fundraising coordinator's responsibilities should include:

- Decide and implement various fundraisers for the club and club members
- Obtain approval for the fundraiser
- Communicate with the program advisor in charge of fundraising
- Communicate with club treasurer to determine the club's financial needs
- Plan ahead for potential financial needs (i.e. national championships)
- Delegate responsibilities of fundraising to other club members

This Fundraising Resource Guide is designed to assist and inform your club of fundraising opportunities. We strongly recommend that you look further into the companies you plan on working with by contacting them and/or visiting their website. By researching specific companies, you might find that there are many more products and services that they offer.

The opportunities to increase your club's budgets are expansive and are only limited to the dedication of you and your club members.

# Fundraising Tips

**To make a fundraiser successful, it is vital for the club to:**

- Determine why raising funds is essential (what is the specific cause or need?)
- Create strong direction and leadership throughout the organization of the fundraiser
- Recruit and motivate club members to become involved
- Establish an effective public relations program using various forms of media
- Keep all receipts and record transactions
- Record all information regarding the fundraising event to help future club members in planning similar events

**When your club decides to organize a fundraiser, consider the following:**

- How much money does your club want to raise?
- What is the cause of your club's fundraiser?
- Who is the target market for your fundraiser?
- What special events can best serve the target market?
- How much money will the club have to put up front for the fundraiser?
- When will the most opportune time be to begin the fundraiser?
- Where would be the best location for the fundraiser to take place?
- What must be done for the fundraiser before, during, and after the event?

**Options to consider when dealing with your club members:**

- When handing out products for a club member to sell (ie. T-shirts, candy, etc.) have them pre-pay for the items. They will be more motivated to sell their product and money collection will be easier.
- When handling catalog sales, make sure there is a deadline. Maximum length should be about two weeks.
- Club members should have a goal of how many items they need to sell.
- Keep in mind that it may take a few weeks to receive the product you have ordered. Remember to factor in holiday breaks.

## Special Issues to Consider Regarding Fundraising:

- Will the event bring in sufficient funds to warrant the expense and resources needed to raise the funds?
- Why should this program be held?
- Goals and Objectives
- Who will benefit
- What will be accomplished
- What is the necessary time commitment for planning and implementing the event
- Who is this program being held for?
  1. Identify your audience and their interests
  2. Choose an event that has appeal and will generate interest
- Budgeting
  1. What revenue is expected?
  2. What are the expenditures? Can we get donations?
  3. Determine the break even point
  4. Set a profit goal

## Publicizing

In order to make the most money and have a high participation level with your fundraising program, publicity is essential. The following are a list of ideas that may be used when publicizing for an event.

- Start early – the sooner you start the more participation you will have
- Advertise in “high traffic” areas around campus and town
- Inform all club members about the event, they can help spread the word to friends and classmates
- “Save the Date” flyers – print and disperse a few weeks in advance, be sure to put on important information (date, time, location and cost)
- Mailings and Invitations
- Event Program Booklet

# Section 1

## Self-Organized Fundraisers

These fundraising ideas are designed to be completed with no outside help. This means that all the ideas in this section can be planned and implemented without relying on a company or outside organization.

- Letter Drive to Friends and Family / Alumni / Companies
- T-Shirt Sponsorship
- Sponsor A Dinner
- Car Wash
- Finals Survival Kit
- Garage Sale
- Beach Volleyball Tournament
- Bowl-a-Thon
- Recycling
- Coin Drive

# Letter Drive to Friends and Family / Alumni / Companies

## Fundraiser Information:

- Approximate Time Required: 3 weeks or more
- # Of Club Members Needed: All club members
- Suggested Value of Service/Product: Donation
- Possible Profit: \$1000 – \$4,000

## Materials Required:

Addresses from club members, professional letters, typed address labels, and envelopes

## Procedure:

- Create a professional, polite letter including your club's mission statement and what a donation can help you achieve. Remember this is a *request*.
- Have the letter proofread and approved by appropriate personnel
- Print the final copies on letterhead
- Obtain addresses from each club member (ex: each member is required to provide 5-10 addresses of friends or family who might be interested in donating money)
- Type addresses onto labels and affix to department envelopes
- Put addressed letters into outgoing mailbag
- Keep track of donations and send thank you letters

# T-Shirt Sponsorship

## Fundraiser Information:

- Approximate Time Required: 2 weeks to collect sponsors
- # of Club Members Needed: All club members
- Suggested Value of Service/Product: \$100.00
- Possible Profit: Anything exceeding the cost of the shirts

## Materials Required:

1. A letter explaining what the sponsorship is supporting and how the company will benefit
2. Sponsor receives two shirts
3. \$80 of the donation is tax deductible (\$20 is subtracted because of the price of the t-shirts given to them)
4. Sponsor receives advertisement throughout community (via club programs and flyers)

## Procedure:

1. Each member of your club should collect a minimum of one sponsor who donates at least \$100 Acquire company's artwork/logo when they sign up for the sponsorship
2. Have a graphic designer design a shirt with all of the sponsors' artwork on it
3. Take design to a local t-shirt printing company and have them make the desired number of shirts
4. Deliver t-shirts and tax deduction forms to the sponsoring companies
5. Remember program specifics such as logo placement
6. The IRS requires the department to deduct the value of the member benefits from the amount of the gift for tax purposes (ex. the \$20 for the two t-shirts)

# Sponsor a Dinner

## Fundraiser Information:

- Approximate Time Required: 2 weeks
- # of Club Members Needed: All club members
- Suggested Value of Service/Product: \$5 - \$10 depending on dinner
- Possible Profit: (see Procedure for profit breakdown) Depends on the amount of publicity and participation

## Materials Required:

Items for the meal (i.e. spaghetti, sauce, bread, soda, tri-tip, salad, and dessert)

## Procedure:

1. Organize a committee to plan the fundraiser
2. Publicize your dinner to as many people as possible (involve Greeks if possible)
3. Talk to the proper people to make sure you are allowed to hold the fundraiser at the location you choose
4. Pre-sell tickets, plan on selling tickets at the door. Buy the amount of food to cover all tickets sold and a little extra for those who show up at the door
5. Set-up and start cooking early enough to have food ready for the first wave of people who attend
6. Clearly communicate to every member of the club so they know what is expected of them

# Car Wash

## Fundraiser Information:

- Approximate Time Required: 1 day, 1 week to plan and publicize
- # of Club Members Needed: 30
- Suggested Value of Service/Product: Donation or \$5
- Possible Profit: (see Procedure for profit breakdown) \$100

## Materials Required:

2-3 hoses, unlimited supply of towels for drying, large sponges, large jug of car washing soap (environmentally friendly), buckets for soapy water, cash box, change, hat, sunscreen

## Procedure:

1. Choose date and time (weekends are best)
2. Contact a facility to sponsor your event providing area and water (gas station or grocery store)
3. Organize enthusiastic volunteers in shifts to wash cars
4. Create flyers and advertise (radio, newspaper, word of mouth, etc)
5. Create large posters to rally on sidewalk during the event
6. Work efficiently and be friendly
7. Be mindful of where soap flows/drains and conserve water

# Finals Survival Kit

## Fundraiser Information:

- Approximate Time Required: 2 weeks
- # of Club Members Needed: Varies, at least 5-10
- Suggested Value of Service/Product: Varies, \$10
- Possible Profit: \$200

## Materials Required:

Cash box and change, booth to sell on-campus, (all of the following can be altered or changed): i.e. candy bars, scantrons, pencils, gum, aromatherapy candles, coffee mix, bag or box to put things in\

## Procedure:

1. Have club members pre-sell finals survival kits to friends (i.e. fraternities/sororities, classmates, other campus club members, or faculty/staff)
2. Send out a mailing to parents to have a finals survival kit sent to their son or daughter
3. Specify in the mailing what will be included in the kits and stick to it
4. The Friday before finals, deliver the kits to the students

# Garage Sale

## Fundraiser Information:

- Approximate Time Required: 2 weeks
- # of Club Members Needed: All club members
- Suggested Value of Service/Product: Varies
- Possible Profit: (depends on number of club alumni) Varies

## Materials Required:

An ad in the local paper, donations from club members and family, and a cash box

## Procedure:

1. Determine a location, date, and time of the garage sale
2. Apply for permit (if applicable with city)
3. Place ad in a newspaper
4. Have club members drop off all of their stuff to be sold the day before the event
5. Pre-tag all of the items with the price you are asking prior to the day of the event
6. Set up signs around the neighborhood/campus advertising the garage sale
7. Set-up early for the garage sale and have club members work throughout the day

**Note:** This is also a good time to sell your clubs t-shirts and other paraphernalia

# Beach Volleyball Tournament

## Fundraiser Information:

- Approximate Time required: 2-3 weeks
- # of Club Members Needed: 15
- Suggested value of Service/Product: \$25/ per club
- Possible Profit: (see Procedure for profit breakdown) \$400-\$500

## Materials Required:

poles, nets, balls, score keepers, tournament board, temporary poles (if necessary), officials (club members), prizes for winners

## Procedure:

1. Decide tournament format and structure
2. Determine where and when the event will be held, reserve venue for event
3. Figure out if the tournament is single-elimination, double, round robin, etc
4. Begin advertising the tournament rules and date(s)
5. Will there be pre-registration or only on the day of the tournament? Is there a late fee if there is pre-registration?
6. Create a sign up sheet with general information (name, contact information, etc.) and waiver
7. Organize the brackets and inform participants of the starting time

# Bowl-a-Thon

## Fundraiser Information:

- Approximate Time required: 1 month
- # of Club Members Needed: All
- Suggested value of Service/Product: Varies
- Possible Profit: (see Procedure for profit breakdown) \$2000

## Materials Required:

Bowling alley, information and donation packages

## Procedure:

1. Determine date of the event, location, time, and reserve facilities
2. Use an excel spreadsheet to create a sponsorship form
3. Decide how long before the event you will be attempting to obtain sponsorship
4. Decide before asking for sponsorship how many games you will bowl and any other specific answers to questions you may receive
5. Seek sponsorship from community through donation or by pin
6. Bowl your pre-set number of games and print out scores; collect outstanding sponsors

# Recycling

## Fundraiser Information:

- Approximate Time required: 1 month
- # of Club Members Needed: All
- Suggested value of Service/Product: Depending on Facility
- Possible Profit: (see Procedure for profit breakdown) Varies

## Materials Required:

Bags to collect cans and/or bottles

## Procedure:

1. Decide how long you will be gathering recyclable material
2. Find out how much profit you will receive from each item and estimate how much the fundraiser will bring in
3. Get teammates together and go out in the community and collect the cans or bottles
4. Establish a drop off location on that day for community members
5. Take them to the nearest recycling facility and turn them in for your profit

# Coin Drive

## Fundraiser Information:

- Approximate Time required: 1 month
- # of Club Members Needed: Varies
- Suggested value of Service/Product: Donations
- Possible Profit: Everything collected

## Materials Required:

Jars and advertising (if necessary)

## Procedure:

1. Decide on secure locations for the collection cans
2. Determine how long the cans will be out and how often the money will be picked up
3. Coordinate the collection of cans with the management of the location that they will be placed; request permission
4. Convince everyone to donate change into your jars

## Section 2

# Weekend Long Fundraisers

Included in this section are fundraisers such as alumni weekend, parents' weekend and various tournament ideas. Take note that these are fundraisers that take a lot of time and organization on the part of your club.

- Alumni Weekend
- Parents' Weekend
- Marathons, Biathlons, Triathlons, Contests

# Alumni Weekend

## Fundraiser Information:

- Approximate Time Required: 3 months
- # of Club Members Needed: All club members
- Suggested Value of Service/Product: \$50 - \$100 per Alumni
- Possible Profit: (depends on number of club alumni) Approximately \$1700+

## Materials Required:

Invitations and anything you would need for a competitive game

## Procedure:

1. Develop an Alumni Weekend program
2. Gather all alumni addresses and mail out invitations
3. Have t-shirts for the alumni
4. Organize some sort of dinner (potluck or BBQ) for Saturday evening and/or a Sunday morning breakfast

**Note:** You can add many things to the weekend to make it more inviting such as a Sunday golf tournament, silent auction, pancake breakfast, or wine tasting tour

# Parents' Weekend

## Fundraiser Information:

- Approximate Time Required: 3 months
- # of Club Members Needed: All club members
- Suggested Value of Service/Product: \$20 per attendee
- Possible Profit: (depends on number of club alumni) Approximately \$1700

## Materials Required:

Invitations and a weekend that you have home games

## Procedure:

1. Plan and develop weekend events
2. Design invitations (make sure parents know when and where the events will be held)
3. Gather each club member's parents' addresses and mail out invitations
4. Organize a dinner at a local restaurant or on-campus
5. Have fun hanging out with your parents
6. This is also a good time to sell your clubs t-shirts and other paraphernalia; also, a silent auction would be great during dinner and will generate more money for the club

# Marathons, Biathlons, Triathlons, Fun Runs

## Fundraiser Information:

- Approximate Time Required: 4 weeks
- # of Club Members Needed: 10 or more
- Suggested Value of Service/Product: \$5-\$10 entry fee
- Possible Profit: (See Procedure for profit breakdown) \$1000 or more

## Materials Required:

Facility, t-shirts, cash box, change, CPR and first aid certified responders, game plan, clearly marked course, orange vests for course marshals, flyers, prizes, refreshments (water), waivers

## Procedure:

1. Fill out an E-Plan six weeks prior to event to secure facilities
2. Create detailed game plan including a map of the race
3. Get course approval from: Public Safety, CHP, Cal Trans, etc.)
4. Organize volunteers to be course marshals, first-responders, set-up and clean-up crews
5. On the day of the race, make sure the course is clearly marked, and hazards are identified
6. Create promotional material (theme) at least three to four weeks before the race; must be approved with all logos
7. Purchase and order t-shirts
8. Organize check in and keep track of winners

# Section 3

## Club Apparel

Are you looking for a fundraiser that also doubles as publicity? This section provides you with companies that will help you create club apparel that can be personalized to advertise your club.

- T-Shirt Apparel with Club Logo Sales
- Selling of Company Apparel

# T-Shirt & Apparel With Club Logo Sales

## Fundraiser Information:

- Approximate Time Required: 3 weeks
- # of Club Members Needed: Varies
- Suggested Value of Service/Product: \$12 short sleeve, \$18 long sleeve
- Possible Profit: \$5-\$10 per shirt

## Materials Required:

Time to work with company and for club to decide on design and what to print it on: t-shirts, sweaters, hats, polo's, jackets, totes, banners, decals, stickers, plaques, awards, etc.

## Procedure:

1. Decide what type of promotional material your club wants to print your logo on and have the design approved
2. Call a screen printing company and get prices
3. Place the order using the PRF form
4. Sell merchandise at games, tournaments, Open House, University Union hours, etc.

# Selling of Company Apparel

## Fundraiser Information:

- Approximate Time Required: During games and tournaments
- # of Club Members Needed: 1 to contact company, and follow up
- Suggested Value of Service/Product: Retail prices for hats, shirts, sweatshirts and stickers
- Possible Profit: Percentage of sales is negotiable

## Materials Required:

Most companies are self sufficient; only space for the booth and the tournament itself is necessary

## Procedure:

EXAMPLE: Water Polo Club

1. Contact Quesada Water Polo Co. Apparel and Accessories
2. Notify them of the time, place, and clubs attending the tournament or water polo related event
3. Provide a space for them to set up their booth
4. Follow up afterwards to receive percentage of the profit

**Note:** Every sport has some sort of vendor that could profit from your game or tournament. It is up to you to find the appropriate vendors.

# Section 4

## Restaurant, Community and Corporate Sponsorships

Here you can find various local restaurants that provide support in one way or another. Some let you utilize their facility for a fundraiser and others donate various items such as gift certificates.

- Woodstock's Discount Card
- Silent Auction
- Waitress/Waiter Night
- Carnival Night

# Woodstock's Discount Cards

## Fundraiser Information:

- Approximate Time required: 2 months
- # of Club Members Needed: All club members
- Suggested value of Service/Product: \$20
- Possible Profit: \$5 for each card

## Materials Required:

Discount card from Woodstock's Pizza

## Procedure:

1. Meet with a Woodstock's Pizza representative or any local pizza restaurant.
2. Arrange to purchase discount cards for \$15 each.
3. Distribute to club members to sell cards for \$20 each (each card is worth over \$100).

# Silent Auction

## Fundraiser Information:

- Approximate Time required: 2 months
- # of Club Members Needed: All club members
- Suggested value of Service/Product: Varies depending on auction item
- Possible Profit: \$1,000+

## Materials Required:

Letter asking for donations, tables to display auction items, and a location for the auction

## Procedure:

1. Create a letter asking for donations.
2. Send letters to as many local companies and have club members solicit donations from friends and family.
3. Follow up all donation requests with a phone call (be persistent yet polite until you get an answer.)
4. Collect donations and follow up with a "Gift In Kind Acceptance Form."
5. Create silent auction forms for each item being donated.
6. Set a specific time when the auction tables are open and when they are closed.
7. After tables are closed collect auction forms. Items being auctioned go to the highest bidder.

# Waitress/Waiter Nights

## Fundraiser Information:

- Approximate Time required: 1 month
- # of Club Members Needed: All club members
- Suggested value of Service/Product: 20% of all profit
- Possible Profit: (see Procedure for profit breakdown.) \$500

## Materials Required:

Location for the event, waitress/waiter uniform

## Procedure:

1. Contact a local restaurant and ask if they sponsor this type of event.
2. Set a date
3. Begin to publicize the event around campus and to friends and family
4. Prior to shift, do a "how to" waitress lesson with employees of the restaurant.
5. Work designated shift and collect all receipts to add up at the end of the night.

# Carnival Night

## Fundraiser Information:

- Approximate Time required: 1 month
- # of Club Members Needed: All
- Suggested value of Service/Product: \$8/ ticket
- Possible Profit: (See Procedure for profit breakdown.) \$300

## Materials Required:

games, bowling alley, video arcade, laser tag, miniature golf, etc.

## Procedure:

1. Contact venue coordinator and make sure the activities are all permissible
2. Figure out date, time, and what activities you will have access to at the event
3. Estimate how much it will cost to rent all the activities versus the estimated income of the night
4. Reserve the venues preferred
5. Find a good way to advertise the event at school, church, etc.
6. Run event with club staffing
7. Subtract facility use from ticket sales for your profit