



# Successful Fundraising

## PLANNING THE FUNDRAISER

- Use a backwards planning calendar (see the SOAR sheet Backwards Planning) to help organize the details.
- Go to Student Involvement for an Event Planning & Registration (EPR) consultation.
- Plan your publicity campaign – the success of a fundraiser sometimes depends on the publicity campaign.
- Get the whole organization involved.
- Delegate tasks and form committees (food, equipment, reservations, tickets, posters, flyers, etc.).
- Don't forget to follow-up regularly with all delegated responsibilities.
- Stop at the SOFS office (222 Nebraska Union; 300 Nebraska East Union) to clear any expenses.

## THE EVENT

Have fun with it! It's a great time to get to know your members!

## EVENT FOLLOW-UP

- Always secure the deposit of your receipts. The SOFS office will help with this. Check with them before the event.
- Thank all contributors and be sure to keep in touch with them throughout the year.
- Evaluate the event with committees and the organization as a whole. Make sure to pin-point weak spots and make recommendations for future fundraisers. If it worked, do it again next year and make it a tradition!
- Begin to plan for next year.

## HAVE A PLANNING MEETING

### 1. ASSESS YOUR FINANCIAL STATUS AND NEEDS.

- What activities is your organization planning for the upcoming academic year/semester?
- How much will these programs cost?
- How much reserve cash will the organization need?
- What is the current balance in your organization's account?
- Set a fundraising goal and be sure to make it realistic. Example: To raise \$400 for the regional trip by selling candy from January 10 to March 15.

### 2. USE A CALENDAR TO CHART YOUR PLAN.

- Identify regular organizational meetings, newsletter deadlines, executive meetings, etc.
- Determine your program dates.
- Select a good time for a fundraising activity. (Timing is crucial – don't over-stress the organization members.)

### 3. APPOINT A FUNDRAISING COMMITTEE OR COORDINATOR.

**D**elegate the task of overseeing the fundraising activities of the organization to a committee or coordinator. They will be able to focus on the fundraising plan and ensure that it is carried out.

## **DEVELOP A FUNDRAISING PROGRAM**

### **FOUR BASIC WAYS TO RAISE MONEY**

- selling memberships, goods, etc.
- charging a fee for a service
- organizing a special event
- asking for donations (either from members and/or alumni or from corporate co-sponsors)

### **CHOOSING THE RIGHT FUNDRAISER**

- What are your members' interests and skills?
- Have a brainstorming session.
- Consider what other fundraisers are taking place on campus.
- What public relations benefits can your organization receive from the fundraiser?
- Meet with your advisor.
- What are the costs – including hidden costs, break even points and initial investments?
- Is everyone in the organization enthusiastic about the idea?
- Check with Student Involvement for information on applicable rules and regulations.
- Begin planning.

For more information on organization and personal development skills in the SOAR series, stop by or call UNL Student Involvement, 200 Nebraska Union, 472-2454; or 300 Nebraska East Union, 472-1780. Staff members will be happy to assist you and answer your questions.

**student involvement**  
<http://involved.unl.edu>

Revised 6/2008