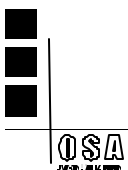


ideal

Fundraising The Process

Tip Sheet

For more information or to schedule a workshop please contact IDEAL at 392-1655 ext. 311



The first and most important question: Do you need to raise money?

Many times organizations assume they need more money, but most organizations can function quite well by utilizing the resource they currently have.

If you need money then let FUNDRAISE!

Fundraising is Exchange!

Fundraising is generating money and obtaining resources for use by the organization that otherwise would be purchased.

The Process of Fundraising...

Proper prior planning is necessary in order to be successful! Lay it all out and assemble a team!

The Consumers- Define and segment a target population, and assess needs

The Product- Brainstorm what can be done for the needs of our target population (ex. events)

The Feasibility- Assesses your current resources (institutional, community), consider logistics, question the purpose and look for holes in the plan.

The Marketing and Promotion- Distribution, timing, advertising, publicity, (word of mouth or sales) and create a PR plan of action.

The Master Plan- Identify all of the specific, detailed steps necessary to implement your plan. Establish a budget and a timeline for tasks to be accomplished.

The Management- Beware of organizations and institutional rules and regulations. Determine best systems for exchanging resources. Insure quality control. Prepare final reports and evaluations. Reward all involved!

In general keep in mind...

Creativity is the key to success with fundraising! Personalize events to your audience.

Surprising them = Positive attitudes = open wallets!

Plan carefully and completely (make sure you are ready for the good, bad and ugly)

Involve the total organization and delegate responsibility

Example of Activities you can do on campus:

Penny Voting, Silent Auctions, T-shirt & button sales (if personalized for organization or event), 3-5K run, Walkathon, Photos with Famous people.

Example of Activities you can't do on campus:

Raffles, Bake Sales, Flea Markets, Credit card or discount card sales, Garage sales w/ donated items, Product sales (cloths, music CDs, or software)

Good Luck and "Show me the Money!"