

Below are some of the resources for groups with great plans and no money. In order to have a successful fundraising campaign, the organization needs to know where it is going, why it wants to go there, and what it wants to do when it gets there. Before you begin any fundraising efforts it is important to spend some time thinking about these issues, which will help you determine how much money you will need and where you might find it. For some groups a simple candy sale will generate enough revenue, while other groups may need to create a more elaborate plan of corporate sponsorship to reach its goals. Whatever your group's needs are, the following resources should help you have a successful fundraising campaign. Just remember, be creative and if you don't ask, the answer will always be no.

All fundraising activities for student groups at Adrian College, including sports teams, need prior approval from the Office of Student Activities. Some activities are restricted or prohibited under College policy or state and federal laws. You should be familiar with both the approval process and limitations before you undertake a fundraising activity. This information is available in the Office of Student Activities.

Fundraising Ideas

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|-------------------------|--------------------------|--------------------|
| Candy sale | Sports arena concessions | Pop can drive |
| Car wash | ___-a-thon | Donations |
| Letter writing campaign | Auction | Corporate sponsors |
| Local businesses | Co-sponsorship | |

Where to Find Local Sponsors

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|-----------------------|--------------------------------|-------------------------|
| Yellow pages | Shopping mall | Stores near campus |
| Radio advertisers | Advertisers at sporting events | Local newspaper |
| On-campus departments | Restaurants | Soft drink distributors |

Things to Know

Campus/Program/Event Demographics

Before you start sending out letters or making "cold" calls, you must define your program, your target market, estimated attendance, and the dollar amount of the sponsorship that you seek. Examples of different types of sponsorship could be a lump sum of money, banners, newspaper advertisements, buttons, balloons, t-shirts, or artists' fees. This step allows you to show potential sponsors that you have done your homework.

How you are going to ask for sponsorship

You should put together a package of information to be used in the solicitation process. The package should include a cover letter introducing your organization and the program, your demographic research, the type of sponsorship you seek, and any other materials that may help your cause.

Successful Fundraising Strategies

1. **Think Positively!** As you begin to plan, think big. Ask yourself, "If money were not an issue, what would the group do?" Dream a little and use your imagination. It is generally easier to scale down your organization's plans than to scale up in mid-year. After thinking big, your group can then begin to assess the possibilities of these goals in light of your resources. A dose of realism is necessary at this stage in your thinking, but be positive.

2. **Establish Financial Goals** If you don't know where you are going, you will never know if you have arrived. Determine how much you need by establishing an annual budget. A budget should follow the establishment of your organization's positive, but realistic, goals for the year. Trying to make the group's plan fit the budget rather than making the budget fit the plan is a common error characteristic of stifled organizations. Once a budget of proposed expenses is developed, it should be reviewed against existing resources. The specified dollar figure beyond existing resources that will be required to operate and complete the group's program for the year becomes the group's fundraising target.

3. **Explore Creative Funding Sources** Successful organizations utilize multiple approaches to fundraising. So once you have established a financial target, identify all potential sources of funds and develop creative ways to tap these sources.

4. **Establish a Fundraising Plan** Fundraising is like any other group project - it cannot happen successfully if left to chance. Successful fundraising requires careful planning. Answer these basic planning questions: Who? What? When? Where? and Why? As you creatively explore approaches to fundraising, it is important to balance the costs or required expenditures of the organization with the risks involved in fundraising. Make sure the fundraising activities are going to be worth the effort. If the risks are greater than what the group wishes to assume, it may be time to go back and revise the organization's overall goals for the year to reflect a reduced financial base. Remember, think positively and creatively. Once a financial plan is developed, write it down.

5. Follow College Procedures

6. **Organize the Fundraising Activities** Obviously, when selling or giving away an item, the less you spend on it, the more your group makes. Ask for donations and if you cannot get it for nothing, get it for cost. Do not try to have one person do everything; get everyone in the group to participate by delegating tasks. Publicize the fundraiser, train members how to run the activity, and secure all donations well in advance of the event.

7. **Evaluate Fundraising Activities** To determine your level of success, it is necessary to evaluate your fundraising activities. This evaluation should compare the dollar goal with the amount raised, seek feedback from members about their thoughts of the event, and include recommendations for future fundraising activities. Remember to say "Thank you" to all appropriate people and keep records of everything.