

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text centered on a white background.

Successful Student Organization Fundraisers

By Amy Sexton and Chase Greenfield

Overview of Presentation

- ▶ Section 1: General Advice for Fundraisers
 - ▶ Section 2: Best-Practices from Accounting Club
 - ▶ Section 3: Procedures for Hosting a Fundraiser
 - ▶ Questions and Answers
-
- ▶ Feel free to ask questions throughout as well!

Section 1: Introduction

- ▶ Fundraising can be a bit intimidating. Do something familiar and comfortable to ease your way into the process.
- ▶ Fundraising is a valuable skill in any job/role. Demonstrating that you know how to get people to invest in your organization will be invaluable in any career.
- ▶ As a state entity, we have to be sure to follow the rules on how we collect money. These include: university policies, state, and federal laws.

Section 1: Ideas for Fundraisers

- ▶ Bake Sales
- ▶ Night at a local business
- ▶ Selling a specific product/item
- ▶ Hosting an event with an entry fee
- ▶ Donation box at a free event
- ▶ Offering a service (e.g. tutoring)
- ▶ Raffles
- ▶ Seeking sponsorships
- ▶ Grants
- ▶ Dues

Section 1: Bake Sales

- ▶ Very popular and successful fundraising idea
- ▶ Try to space these out from other organizations' fundraisers to diminish fatigue
- ▶ Easy to get members to participate and donate goods at a low investment/cost
- ▶ Price items low (at least for students)
- ▶ Broad hours and a good location matter significantly
- ▶ Advertise these like an event - generate visibility for your organization at the same time

Section 1: Night at a Local Business

- ▶ Many local/chain businesses offer these promotions (e.g. Five on Black, Buffalo Wild Wings, etc.)
- ▶ Usually between 10-20% of each person's check goes to your organization
- ▶ Key to success: getting the word out.
 - ▶ Sales only count for you if parties tell their server that they are part of the event
- ▶ Host these in-conjunction with a larger event or just after to maximize turnout
- ▶ Print a tangible ticket for people to remember/present

Section 1: Selling a Specific Product/Item

- ▶ Example: STEM Club goggles and custom engraving
- ▶ Tie this to something your organization does well or to a part of its mission
- ▶ Capitalize on a specific target market as much as possible, and partner with faculty, offices, and community members to reach them
- ▶ If start-up money is a problem, it is worth going through the ASMSUB Contingency Funding process to get the initial support
- ▶ Work with partners like the Campus Store and the Center for Engagement to get better discounts/bulk order products

Section 1: Entry Fees

- ▶ Typically targeted toward community rather than students
 - ▶ If you do charge students, discounted/lower rates may help
- ▶ This is a good way to get faculty/staff to participate in your events
- ▶ Off-campus marketing is essential
- ▶ Challenge members to recruit five people/sell five tickets to the event
- ▶ Bigger is better if you have the funds (picture a fundraising dinner for your organization)

Section 1: Donation Boxes

- ▶ Low-cost item to have at all events
- ▶ Add a clear description of how the donation will benefit the organization
- ▶ Easy way to capture potential support throughout other activities
- ▶ Passive way to collect income
- ▶ If possible, make this look nice and professional (design a label/cover in Canva)
- ▶ Perhaps sponsor a night at an MSUB Basketball game and host a table with your box and organization info

Section 1: Offering a Service

- ▶ Example: tutoring at \$10/hour in a subject
- ▶ Great for academically-affiliated organizations
- ▶ Possible to market this to the community as well depending on the service
- ▶ Think of a way to partner with campus entities (e.g. at a past institution, student orgs could volunteer time at concessions for games to earn a percentage of income)

Section 1: Raffles

- ▶ Technically governed by state gambling laws (follow all procedures from Section 3!)
- ▶ Many different kinds: product, gift card, 50/50, etc.
- ▶ Keep sales prices affordable and focus on selling a lot of tickets
- ▶ Collect contact info to make the winner-selection process easier
- ▶ These could be low-cost or free if combined with a donation/sponsorship from a business
- ▶ Host at an event to build excitement

Section 1: Sponsorships

- ▶ Managed by the MSUB Foundation (see Section 3 for procedures!)
- ▶ Example: College Democrats & campaign sponsorships
- ▶ Good way to partner with local businesses and increase excitement about your organization
- ▶ Give businesses a tangible return for their help (marketing on your promo materials, face-time with students, etc.)
- ▶ Have a specific ask (e.g. “we want your help in the form of \$200 for catering...”)
- ▶ Make the hard ask, and don’t talk afterward. Let the potential donor decide for themselves
- ▶ Write a thank-you note afterward

Section 1: Grants

- ▶ Heavily dependent on your organization's mission, or the focus of a specific event or program
- ▶ Talk with Grants & Sponsored Programs office to find opportunities for your organization
- ▶ Often will come with reporting and funding restrictions

Section 1: Dues

- ▶ Possible to ask your members to chip-in to participate in organization activities
- ▶ Give students a tangible reward for participating (e.g. gift card drawings at every meeting)
- ▶ Clearly outline what dues would be used for and have transparent budgeting practices
- ▶ If charging for community participation, make this more than students (remember: 80%+ of your organization must be students)

Section 1: General Advice

- ▶ Work beyond just the campus community. All of these ideas can work off-campus as well!
- ▶ Start early to get venue spaces reserved and to advertise your fundraisers like events
- ▶ Center for Engagement can help you procure: cash bags/boxes, card reader (training required), and petty-cash (to make change) for your fundraisers
- ▶ Never be afraid to ask someone for financial support! They will rarely get upset and the worst they can say is no

Section 2: Community Outreach

- ▶ Be CLEAR on your mission. What are you trying to accomplish and what is your goal?
- ▶ Contact local organizations:
 - ▶ Downtown Billings Association
 - ▶ Rotary Club
 - ▶ NextGen (run through Big Sky EDA)
- ▶ Find speakers and sponsors for events

Section 2: Marketing to Students

- ▶ Identify your target audience (be specific)
- ▶ Identify the incentive for the student (why should they care/go?)
- ▶ Visit applicable classes in-person
- ▶ Email the relevant college(s)
 - ▶ Become friends with your college/department's admin
- ▶ Campus Leaks
- ▶ Contact Center for Engagement

Section 2: Raising Money

- ▶ Don't be afraid to ask speakers for sponsorships (paying for food/prizes/etc. for your meeting or event)
- ▶ Bake Sales
 - ▶ Call on community members to support. Don't rely solely on students
- ▶ Cold call firms/businesses for sponsorship in exchange for advertising
- ▶ Work with other clubs/organizations

Section 3: Procedures for Fundraisers

- ▶ See the [website](#) for all forms and information
- ▶ Three fundraising forms:
 - ▶ [General](#)
 - ▶ [Raffle](#)
 - ▶ Sponsorship (solicitation of community organizations/businesses- see Center for Engagement for specifics)
- ▶ Remember: raffles are governed by gambling laws, sponsorships are run by the Foundation, and grants by Grants & Sponsored Programs
- ▶ Remember: student organizations cannot exist for the purpose of generating a profit. Fundraising is only to augment other goals

Section 3: Procedures Continued

- ▶ Start early.
 - ▶ Fill out your general fundraising form at least two weeks before your start date
 - ▶ Work with the Center for Engagement to book on-campus venues
- ▶ Put in requests (in-writing) for cash bags, petty-cash, and card readers via email to the Center for Engagement
- ▶ All purchases and deposits occur through the Center for Engagement. This helps to minimize errors and keep a paper-trail for all activities
 - ▶ Submit your purchase requests in as soon as you have them to ensure we can help you in-time
 - ▶ Bring all fundraised dollars, checks, and credit card receipts to the Center for Engagement *immediately* after your fundraiser

Section 3: Procedures Continued

- ▶ Keep in mind that if you are charging for an event, the on-campus venue may not be free anymore. Check with the Center for Engagement for details
- ▶ The amount of your dues must be reported on your yearly registration paperwork
- ▶ Student organizations must use solely their on-campus accounts. No outside bank accounts are allowed
- ▶ For all questions, please see the Center for Engagement, SUB 221, 406-657-2387