

Great Lakes

AFFILIATE



Regional Fundraising Guide

Tips & Resources for Your Next Fundraising Adventure

Written by:
Kathie Wilson

Associate Director for Administration and Finance
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Intent

This guide is intended to assist regional member schools when it comes to fundraising for a philanthropic organization. Starting with the 2016-2019 strategic plan, the region saw that member schools had a need for obtaining fundraising ideas and assistance with the process of fundraising and donating to a philanthropy. While the region understands that not everyone will find this guide helpful it is the intent of each Regional Board to help assist member institutions in every way possible and we hope that this guide will ultimately be considered useful. If you have any tips, advice, or ideas that you feel would help contribute to this guide and feel that it should be added and re-published, please email the GLACURH Associate Director for Administration and Finance, at gl_adaf@nacurh.org.



Definitions

Events:

In this guide the “event” is the activity or event that your organization is hosting or putting on in order to fundraise for the chosen philanthropy.

Schools Who Can Fundraise Monetary Donations

In this guide whenever this phrase is used, it is indicating institutions who can accept monetary donations as a result of hosting their event or where participation in the event is earned through the donation of money. I.E. Selling flowers and then using the money from the sale of flowers as the donation to the chosen philanthropy.

Schools Who Cannot Fundraise Monetary Donations

In this guide whenever this phrase is used, it is indicating institutions who cannot accept monetary donations as a result of hosting their event. I.E. A school or organization cannot donate money to a philanthropy due to certain laws, rules, or regulations being implemented on their campus. Therefore they host events where the donation of goods or specific items is used, in place of money, in order for participants to take part in the event.

Fundraising Ideas

Schools Who Can Accept Monetary Donations

Change for Change

Cash for Trash (hall council go around the hall at the end of the semesters and take out trash for 1-2\$ a bag)

Puppy Therapy

Pie your Staff

All you can eat Meal

Pool, Hockey, or other Table Game Tournaments

School Spirit Sales

Movie Night

Sports Tournament

Water Balloon Competition

Donation Jars

Photo Contest

A Walk-a thon or Dance Marathon

Bowling Night/ Bowling Competition

Scrabble or a Board Game Competition

Coffee House Unplugged

50/50 Raffle

Fashion Show/ International Fashion Show

Obstacle Course Fundraiser

Selling food/ candy/ flowers

Trivia Tournament

Haunted House/ Carnival

Proceeds night w/ Local Business/ Restaurant

Counting On You (Participants guess the quantity of jelly beans and the winner gets a small prize)

Eating Contest

Fundraising Ideas

Schools Who Cannot Accept Monetary Donations

Toy/Coat drive for toys for tots

Pop Tops for Ronald McDonald House

Donation Drive

Tie blankets

Cash for Trash

Puppy Therapy

Pie your Staff

All you can eat Meal

Pool, Hockey, or other Table Game Tournament

Movie Night

Water Balloon Competition

Photo Contest

Bowling Night/ Bowling Competition

Scrabble or a Board Game Competition

Coffee House Unplugged

Fashion Show/ International Fashion Show

Trivia Tournament

"I won't come down/ I won't come out until..." (Have someone such as a dean or chancellor, stay in a permanent location until they reach a certain amount of donations)

Counting On You

Eating Contest

Donate bags/ boxes of "most needed" items

*Some events repeat because you can donate items or money.

Choosing your Philanthropy

Choosing a philanthropy is the first step and of course the most important. The choice of the philanthropy can be connected to your organization, institution, or it can be chosen completely at random to best suit the needs of your event. Below are some suggested philanthropy options as well as ways you can search for philanthropic organizations in your area.

GLACURH Regional Philanthropy

The regional philanthropy is always changing and every five years, a new philanthropy for the region is chosen. If you're interested in donating to the philanthropy the region supports but don't know who the regional philanthropy currently is, contact the Associate Director of Administration and Finance at, gl_adaf@nacurh.org.

Important Websites

With these websites you can search for multiple philanthropies with just a few simple choices. The searches can be refined by state or location or even by philanthropic categories such as education and environment.

- Charity Vault: <http://www.charity-charities.org/index.htm>
- Guide Star: <http://www.guidestar.org/Home.aspx>
- Charity Navigator: <https://www.charitynavigator.org/>
- Give Well: <http://www.givewell.org/>
- Charity Watch: <https://www.charitywatch.org/home>

Common Philanthropies

- Ronald McDonald House Charities: <http://www.rmhc.org/>
- United Way Worldwide: <https://www.unitedway.org/>
- Feeding America: <http://www.feedingamerica.org/>
- Special Olympics: <http://www.specialolympics.org/>
- Local Food Banks are an option as well

Important Pre-Questions

Considering a Philanthropy?

- Do you want to work with a small or large charity? A new one or an old one?
- Do you want to work with a local, state, national, or international charity?
- Is this chosen philanthropy a legitimate philanthropy/charity?
 1. Do they have a mission, values, and measurable goals?
 2. Can you help them achieve those goals with your event?
- Does the philanthropy you are looking at work better with monetary donations or donated items/goods?
- What do you want to accomplish or what is the purpose of your event?
- Why is it important that you work with the philanthropy chosen?
- Has this chosen philanthropy worked with our organization/institution before?
 1. If so, what event was done in the past to fundraise?
- Does your institution have any rules, or regulations on how you can donate to philanthropies?
 1. Can you only donate specific items?
 2. Can you only accept certain quantities of monetary donations?
 3. Can you only accept monetary donations for specific events?

Communication with Philanthropy

Connecting with Your Philanthropy

- When it comes time to contact your selected philanthropy it's important to do your research and reach out to the appropriate contact person. This can be accomplished with the help of someone you may know who already works in the organization or by simply sending an email or making a phone call to the organization. Some philanthropic organizations have a point person, such as "Director of Volunteers" or "Associate Director of Events Management" that solely deal with volunteering and donations when it comes to their organization. Usually this person can provide you with all the information needed to successfully prep, organize, and host your event.
- When communicating with your chosen organization it's important to remember that you are a reflection of your RHA or NRHH Chapter and therefore what you say or do reflects back on your chapter and even your institution. If you are communicating via email with your philanthropy it is important to remember to keep your emails free of spelling and grammar errors and that your emails are written in a professional manner.
- The same can be said if you are contacting your philanthropy in-person. It is best to have any questions as well as any details about your event that you want to do prepared ahead of time. That way it will be easier to take notes on what your chapter needs to do in order to adequately host your event and serve your philanthropy.
- Whenever contacting your philanthropy with questions or concerns, it might be best to make sure all contact is occurring through one or two people, just so the flow of information from the philanthropy to your chapter and vice versa is not being miscommunicated or misconstrued in any manner. This person or people must be reliable communicators who are willing to communicate with the selected philanthropy when necessary.

Choosing your Event

Important Pre-Questions

- Do you have the budget for the event you chose?
 1. How much money can you spend on your event?
- Where will you be hosting this event?
 1. Is this an ideal location for the event that you've decided to do?
- Will the event you've chosen to do be suitable for your needs?
 1. Will it match a specific goal when it comes to monetary donations?
 2. Does the event seem useful and practical when it comes to raising the specific goods or donated items you are asking for?
- Do you have the "manpower" to host the event?
 1. If not where can you get the amount of volunteers needed to host the event?
 2. Do you have a set "leadership team" or head person to spear the organization and planning of the event?
 - Will there be multiple people doing the same task or will each person involved have a specific task to oversee from beginning to completion?
- Who is the target audience for this event?
 1. Can you successfully cater to this target audience where your event is being hosted or where your event is located at?
- Are there any specific rules and regulations from your philanthropy that you need to follow?
 1. Do they only accept certain donated items?
 2. Do they only take monetary donations? Do they only take donated goods/items?
- Are you pairing up with another student organization or is this event an event solely for your RHA/NRHH Chapter?

Choosing your Event

Designated Activity vs. Self- Chosen Activity

When planning which philanthropy you would like to work with and even when planning which event you would like to do, it is important to consider the aspect that the philanthropy you chose, may already have an event in mind that they want you to put on. Some philanthropies already have a designated activity that they find works best when fundraising for their philanthropy while other philanthropies don't mind what event you choose to do when fundraising. It is always best to ask in the initial meeting with the philanthropy if they have an event they would rather you do, to prevent unnecessary work on your chapter's behalf.



University of Wisconsin-River Falls donating water to the Flint Water Crisis at GLACURH RLC 2016!

Planning your Event

The Basics

Set Date, Time, & Location

Once you've figured out what event you are doing make sure to set a date, time, and choose a location for your event. Some items to consider during this stage are:

- Will your event require one location or multiple locations?
- Will your event take place over a long time period like a month or week, or will it be a shorter time period, such as within a day?
- What will the timeline working up to the event look like?
- What will the timeline of the event look like?

Supplies

Make a list of supplies you'll need for your event. Will you need to buy these supplies or do you already own them?

Participation

Do you have enough people to put on this event? Have you thought about all the tasks that will be required to put on your event? A helpful website like Volunteer Spot (<https://signup.com/volunteerspot/index>) can help you break down all the individual tasks at your event and can even help your volunteers or participants that are helping put on the event figure out which tasks they may be best suited at doing.

Advertising

When it comes to advertising for your event make sure you keep your overall message simple. Can you explain what you are doing or why you are fundraising in a brief sentence? It's okay if your event has multiple aspects, but they shouldn't detract from your overall goal. Some items to remember when fundraising:

- *Make sure you advertise specific goals and deadlines. People are more likely to respond, donate, and participate when the deadline and goal of the event is clearly defined.*
- *If there are any specific rules in your event, particularly if your event is dealing with monetary donations, make sure you are specific about where the money is going in the end.*