

# FUNDRAISING PACKET



DEPARTMENT OF  
Campus Life

Department of Campus Life, 006 Classroom Building, Stillwater OK 74078

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## Fundraising Essentials

- Be Goal Oriented
  - Be sure that your organization has a specific goal in mind.
  - Ambiguous totals are usually not well received and makes it harder for organization members to stay motivated
- Why are you raising funds?
  - It is important to consider the event, tournament, or trip that you are fundraising for
    - Make a list and do research on the costs involved to help ensure that you cover all of your costs for the event
- The members of my organization aren't participating...
  - It can be easy for members to lose track of their fundraising efforts with the demands of school, work, and other obligations
    - Having each member agree to raise a certain amount of money can make it more manageable and can allow you to potentially have a greater level of participation throughout your entire organization
    - This can also help the coordinator of fundraiser to keep track of goals and ensure that all members are staying true to their promise
  - Offering a prize or incentive for the member that raises the most money can help to keep interest high and can encourage group members to participate
- Longer is not always better
  - Many organizations often feel that the longer a fundraiser lasts the more funds can be raised
  - Fundraisers that are more brief in nature can inhibit members from delaying their participation and help them stay on task
  - This can result in a more successful experience and potentially see greater revenue over
- Use the community around you

- While it may be a challenge to ask college students for funds, don't be afraid to use the community around you.
- Engage the community in activities that can attract large audiences; families, kids, young adults, adults, & more.
- Work with local businesses

## **Fundraising Do's and Don'ts**

- **DO** have a detailed plan before contacting anyone. Prepare a proposal, and know what you would like from each donor before meeting with them.
- **DO** be professional with donors, and approach it from the perspective of what benefits they will receive for donating to your event or organization.
- **DO** build both a professional and personal relationship with your donors. Get to know them. They are excited about what you are doing and want to find out more about you and your program.
- **DON'T** get discouraged by a "no." Often you may receive four or more "no's" for every "yes."
- **DO** meet with donors in person, rather than conducting your requests over the telephone. Be prepared for this meeting.
- **DO** follow up with donors. Thank you's, telephone calls, and other post event communications are vitally important.
- **DO** use the attached examples of checklists, flowsheets and sponsorship proposals.
- **DO** be prepared for the long haul. Fundraising can take a long-time to develop.
- **DO** accept in-kind donations instead of cash. Often this is easier for a business to sponsor. There are several important rules that pertain to a large in-kind gift. Please check with the Foundation Office before accepting a gift worth more than \$5,000. The gift must be appraised if over this amount.
- **DO** keep accurate records of everything that you do.
- **DO** make the most of every opportunity.
- **DO** use thoughtful planning- too many events fail for lack of planning.

- **DO** keep track of those who have supported you in the past.
- **DO** be energetic, creative, and enthusiastic.
- **DON'T** rely totally on dues.
- **DON'T** ask anyone to make a donation because you “need” the money.
- **DO** have a goal
- **DON'T** have a raffle; these are illegal and against University policy.
- **DON'T** represent the donation as tax deductible unless your local organization has tax free status or is able to use the tax free status of the national organization your group is affiliated with.

## **Fundraising Do's and Don'ts**

- Alumni Donations
- Art/Poster Sale
- Auction
- Banquets/Roasts
- Benefit Dance
- Candy Sale
- Car Wash
- Care Packages
- Carnivals
- Cook Offs
- Coffee & Donut Sale
- Entertainment Events
- Fashion Show Luncheon/Dinner
- Garage/Rummage Sale
- Holiday Deliveries (balloons, flowers, candy canes, etc.)
- Marathons
- Partner with a Local Business for a fundraiser night
- Penny Wars

- Silent Auction
- T-Shirt sales
- Work concessions or parking at the football/basketball games for Athletics.

## Fundraising Definitions

- **Ask-** development term for requesting funds from a donor.
- **Campaign-** Fundraising plan or program for an event or group.
- **Challenge grant-** Where an individual, company, or foundation pledges to match the amount raised by a group, basically double the money; must be solicited by the OSU Foundation
- **Co-Sponsorship-** when two or more groups come together to put on an event
- **Endowment-** a capital campaign from which the principle is not spent, but the group is allowed to spend the earnings as laid out in the initial agreement.
- **Gifts & Donations-** Monetary compensation for which the company receives no benefit.
- **Gifts- in Kind-** non- monetary compensation often consisting of goods or services
- **Grant-** given by a foundation, normally for programming dollars- must be solicited by or in conjunction with the OSU Foundation.
- **Mail Campaign-** Fundraising campaign run through letters and mailings.
- **Pledge-** signed statement by company or individual that they will give a certain amount over a certain time period.
- **Proposal-** the written request to a company, can be in letter, presentation, or oral form.
- **Solicitation-** Asking for funds from a donor.
- **Sponsorship-** a gift from a company in return for which they receive some benefit at your event.
- **Stewardship-** Respecting and upholding the wishes and expectation of the donor.
- **Tax- deductible benefit-** the portion of a sponsorship or gift which the donor can deduct from their taxes. To be eligible the amount must run through the OSU Foundation.

## Co-Sponsorships

Co-sponsorships are a great way to fund your event. Normally co-sponsorships involve events or programs that will benefit all organizations involved. Both organizations are

presented as sponsoring the event. Think carefully of what other organizations that would benefit from sponsoring an event with your organization.

Two organizations that often co-sponsor events at OSU are Student Union Activities Board and the Student Government Association. (There is a Co-Sponsorship Agreement form on the last two pages of this document).

## **Practicing Good Stewardship**

Good stewardship is nothing more than having good manners. There are many things that go into practicing good stewardship. The first is communication. Stay in contact with your donor and let them know what you are doing with their donation. Personal communication is the best way to conduct a fundraising campaign. When asking for a donation face to face is the best. If you can't do face to face a telephone call can sometimes be acceptable. Only use a letter request as a last resort.

Once you have a donation, the communication does not stop there. Follow through is important. Thank you notes and follow up letters are a must. Telling a donor thank you should not be an afterthought; it should be a standard operating procedure. When you tell donor that you are going to do something- do it! Following through on promises is very important. Be honest and straight- up with donors; don't play games. Once the trust is broken you have lost credibility for yourself, your organization and your university.

Recognition is another key in establishing good donor relations. Let donors know what they mean to you. Recognize them in every way possible, and tell them what their help means to your organization. All of these things can add up to repeat sponsorships, and if you are trying to sponsor an event, annual sponsorships are great.

## **Successful Campaign Ingredients**

Start with a plan and think positively. From the beginning set a goal for what you want fundraising to accomplish for your organization. Determine whether co-sponsorship with another student group is a possibility or if you are in need of outside sponsors.

Professionalism, marketing, and consistency add up to a successful fundraising campaign. You should always present the best side of yourself, your organization, and your

university. Fundraising is much like marketing. You must present the fundraising proposal in the best light possible.

You should always examine things from the donor's point-of-view. Determine whether it would be beneficial to them to donate to your organization. In order to successfully do this you must know your project and organization inside and out. You should have everything worked out before you approach a donor. Practice your presentation several times before the meeting. Half-baked ideas often never come to full fruition when fundraising is concerned. Look at people that would benefit from working with and donating to your organization. Find links and then use them.

Start by filling out a project summary form. (Attached). This will help you know if you can answer all the questions that you will need to be able to answer. Be creative when approaching fundraising. Think outside of the normal realm and make events fun for both yourself and donors.

Remember that your organization must pay royalties on anything that you sell with the OSU logos on it.

Volunteers offer you people power, expertise, a fresh perspective and community exposure- but not for free. Today's volunteers come with their own expectations for a rewarding involvement. Look for alumni, faculty and staff and of course peer interests. Find out what volunteers want from you, and explain in detail what you want from them. Brainstorm with your groups about places in your community where you can solicit volunteers. Volunteers often become donors.

## **Tips on Obtaining Donations from Businesses**

1. Choose one person as the general contact for the letters I choose myself as the advisor because I was around
2. Send them 2-3 months before your event is going to take place
3. Make sure that person is in business casual (I did both that and wearing shirt and jeans and I had a better response when dressed up)

4. DO THE FOLLOW UP CALLS I would have only had one prize if I hadn't done the follow up
5. Make sure to identify you cause and have a passion for it
6. If you do not have a logo for your organization, work with Campus Life Graphic Design to have a logo designed for you and use it as letterhead
7. Print your letter on resume type paper
8. Have someone sign it (Ideally the person who will be working with that business.)



## Layout for a Letter to a Business/Organization for Assistance

August 5, 2011



DEPARTMENT OF  
Campus Life

To Whom It May Concern:

(If possible find the name of a manager/owner to address the letter to)

The first paragraph of your letter should address what the purpose of your organization is and the role that it plays in the community. How long has the organization been in existence for at OSU? What are you requesting from the company?

Talk about the program(s) that you will be holding. When and where will it take place, and what will be transpiring throughout the duration of the program. What is the goal of the program?

How can they as a business assist your organization in developing a successful program? What specifically do you need the company's assistance in providing (food, gift cards, clothing items, etc.)? Let the business know what the timeline is for the program and when you will be following up with them for more details.

Thank them for the time. Now is your chance to make an impact that you would like to develop a relationship with the company. Provide them with the primary contact including (Name), (Position in Organization), at (Phone Number) or (Email).

Sincerely,

*Sign the letter here!*

\*If you would like to see a sample letter from an organization please contact the Graduate Teaching Assistant for the Department of Campus Life at 405-744-5486 or [campuslife@okstate.edu](mailto:campuslife@okstate.edu).

## Project Summary

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(Potential Funder)

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(Student Group)

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(Contact Name & Phone Number)

1. Name of the Project for which the sponsorship is requested & purpose of project:
  
2. Total cost for project:
  - a. All funding sources outside of this request:
  
3. Dates the project will start and be completed (if ongoing please state):
  
4. If you are requesting operating funds, will the project become self- supporting in future years? Explain how:
  
5. Explain in detail how the requested money will be used:
  
6. Explain why it would be appropriate for the donor to help fund this project:
  
7. Number of individuals or population that this project will affect:

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(Prepared by)

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(Date)

## Student Organization Co-Sponsorship Agreement Form

Before entering into this agreement, both or all parties agree that collaboration is a relationship between two or more organizations to achieve the same goal(s). It is a process that includes many people and in order to be productive requires strong communication and cooperation between all of those involved. Any designated member of an organization that signs this agreement acknowledges the need to work together and to complete and or take any responsibility that is discussed within this agreement.

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This co-sponsored program is between the \_\_\_\_\_  
(organization) and \_\_\_\_\_ (organization).

If there are more than two organizations involved in this co-sponsored program list those groups in the space designated below:

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### Program Information

Program Title: \_\_\_\_\_

Date of Program: \_\_\_\_\_

Location of Program: \_\_\_\_\_

Time of Program: \_\_\_\_\_

Price of Program: \_\_\_\_\_

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Both (or all) organizations are responsible for the following and should divide the work as necessary. Write down the organization(s) responsible for the following tasks and the specific responsibilities they will include.

Advertising (A-Frames, Hanging Fliers, Chalking, etc.):

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Securing the Location (Library Lawn, Chi-O-Clock, Student Union, etc.):

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Working with Physical Plant: \_\_\_\_\_

Setup of the Program: \_\_\_\_\_

Monitoring the Program: \_\_\_\_\_

Program Cleanup and Evaluation: \_\_\_\_\_

Division of Costs: \_\_\_\_\_

Division of Profits/Proceeds: \_\_\_\_\_

Additional Responsibilities, Expectations, Notes:

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By signing the Student Organization Co-Sponsorship Agreement Form, \_\_\_\_\_ (organization) & \_\_\_\_\_ (organization) agree to abide by the described agreement and assume full responsibility for tasks appointed within this document. Should the guidelines not be met after the signing of this agreement, future co-sponsorships will be re-evaluated and this agreement will be considered void.

Organization:

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Organization:

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Organization Designee Signature:

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Organization Designee Signature:

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Advisor Signature and Date:

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Advisor Signature and Date:

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If there are any additional organizations, please provide information and signatures below.

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After this document is completely filled out, please make a copy for each organization and bring two copies (one copy for each organization named) to the Campus Life Office located in 211 Student Union to be held in the student organization's file.

For more information please contact the Department of Campus Life at 405-744-5488 or by e-mail at [campuslife@okstate.edu](mailto:campuslife@okstate.edu)