



Office of Student Leadership & Service



“Leadership Lifesavers To-Go” Series

Leadership Lifesavers To-Go is an ongoing outreach effort to students at Emory University from the Office of Student Leadership & Service and is a supplement to our ongoing leadership development series. These brief & informative “tid-bits” are intended to serve as guides and are not intended to be all-inclusive.

FUNDRAISING

Developing a successful fundraising strategy allows your organizations the opportunity to cover operating costs, complete projects and programs, and create a small cushion for the future. Many organizations find that the success of their fundraising may be attributed to the following five principles:

1. Think Positively:

As you begin planning for the year, think big. Ask yourselves, “If money were not an issue, what would we do?” Feel free to use your imagination. Generally, it is easier to scale down your organization’s plans than scale up at mid-year. After you have identified ideal activities for the year, assess the feasibility of your goals in light of your resources. Although you have to look at these realistically, remain positive- do not permit lack of available funds to stifle your plans. Also, be sure to **involve your treasurer** in all of the planning and implementation.

2. Establish Financial Goals:

If you do not know where you are going, you will never know when you have arrived! When planning your organization’s budget, your budget of proposed expenses must be developed and reviewed against existing resources. The difference between your total budget and operating expenses will be your organization’s fundraising target. Now is the time to be creative!

3. Develop Creative Fundraising Alternatives:

Once you have established a financial target, identify all potential sources of funds and develop creative ways to tap your resources. Successful organizations utilize multiple approaches to fundraising.

4. Establish Your Fundraising Plan:

Fundraising can’t be successful if left to chance. Answer the basic questions:

Who? What? Where? When? Why?

As you creatively explore various approaches to fundraising, it is important to balance the costs to your organization and the risks involved. Once a financial plan is developed, write it down.

5. Evaluate Fundraising Activities:

It is imperative that you evaluate your fundraising activities. This evaluation should include a qualitative analysis and conclude with recommendations for future fundraising events.

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<http://osls.emory.edu>

The Do's and Don'ts of Fundraising

DO:	DON'T:
<ul style="list-style-type: none"> ▪ Double work – sell t-shirts at a dance-a-thon ▪ Have supplies and services donated ▪ Keep a record of everything you do ▪ Have a goal ▪ Your homework on immediate needs and final goals ▪ Get groups together before and after every event to applaud success and to determine what could have been done differently ▪ Use thoughtful planning – unsuccessful events are often the result of poor planning ▪ Use multiple approaches ▪ Spend as little time as possible on fundraisers - they can bog a group down ▪ Give donors something tangible for donation ▪ Make successful fundraisers traditional events ▪ Keep track of those who have supported you in the past ▪ Watch for opportunities to build on others' efforts ▪ Be sure to follow the other guidelines on Fundraising in the Eagle Source! 	<ul style="list-style-type: none"> ▪ Rely totally on membership dues ▪ Allow fundraising to disrupt the regular business of the organization ▪ Ask anyone to make a donation because you “need” money ▪ Ask for a fixed price when a donation will do ▪ Expect too much from members – have fun and raise money ▪ Let the treasurer handle all the responsibility ▪ Have a fundraiser planned on impulse – plan carefully ▪ Wait until the last minute for anything – be prepared

FUNDRAISING IDEAS

Coffee and donut sales
 Bagel or pretzel sale
 Banquets/ roasts
 Fashion show
 Candy sale
 Progressive dinner party
 Used book sale
 Alumni donations
 Garage/ rummage sale
 Merchant donations
 Auction
 Service auction (time and effort)
 Membership dues
 Balloon sale

Art/ poster sale
 Flower/ plant sale
 Food eating contest (pie, etc...)
 Holiday bazaar
 Carnival/ circus
 Benefit dance
 Student/ faculty talent/ art show
 Finals care package
 Haunted house
 Ushers for events
 Car wash
 Ad/ coupon book
 Bake sale
 Marathon – run, walk, dance, etc.

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