

STUDENT NURSES' ASSOCIATION OF PENNSYLVANIA
P.O. Box 6567, Harrisburg, PA 17112-0567
(717) 671-7110 Fax • (717) 671-7112 • snap@snap-online.org • www.snap-online.org

"Putting the *FUN* into Fundraising"

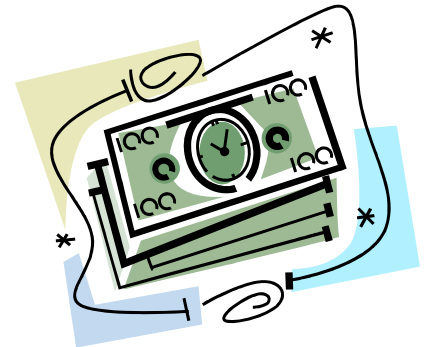
A GUIDE TO FUNDRAISING



Step By Step Guide to Fundraising

- **Before you fundraise:**

- Plan in advance: Preparation is key!
 - How many educational events is your group interested in?
 - Social events?
 - Conferences or trips?



- **Guidelines for a successful fundraiser:**

- **Step 1: Examine your organizations finances**
 - Why do you want or need to have a fund-raiser?
 - How much money do you already have in your account?
 - How much money do you need to raise?
 - What is your fund-raising goal, i.e., amount of money in certain amount of time?
- **Step 2: Program Planning**
 - When is the program, event, or project for which you need funds?
 - By what date must you have the money to ensure that your program, event, or project can occur?
- **Step 3: Develop a Fundraiser**
 - What type of fundraiser do you want to have? When making this decision consider the following:
 - The interests and talents of your members (what kinds of things will your group take interest in and follow through on?)
 - The time of the year
 - How many members you have (big activities need lots of help)
 - Know how and when you can fundraise:
 - Know how to publicize your fundraising event:
 - Tell people why you are fundraising-for an event or trip, they are more likely to contribute if they know the reason.
 - Are your members enthusiastic about the fundraiser?



- What are the hidden costs of your fund-raiser?
- When selling merchandise consider:
 - Is there any up-front investment required?
 - How long have they been in business? Ask for references or check with the Better Business Bureau.
 - If samples are used, who is liable for loss or damage?
 - How is the merchandise shipped, what is the delivery time, who is responsible for unloading? Where are you going to store the product?
 - Are unsold goods returnable? Are they picked up by a company representative or shipped back by the local group?
 - Who pays the shipping charge?
 - Does the product have a guarantee?
 - What sort of support (i.e. local representative, record keeping, distribution kit) is provided?
- **Step 4: Evaluate your fundraiser**
 - Was the fundraiser successful?
 - Did you meet your goals? Why or why not?

Fundraising Strategy

THINK POSITIVELY!

Think big and allow your group to dream a little. Ask, "If money were not an issue, what would the group do?" USE YOUR IMAGINATION! Remember it is easier to scale down your group's goals than scale up in mid-year.

ESTABLISH A FINANCIAL GOAL

If you don't know where you're going, you'll never know if you've arrived. Establish an annual budget following the development of your group's goals. MAKE THE BUDGET FIT THE PLAN, NOT THE PLAN FIT THE BUDGET!! If the financial need is large, don't panic: it is time to be creative yet realistic.

IDENTIFY RESOURCES

Successful organizations utilize multiple approaches to fundraising. Identify all potential sources of funds and develop creative ways to tap these resources.

CREATE A FUNDRAISING PLAN

Fundraising, like any other group project cannot happen successfully without thoughtful planning and thorough preparation. Don't forget to balance the costs of the organization with the risks involved with fundraising. If the risks are greater than what the group wants to assume, it is time to go back and revise the organization's goals. KEEPING UP FRONT COSTS DOWN CAN REDUCE THE RISK CONSIDERABLY! Once a plan is developed—write it down!

FOLLOW UNIVERSITY/SCHOOL PROCEDURES

Research and follow your campus/school policies related to fundraising.

EVALUATION

The evaluation process helps the group determine the success of the event and also records information for next year's leaders. Make sure the evaluation goes beyond the money raised or lost. It should include an analysis of the event and recommendations for future fundraising events.

DEVELOP A CASE FOR SUPPORT OF YOUR FUNDRAISING EFFORTS:

WHY SHOULD PEOPLE SUPPORT YOUR CLUB OR CAUSE?

Issues to address:

- **History** of organization; be knowledgeable and proud of your past.
- What is **special** about your organization: value of your programs and services.
- Thoroughness of **initial planning and research**: do your homework before embarking on campaign, know your cause well.
- Be sure you have the **organization and resources** to accomplish your objectives.
- **What's in it for the donor?** Opportunity to do something heroic, make them feel good, what else?



TIPS For a Successful Fundraiser

1. Set Clear Goals And Firm Deadlines

The key to fundraising success is to establish clear fundraising goals and set firm deadlines for reaching those goals. Identify what you need, how much money is required and how long it will take to get it. Otherwise, your fundraising activity can be never-ending. So simply set beginning and ending dates for all fundraising projects. That way everybody knows that there will be closure and things won't drag on.



2. Best To Do Fewer Fundraisers- And Do Them Well

Most fundraising companies who work with organizations to raise money agree that, with fundraising, less can be more. Your fundraising company should be consulting its customers to do only a few fundraisers but, importantly, to do them well. Not only should schools and school groups be watchful of their own fundraising efforts, many advise that it is good practice to know what other groups are doing to raise money.

3. Avoid Duplicating Another Group's Fundraiser

Many groups and organizations have the same goal, to raise money. So it's important to know what, where, when and how others are doing in fundraising. The last thing you want to do is duplicate the efforts of others and over saturate the community. You are only hurting each other.

4. Product Quality Does Count

The old saying "You get what you pay for." Is true for fundraiser campaigns and they're fundraising products. The quality of the product you sell to your supporter is a direct reflection of your group. It will also have a direct effect the next time you fundraise. Higher quality fundraising products will leave people with a positive image of your cause. It will also make your current and next fundraiser easier because supporters will be eager to buy from you, resulting in higher profit.



5. Fundraise At Your Events and Games

Consider holding small fundraisers as a part of a larger event such as selling products in the stands during games, tournaments, and other events. More people and traffic equals higher sales. Plus you can raise more in less time. Some groups are so good at this, supporters look for them at each game and event.

6. No Money Down Fundraisers

Is your group short on funds to buy fundraising products up-front? Choose an order-taker fundraiser. Getting an order-taker fundraiser started costs you nothing. Take your orders, collect your money up-front and then place your order with your fundraising company. A simple way to raise funds without putting any money up-front.

7. Maintain Accurate Records

Always keep exact count of all products sold and all money received, as well as who made each sale.

HAVE FUN!!!

Six Ways To Motivate Your Fundraising Group

A little motivation can go a long way. Motivate your group with prizes, prizes and more prizes without it costing a lot!

1. Intangible Rewards

Rewards with no cash value are proven motivators and provide great entertainment. An example:

Pie Throwing: allow the participants to throw cream pies at the face's of the School of Nursing faculty or chairperson if the goal is reached!

2. Raffles and Prize Draws

For each small goal attained (ex. for every 10 units sold or \$100 in sales reached) the participant gets their name put in the raffle for various merchandise. The more they sell, the more times they can have their name put in the raffle and the more chances they have to win.

3. Grand Prize for Your Top Seller

Reward your top seller with a Grand Prize. It may be a computer, a bike, movie tickets, cash or anything else that inspires your group members. Don't get carried away and offer something your group can't afford.

4. Rewards for Top Class or Team

This is a great way to motivate team work in your group. If you're a small group, you can create teams by putting your members in groups of twos, threes or fours. If you're a larger group you can do it by class. You can offer the best selling group a free pizza party... ask them what they'd like. Try an ice cream social, everybody likes ice cream!



5. Completion Prizes for Individuals

Offering individual completion prizes is very because they motivate and reward everyone in your organization. Offer a completion gift once your member raises a certain amount. For example: Receive \$10 cash for every \$100 of product sold. Other completion prizes may be a gift certificate to a music, video, book, or sports store.

6. Reward Your Early Birds



To help move your fundraiser along, you can offer early bird prizes to the first, second and third person who reaches a specific objective by a certain deadline. For example: if you launch the fundraiser on Monday, you can say the first three people that generate \$100 in sales or more by Friday will receive a \$15 gift certificate or a free lunch.

Also Remember:

Ask Sponsors for Prizes: You can get many prizes for free by simply asking your local restaurants, sports, book and music stores, as well as other local retailers. Tell them what it's for and offer to mention or advertise their name in the School of Nursing or the next issue of your newsletter.

Choose the Right Rewards: What could be worse than no incentives and rewards? Investing in rewards which simply don't motivate your members! Make sure the rewards you choose are relevant to your member's interests. Ask them what they'd like to receive as incentives given a certain budget.



Event Planning

Questions to consider:



- **What is the event you are planning?**
 - What do you want to accomplish with the event?
 - What goals for your organization are you reaching by hosting this event?
 - Who is the target audience?
 - Will students outside your organization be interested?
 - Have other students expressed interest in your topic?
 - Is there another group/organization which has similar goals and could collaborate with you to sponsor the event?
- **Can your organization afford this event?**
 - Will you need to provide money for up front costs? If so, where will the money come from?
- **When do you want to have your event?**
 - Check your school's master calendar for possible time conflicts:
 - Are there a lot of activities that day/week?
 - Has there been/will there be a similar activity around that time?
 - When will your event gather the largest attendance possible to be successful?
- **Where do you want to have your event?**
 - How much space will you need?
 - Is a suitable space available on the date you have chosen?
- **Have you agreed on a date and time?**
 - When will your organization members be able to attend?
 - Is this a busy time for students?
 - Will there be many students around at this time?
- **Will you be serving food?**
 - What food do you want?
 - How much will this cost?
 - If you are going off campus, how are you going to pay for it? How will everyone get there?

- **What is your inclement weather plan if your event is outdoors?**
 - Will you reschedule or have an alternate site?
 - Have you included inclement weather plans on your publicity?

- **What kind of accommodations do you need to make for your speaker/entertainer?**
 - Is there a contract?
 - Lodging?
 - Transportation?
 - Food?

- **What kind of equipment/set-up will be needed?**
 - Do you need audio visual equipment?
 - Podium?
 - Tables/Chairs?
 - Stage?
 - Other decorations?

- **How are you going to publicize and where?**
 - Who are you trying to reach?
 - When should you start publicizing?
 - What methods of publicity are you using?

- **How much time do you have before the event?**
 - Are key responsibilities set on a timeline?
 - Make a list of everything that needs to be completed
 - Start with the event date on a calendar
 - Begin planning with the last thing that needs to be done, and write that on the appropriate deadline
 - Repeat with each thing on your list in reverse order
 - Also, remember to include timelines for each list item; for example, look at the date publicity needs to be up and create a timeline for when the design needs to be done, when flyers should be printed and posters created, and finally when publicity should be hung

- **What are your Human Resources?**
 - Assess group member's skills/interests-who will do what?

- **How will you evaluate your program?**
 - In what ways was your program successful?
 - Not successful?
 - Did you meet your goals?
 - Was your event well planned and well executed?

- Were there any problems that could be avoided at the next event?
- Was your publicity effective?
- What was the response of attendees? (Did they like it? Were there any suggestions for improvement or change?)
- Was there too little/too much food?
- Was the location good?
- Did the time fit the event? (Should it be held earlier, later, on a different day? for different attendance results?)
- Would you bring back this presenter?

Fundraising Ideas



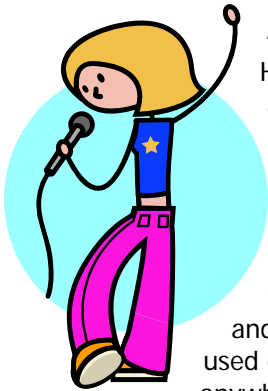
Scrabble Tournament

Scrabble is all about being fluent in the language and coming up with words that might be worth a lot of points. People have fun coming up with strange and exotic words no one else has thought of. Teams of four, six, or eight gather at different tables, each with a Scrabble board and all the letters available. Each team starts with the same opening word, and has 20 minutes to fill the board with high-scoring words. A judge sits at each table. Individuals pay \$35 to participate. Players can sneak a peek at a dictionary for an additional \$10 donation. Make extra fundraising money selling refreshments, raffle, auction, etc. Additional details and ideas available from the National Scrabble Association.

Speed Drinking/Eating Contests

Non-alcoholic speed drinking contest: teams pay \$10 registration fee to enter. Give it a catchy name and logo and you can also sell T-shirts or hats to teams who participate. One school calls it "TANK" and makes it an annual event that students love to participate in. Try something fun to drink, like chocolate milk or Kool-Aid.

Eating contest: hotdogs, ramen, Twinkies, ice cream, anything catchy and fun. Have people pay to enter the contest and secure a good prize for the winner from a local business.



"Campus Idol"

Hold a singing contest, modeled after "American Idol." Charge admission and allow audience to vote for their favorite over several rounds. Contestants can come prepared with several songs in different genres (pop, country, etc.), or you can let them sing whatever they like. Another version would be a singer-songwriter contest, with participants performing original work.

Prom/Formal Boutique/Fashion Show

Organize a "prom boutique" which featured dozens of donated prom dresses and evening gowns on sale at bargain-basement prices. They collected once-used dresses for several months prior to the sale. While clothing stores charge anywhere from \$100 to \$500 for prom dresses, boutique shoppers would pay more than \$50, with some garments priced as low as \$20. The event can be advertised at high schools in your area during prom season.

Run A Recycled Bottle, Can Or Ink Cartridge Drive

An excellent fundraising idea for our times. Raise money while helping to improve the environment. Let your community know that they can drop off their refundable bottles, cans or ink cartridges at a central location. Your group will handle the sorting and keep the refunds. A nickel or dime may not seem like much but if this fundraiser is well publicized, all that plastic, glass, aluminum and cartridges will add up quick. To raise more and as an added incentive or service to your community, you can go door to door to pick their refundable bottles and cans or tie in with a local business to become a drop off location for your group. service to your community, you can go door to door to pick their refundable bottles and cans or tie in with a local business to become a drop off location for your group.

Raffles

Ask for donations from local businesses by presenting them with information about your chapter, where the proceeds will go, or what the proceeds will be used for.



Silent Auction

Hold an auction where instead of bidding vocally, participants bid silently by writing down the amount of their bid. Solicit creative donations: ask friends and faculty to offer services, such as dinner for two or free laundry for a month. Be sure to state the minimum starting bid and the increment each bid must increase. The highest bidder at the end of the day wins.

Poetry slam, Open Mic, Coffeehouse

Charge admission and/or sell beverages and pastries at these types of events. Solicit donations throughout the event.

Bake Sales

Bake sales are one of the easiest and best-known ways to raise funds. "We make it a BIG deal. We put up a table near the Union and set up a sound system to blast Sublime and other music that students want to hear. We usually pair up with another prominent group on campus, like our friends from the Chocolate Club. By pairing with another organization you can have one group bake and the other sell, meaning less work and more money."



Donations

Alumni donations and local retail and merchant donations are always good resources for money or freebies.

Services

Offer services for a nominal fee. For example, wrap presents at holiday times.

Product Sales

Flower/Plants Sale
Exam care packages
Uniforms/Scrubs
Balloon-o-grams
Pompoms
Coffee mugs
Hats
Holiday cards/stationary
Buttons/bumper stickers
Food i.e., cookies, pizza, candy sales

Welcome to school kits
Clinical supplies
Tote bags
New/Used Books
T-Shirts
Holiday flowers
Stethoscopes
Craft Sale
Calendars

References

- Cornell College. (2006). *Cornell college*. Retrieved November 1, 2006, from <http://www.cornellcollege.edu>
- National Student Nurses' Association. (2002). *Guideline for fundraising* (). Retrieved November 1, 2006, from <http://www.nсна.org>
- U.S. Consumer Net, Inc. (2006). Fundraising and fundraiser ideas. Retrieved November 1, 2006, from <http://www.raising-money.org/>