



Fundraising Guide

Created January, 2009

How to Go About Fundraising

As the economy fluctuates, so does the amount of funding that the CSGB receives from F@CU. For this reason clubs should plan to fundraise. All proposals, budgets, and evaluations of fundraising activities must be submitted and approved by the Director of Intramural and Club Sports. The income raised from fundraising should be used as indicated in the club's approved budget.

To be successful in fundraising efforts, it is crucial that the club be organized.

Guidelines and Tips for Organizing Your Fundraising:

1. Form a committee.
 - A. Designate, elect, or get club members to volunteer to belong to a fundraising committee.
 - B. Break the committee down into smaller ones.
 1. Publicity
 2. Scheduling/Proposals
 3. Equipment/Facilities
 4. Ticket Sales
 5. Other
2. Start Early.
 - A. Allow ample time for each club member to carry out his/her various fundraising responsibilities to the best of his/her ability.
 - B. Don't be caught at the last moment with unclear direction.
3. Select the correct season and time for the activity. Be aware of conflicting events and take weather into account.
4. Select the proper location.
 - A. Adequate size.
 - B. Ease of access.
 - C. High-traffic area if desired

5. Set Goals.

- A. Decide on a monetary goal you wish to attain.
- B. Decide on other goals, such as public relations or acquiring new members.
- C. Have a plan of action to follow.
- D. Present a written proposal to the Director of Intramural and Club Sports that includes a proposed budget. This must be approved before any commitments are made.

6. Publicize—Publicity is foremost for success!

- A. Use flyers, banners, posters, signs, etc., to advertise. Anything that a club wishes to post on or off campus **MUST** be approved by the Director of Intramural and Club Sports.
- B. Contact school radio station and newspapers.

7. Design a Budget.

- A. Estimate as accurately as possible expenses and revenue.
- B. Talk to businesses about providing goods that a club might need for free or at a low cost. Ask around and find the best deal, but don't commit to anything until the Director of Intramural and Club Sports is consulted.
- C. Try to deal with a company or business that will allow returns on leftovers or extra goods or equipment.
- D. Keep all receipts! Be able to show all expenses incurred on paper.
Remember to go through the proper channels for spending money. (Consult the Handbook for more information).

8. Use a checklist. Make sure you have remembered all details and that everything is covered.

9. Evaluate.

- A. When the event is over, be sure to discuss it extensively among members.
- B. Document successes and failures and indicate what could be done differently for future fundraising. A written evaluation form or report should be turned into the Club Sport office by the Club President within two weeks of the event.
- C. Keep notes on the project from beginning to end.

Suggestions for Fundraisers:

1. Host a competition. Consider charging entry fees, selling tickets, running a concession stand, selling ads in a program, selling programs, selling used equipment or selling shirts commemorating the event.

2. Contact Alumni. Keep records of old members and stay in touch. Host alumni events. Focus on building relationships for future donations.

This tactic has been immensely successful for many clubs

- Think about creating a listserv to which all graduating club members add their preferred email addresses. This makes sending out correspondence to alum easy and also saves trees.
- Keep alumni posted on how your club is doing: draw attention to a winning record or an individual's achievement. Some clubs chose to highlight a different club member in each monthly update email to alumni.
- Try hosting an alumni game/match/competition for your particular sport; alumni love coming back to Morningside Heights and participating in the activity that they loved so much during their time here. After the event, take them out to dinner: they'll usually foot the bill and they love going back to the places they enjoyed as undergrads, e.g. the Heights.
- As past experience has shown, clubs are more successful at squeezing alumni for money when they tell the alumni specifically what the money will be used for. Don't just ask for the alums to provide a lump sum. Tell them that you need \$500 to procure a fan bus, or \$2,000 to enroll in a state-of-the-art training facility.
- Make donating as easy as possible. Some clubs include a link on their website that alumni can follow to make donations online. For an example check out <<http://www.cuhockey.net/donations.do>>
- Don't forget to thank alumni for their generous donations!

3. Send a newsletter out to past donors, sponsors, and alumni. Keep them informed of your club's progress and ongoing financial needs.

4. Send a letter to friends and family.

5. Look into organized Fundraisers. You can sell everything from flower bulbs to magazines to candles and get a fixed percentage of what you sell. Compare companies if you choose this route; some give you a much larger share of the profit than others.

6. Host a dinner. Sell tickets. Consider including a silent auction as part of the event.

7. Host a "club night" at a local restaurant. For instance, see if Campo will host a "Ski Club Night" where the club gets a little cut of profits made off of meals eaten by diners who are there to support the Ski Club. In return the restaurant gets publicity. Meet with the Director of Intramural and Club Sports to discuss such ideas.

8. Don't forget about grant writing! Most clubs have a national governing body, and most of these governing bodies have a policy of helping collegiate clubs grow. This is mainly funded through dues that clubs pay to their national governing bodies, which are then redistributed to applicable clubs. There is a ton of "free" money that clubs often do not utilize because they simply don't know about it. A majority of club sports are listed here <<http://teamusa.org>> and there are links and information regarding how to go about preparing and applying for grants.

Additional Reminders:

1. Keep in mind that when utilizing Columbia University or commercial facilities a rental fee and associated costs (such as supervisory, custodial, and medical staff) may be charged. Keep in mind that a donation doesn't just mean money. Besides monetary donations, your club should seek donations in-kind. See if you can get Hamilton Deli to donate some power bars for your next race, or Che Bella to donate some pizzas to your alumni dinner (either for free or at a reduced price). Establishments might want something in return and you may find yourself entering into a sponsorship situation. Maybe Ham Del wants you to advertise that it provided all power bars on the flyer/banner/advertisement for the race.

2. Use your imagination. New York City is an untapped resource for many of our clubs, brimming with individuals and establishments who are more than willing to help out your club in various ways. Don't limit yourself to our campus (where everyone seems to be hard pressed for money), expand out into Morningside Heights, Manhattan, and beyond.

Proposal Guidelines for Club Sports Events such as Fundraisers:

Scenario # 1: Club is hosting an event

The Club needs to submit a formal proposal that includes:

1. Description of the event
2. Purpose of the event
3. Budget (how the event will be funded)
4. Other expected costs
5. A plan to pay for unanticipated costs
6. Estimate/Composition of attendance
7. The names of other parties that the club intends to make commitments with
8. Whether or not food and/or beverages will be provided
9. A provision for general liability coverage

Scenario # 2: Club is co-hosting an event with an outside organization

The Club needs to submit a formal proposal that includes:

1. Description of the event
2. Purpose of the event
3. A provision for Indemnification with the co-hosting organization
4. Budget (how the event will be funded)
5. Other expected costs
6. A plan to pay for unanticipated costs
7. Estimate/Composition of attendance
8. The names of other parties that the club intends to make commitments with
9. Whether or not food and/or beverages will be provided
10. A provision for general liability coverage

Scenario # 3: Club is volunteering at an event hosted by an outside organization

The Club needs to submit a formal proposal that answers the following questions:

1. What does this event consist of?
2. What is your provision for Indemnification from the hosting organization?

REMEMBER: If club members are volunteering as individuals, not associated with the club in any way, shape, or form...

...they cannot advertise the event as a club event or as a benefit for the club.

...they cannot promote the event as a club event and the club cannot be associated with the event.

...the club name cannot appear on any invitations, brochures, posters, emails, mailings, or any other promotional material.

GOOD LUCK WITH YOUR FUNDRAISING EFFORTS!!!