

LEADER READERS

FUNDRAISING

SET A GOAL

You must first ask these questions:

- What do you need the money for? What is the purpose?
- How much money do you need?
- Who will it benefit and how?
- How many people will be helping with the fundraiser?
- When are people available to help out?
- How much time will be needed to raise the funds?
- How much time will you need to prepare?

People are more willing to invest time in a project if they feel they've been included in the plans. You want everyone working on various areas of the goal.

UNDERSTAND THE NEEDS OF DIFFERENT CONSTITUENTS

Even though you want to raise money for your organization, you still need to remember that you must sell something that people will buy!

Your Standard Constituent Roster:

- Freshmen – traditionally range in age from 17 to 19, but remember that any student beginning college for the first time is a freshman. This will be one of your largest groups of “buyers” if you do a fundraiser in a residence hall or in the evenings in the Student Center.
- Upperclassmen – sophomores, juniors, and seniors; however, their age, life experiences, interests, styles, and habits vary greatly.
- Commuters – students who do not live on campus. They can often be overlooked as it is challenging to inform them of campus events. Remember, they have access to other commuters. Their schedules vary greatly. This will be your largest group of “buyers” since they comprise the majority of students at TWU. Find out where they go, what they like and how you can better “serve” them.
- Resident students – captive audience already on campus 24/7. Remember that there is family housing also! These students are here all of the time and are one of your largest group of “buyers.”
- Minority groups – these could be just about any group on campus! Step out of your comfort zone and find out what others like and enjoy. You'll even learn something new in the process!

Leader Readers are a service of the Center for Student Development (CSD), created to support student organization success at Texas Woman's University. For more information, please contact the CSD at (940) 898-3626 or visit us on the first floor of the Student Center, 116.

(over)

LEADER READERS

BUILDING RELATIONSHIPS

Build new relationships, rekindle existing relationships with alumni and friends, and develop a broad base of support and advocacy for your fundraiser.

Steps to building a relationship:

- Set an objective – what do you hope to accomplish with this relationship?
- Work with the group to secure a liaison
- Pull together a fundraising team – identify a core group of people that will work on project
- Educate and train the members in the basics of fundraising
- Identify possible constituent groups
- Get students involved – invite students to attend or be part of the team
- Identify partners – alumni

PUBLICIZING YOUR FUNDRAISER

The most effective approach to publicizing a fundraiser is through a variety of methods that will compliment each other.

Things to take into consideration when publicizing:

- Appeal – who is the fundraiser and publicity for?
- Timing – When should publicity be released? Should it all go out at once, or certain kinds at special times? Which days are the best for ads?
- Location – Where is the traffic I want to advertise to?
- Type – Flyers? Ads? What else?
- Information – How much information is needed? How little? Is the information perfectly clear? Accurate?
- Manpower/Coordination – Who will be responsible for doing what and when?
- Budget – Will the projected response be worth the amount of money expended? Is a sufficient amount of money being spent? Is the total publicity budget realistic?

A few advertising ideas:

Balloons – tie flyers to them	Pencils or pens	T-shirts
Banners	Popcorn bags with printing	Friends
Flyers	Posters	Teasers
Signs	Sandwich boards	Door knob flyers
Displays	Sidewalk chalk	

FUNDRAISING IDEAS

This list is not inclusive, but can definitely get you started! Feel free to add your own ideas as well!

T-shirts	Breakfast items or lunch items not sold in the Student Center	
Friendship Plants	Valentine Grams (or others to coordinate with the holiday)	
Baked goods	Working at a local restaurant for tips (Luby's, Sonic, etc.)	
Carwashes	Popcorn/Snow cones/Cotton Candy	
Posters	Crafts to coordinate with the seasons	Donuts
Carwashes	Coupon Book Sales	Garage sales
Cookbooks	Pizza cards or discount cards	Sports events
Flowers	Food baskets	Candy Sales

Leader Readers are a service of the Center for Student Development (CSD), created to support student organization success at Texas Woman's University. For more information, please contact the CSD at (940) 898-3626 or visit us on the first floor of the Student Center, 116.