Fundraising

When a club or organization is seeking to raise money, there are many methods for bringing in the money. One of the first things you will want to do is determine the specific purpose you are raising money for. If you have a specific purpose in mind your are more likely to be successful.

When planning your fundraiser, here are a few thoughts you will want to consider:

- **PURPOSE**
  Why are you raising the funds? (People want to know where their money is going, and it should be for a good cause.)

- **FINANCIAL GOALS**
  How much do you need to raise? How much do you want to raise? How much can you anticipate raising with the proposed activity? What you need to raise may be different from what you want to raise. Be realistic about how much money you will bring in from an activity. It is better to underestimate and end up with more than to overestimate and be disappointed in a small amount.

- **INITIAL COST**
  How much will it cost to produce this fund raiser? Do you have the money in your account to cover the front-end costs of the project? Will you cover the expenses and make enough money to be worth your time and effort?

- **EFFECTIVENESS**
  Will the idea work? Can you really raise money doing this fundraiser? Will you at least break even? Take the time choose fundraisers which could be effective, and take the time to plan and publicize them properly.

Along with developing some of your own fundraising ideas, you may be able to get some funding from the following sources:

- **Alumni Grants.** Alumni grants are offered at the beginning of the school year.

- **Student Government.** On a very limited level, ASEWU will co-sponsor an event with another organization, providing limited funding for the event.

- **Co-Sponsorships with other clubs/organizations/departments.** Seek out other clubs, organizations, or departments that might be interested in your ideas. Co-sponsorship also helps increase turn out for an event.
If you have decided that you want to coordinate a fund raising event, start thinking of some possible activities you could coordinate. To get the ball rolling, here are some suggestions for fundraisers:

- Guess the pennies (candy, paperclips, etc.) in the jar.
- Food/Bake sales (All items must be wrapped to be sold)
- Food sales at events. If another organization is having a big event but was not thinking about having food, ask if you can sell food and drinks there. This is a good way to work with other organizations or departments. If you are sponsoring a free lecture, sell food or drinks at the event.
- Arts/Crafts sales
- Apparel sales
- Bake sale
- Car Wash
- Sell coupon books
- Volunteer yard work or some other work for donations
- Dance, party, or some other event (charge an admission fee)
- Candy-grams
- Band concert
- Raffles (you must have a permit for this. Go to the Office of Student Organizations in PUB 320 for policies and procedures.)