# FUND RAI$ING MANUAL

## IT'S MORE THAN LOOKING FOR MONEY

**Student Activities Office**
**PO Box 413, 355 Union Building**
**Milwaukee, WI 53201-0413**
**Phone: 414-229-5780; Fax: 414-229-2443**
**activities@uwm.edu**
**www.activities.uwm.edu**

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UNIVERSITY of WISCONSIN UWMILWAUKEE Student Activities Office

SA STUDENT ASSOCIATION University of Wisconsin-Milwaukee

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## INTRODUCTION

Fund raising is not a simple process, but it does offer organizations many rewards. First and foremost, it allows organizations to cover operating expenses, complete projects and programs, and create a small reserve or cushion for the future. It also can create unity and cohesion among members. Fund raising can project a positive public image for the organization, which is helpful for recruiting new members. Obtaining the fiscal and intrinsic rewards for your organization will depend on the success of your fund raising activity.

In addition to the information provided in this manual, the *Student Organization Manual* and the *Quick Reference* handouts are good resources for fundraising information and policies. Forms, publications and resoruces are available in the Student Activities Office, Union 363, or at www.activities.uwm.edu. It is also highly recommended that you meet with a member of the Student Activities Office regarding your ideas and plans.

## BASIC STEPS FOR FUND RAISING

1. Hold a planning meeting for the event.
2. Set fund-raising goals (make it challenging, but recognize limitations). What are your organization's needs?
3. Brainstorm ways to reach your goals (See *Brainstorming Quick Reference* handout):
   - Be creative, choose a theme and build the fund drive around it.
   - People come to be entertained and to spend money; provide a chance to do both.
   - Make more money with less effort, e.g. sell T-shirts at a dance-a-thon.
   - Work together to make the project as much fun as possible.
4. Things to consider when choosing an activity:
   - Campus/community needs.
   - Amount of time, people, and logistics involved vs. possible funds to be raised.
   - Public relations value of the fund raiser.
   - Interest/commitment of members to the project.
   - Appropriateness of fund raiser for the organization's purpose/image.
5. Check out campus/local/state policies and laws to determine if permits, insurance, etc. are required.
6. Determine cost and develop a budget. NOTE: You cannot use segregated fees if you plan to donate proceeds to another organization.
   - Include any hidden costs, e.g. publicity, postage, taxes, etc.
   - Determine start-up money needed - what is your initial investment?
   - Determine break-even point.
   - Reevaluate goals if necessary. Is the risk involved worth taking?
7. Appoint an enthusiastic committee to consider: food, publicity, entertainment, etc.
8. Begin list of necessary equipment and supplies.
   - Include all equipment, materials, and supplies (change and cash box too!).
   - Consider donating more time/person power for service rather than money.
   - Emphasize donations of materials and merchandise from members.
9. Establish an event production plan and timeline:
   - Stick to it!
   - List all tasks which need to be accomplished.
   - List needs in terms of people, money and resources.
   - Be prepared; things like a dance marathon may take up to six months to organize.
10. Room/location and alternates are selected (if an outdoor event, be sure to schedule an alternate date or indoor facility).
11. The necessary contracts and agreements are in writing and signed (must be completed 30 days prior to event)
12. Marketing: You must have an effective, well planned Marketing campaign. Use leaflets, posters, media, etc. and create a positive impression of your organization. Emphasize the organization benefits and expect each committee member to actively promote the event. Review the marketing campaign periodically; there is no such thing as too much marketing.
13. Final briefing of committee or members: all committee/members should know some history of the organization, the number of members, the purpose of the fund raiser, a contact person, cosponsors of the project, who will benefit from the fund raiser, and whether the fund raiser is new or traditional.
14. Day of event:
    - Make every display as attractive as possible and pay attention to how volunteers are dressed.
    - Follow through on promises, be personable, be prompt, respect people and their time. Good manners matter.
    - Tell people what their donation will do.
    - Give donors something tangible for their donation (handmade item, certificate, etc.).
15. After activity, clean up (leave location as it was when you arrived since you may want to use it for future fund raisers).

16. Secure deposit of receipts (keep close records of money spent and taken in). All bills in and paid.
17. Follow up on pledges (generally only 50% of pledges actually pay).
18. Thank-you letters (letters should be sent to committee members and donors of services, merchandise, and materials).
19. Evaluation of event with committee: pinpoint weak spots, make recommendations for future fund raising.
20. Complete written evaluation of event (present evaluation at next organization meeting)

(Also see the *Programming Handbook*, available at www.activities.uwm.edu, for general suggestions about how to produce an event or set a meeting with a member of the Student Activities staff.)

## GRANT WRITING

Another form of fund raising is grant writing. Most foundations support programs with grants. To receive a grant you must write a proposal. A proposal serves four main functions: 1) program plan, 2) request, 3) promise, and 4) instrument of persuasion.

***THE PROPOSAL***

**(1) Program Plan**

A proposal is a written statement presenting a particular program or project an organization would like to undertake. To the donor, it is an indication of your program-planning ability. You should include how the program will be organized, how the program will be managed, the equipment required, the completion time for each activity and the costs involved.

**(2) A Request**

A proposal represents a request for financial resources from the funding source. Clearly state the exact amount of money being requested, the specific items the money will be used for and a justification of the need for each major item. The tone of the request is very important. Don't be afraid to make your request. On the other hand, don't say you are entitled to the money.

**(3) A Promise**

A proposal is a promise. You are making a commitment that certain things will be done during a certain time at a certain cost. Considering the binding nature of a proposal, care should be taken not to promise what cannot be done.

**(4) Persuasion**

A proposal is an instrument of persuasion. You want to persuade the donor to support your activity by allocating funds.

***TYPES OF PROPOSALS***

There are many different types of proposals. Here are lists of proposals that student organizations can use:

- **Program Proposals** To provide one or more service(s) to individuals, families, groups, or communities.
- **Training Proposals** To offer training and educational programs to individuals, groups, organizations, or communities.
- **Planning Proposals** To provide planning, coordination, and networking in connection with a program or among a group of organizations or programs.

***COMPONENTS OF A PROPOSAL***

- Letter of Transmittal
- Title Page
- Headings and Table of Contents
- Summary
- Introduction
- Purpose and Objectives
- Problem Definition and Need
- Frame of Reference or Rationale
- Description of Program Activities
- Organizational Structure, Administration and Staffing
- Timetable
- Evaluation Plan
- Budget and Budget Explanation
- Capability Statement

**Letter of Transmittal**

- Name, address, and phone number of the organization transmitting the proposal.
- What the proposal is about, including a concise summary of the problem, need, objectives, and program approach.
- Why the proposal is being sent to this particular donor.
- Brief statement of the organization's interest in the project and its capability and experience.
- Who to contact for additional information and an indication of the willingness to provide more information.

**Sample letter of transmittal**

April 12, 2008

Ms. Mary Smith, Executive Director
Foundation Name
2nd Street
Anywhere, WI 34544

Dear Ms. Smith:

The ABC Organization is pleased to submit the enclosed proposal to provide a multicultural awareness program for students and faculty at the University of Wisconsin-Milwaukee. This program is consistent with the goal of your foundation to support awareness programs for the community. The purpose of the program is to use leadership workshops and educational training to increase the awareness between students and faculty in a multicultural society.

The program has been endorsed by the Student Association, UWM Chancellor *(name)* and Assistant Chancellor of Diversity Compliance *(name)*. Problems on campus have shown that there is a communication link missing between various groups of students on campus and between students and faculty.

The program will be a series of activities that will close the communication link on campus. Our program will divert students and faculty from the generally unsatisfactory effects of prejudice and provide them with a set of activities to increase their awareness of the different cultures on campus.

The ABC Organization has a record of successfully serving youth since 1960. We have planned activities on campus and throughout the community on various awareness campaigns such as voter education and citizens right to know as described in the proposal. The enclosed proposal outlines the need, objectives, program activities, staffing, management plan, timetable and budget for the proposed program. We would be glad to discuss this proposal with you and to provide any additional information you may want. We look forward to hearing from you.

Sincerely Yours,

**Title Page**

- The title of the proposal
- A descriptive subtitle if needed
- Name and address of the organization submitting the proposal
- Date
- Name of the funding agency or organization to whom the proposal is being submitted
- Often the amount being requested is also listed

**Sample title page**

Proposal to Establish A Multicultural Awareness Program
For Students and Faculty at UWM

Submitted to
**Foundation**
by the

**ABC Organization**
Union Box XX
Milwaukee, WI 53211
April 2008

Total Request: $5,000

**Headings and Table of Contents and Their Importance**

- gives a general outline of material covered in the proposal

**Example of table of contents**

TABLE OF CONTENTS



**Summary**

It should cover highlights of material in each section of the proposal. It should also include the following information: who will do what, for whom, how, when, and where.

**Introduction**

- The title, with a short description of the proposed program.
- The name of the applicant organization and the funding source.
- The program or interest of the donor to which the proposal responds.
- The geographic area where the program will take place.
- A description of the kind of persons who will be served and how many.
- Why the program is significant and its overall purpose.
- The major type of activity that will be undertaken.

The introduction should increase the reader's interest and should be clear and straightforward. However, complex ideas should be left for later sections of the proposal.

**Purpose and Objectives**

The purpose represents the broad goals of the program and can be stated in one or two sentences. The objective should be written as specific statements of what will be accomplished. Objectives are best presented in list form.

<u>Example of Objectives List</u>

The specific objectives are:

1. To increase meaningful relationships among students on campus.
2. To reduce isolation among students on campus.
3. To provide leadership skills.

**Problem Definition and Need**

This section should explain and document the nature and extent of the problem that has resulted in a need for the proposed program. This section establishes your credibility with the applicant. For instance, in the multicultural awareness program the proposal should: (1) explain exactly how lack of multicultural awareness contributes to the broken communication link between students and faculty, and (2) recognize other explanations of the primary factors contributing to the communication gap, such as behaviors learned as a child.

You will also have to document the need for the program. Four ways you can document this are:

1. **Quantitative Documentation**: The use of statistical information to describe and analyze the need for the activity. Identify

the population being served, its size, problems in the population, and other relevant information regarding characteristics that help establish the need for the proposed activities.

2. **Qualitative Documentation**: The use of statements that make a logical connection between different factors or ideas that explain the need for the proposed activities.

3. **Documentation of the Limitations of Existing Programs**: There are usually one or more programs already available in the community operating in the same field as the program being proposed. The proposal should stress the difference between your program and the existing programs.

4. **Documentation of the Evidence of Demand**: Document evidence of the demand for the program. Examples include lists, surveys, and results from meetings. You may have to conduct a special survey of people to document the need and demand for the program.

**Frame of Reference or Rationale**
The rationale for the program can be included in the introduction, the needs section, the program activities section, or in a separate section. This section covers the philosophy that guides the proposal. This section must:
- Describe the particular problem toward which the research/program is directed.
- Review and discuss the relevant research/programs and literature pertinent to the problem being studied.
- Explain the significance of the proposed research/program in terms of how it will further knowledge and contribute to the solution of a problem.
- Define the framework for the research/program.
- Indicate the specific research/program objectives or questions that will be addressed.
- Specify in detail the research approach, methods, and procedures what will be used to obtain and analyze data.
- Show the capability to conduct and complete the proposed work.

**Description of Program Activities**
This is the longest section of the proposal and should describe in detail each activity that will be undertaken and how each activity will be implemented. Every major activity or task should be included with a description of the methods and procedures that will be employed to carry out the activity. You need to (1) be specific in what is to be done and how it will be done, and (2) show that the program activities will implement the program's objectives as presented earlier in the proposal. You should include, where possible, how many people are affected by the program and the demographics of the people served. It is wise to develop an outline to organize the information that you need to present in this section.

**Example of a Program Activity Format --**
**Organizational Structure, Administration, and Staffing**
Boards and committees should be described in terms of their membership, composition, and responsibilities. Also include how they are appointed and what their relationship is to each other.

> Objective A: To increase the awareness of multiculturalism on campus. Activities to implement this objective would include:
> 1. Preparing a multicultural awareness manual
> 2. Scheduling and carrying out discussion groups on campus
> 3. Training a group of students and faculty to serve as peer awareness counselors
>
> If this format is chosen, you must then go on to describe how each of these items will be organized and implemented. For example, under preparing a multicultural awareness manual, each step or task involved should be described, including:
> - the kind of information that would be included,
> - the way in which the decision would be made regarding the information to be included,
> - the sources of the information,
> - the methods by which the information was found,
> - the steps to be taken in writing and producing the manual,
> - the description of the manual's format.

**Timetable**
Include a section on timing to strengthen the proposal and support the program organizational plan. You should explain how long the program will last and when the activity will begin and end. Use either the GANTT or MILESTONE chart as shown below.

| **Activity: Speaker funding request** | **Weeks prior to program** | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Phase One: Preparation* | **12** | **11** | **10** | **9** | **8** | **7** | **6** | **5** | **4** | **3** | **2** | **1** |
| 1. Brainstorm Program ideas | ▶ | | | | | | | | | | | |
| 2. Obtain estimate costs | | ▶ | | | | | | | | | | |
| 3. Submit funding proposal | | | ▶ | | | | | | | | | |
| 4. Recruit volunteers | — | — | ▶ | | | | | | | | | |
| *Phase Two: Operations* | | | | | | | | | | | | |
| 1. Make room reservations | | | ▶ | | | | | | | | | |
| 2. SOAR Office paperwork | | | — | ▶ | | | | | | | | |
| 3. Prepare contract information | | | | ▶ | | | | | | | | |
| 4. Prepare publicity materials | | | | | — | — | ▶ | | | | | |
| 5. Confirm speaker arrangements | | | | | | | ▶ | | | | | |
| 6. Train volunteers | | | | | | | ▶ | | | | | |
| 8. Distribute Publicity | | | | | | | | — | — | — | — | ▶ |
| 9. Details for day of the program | | | | | | | | | | | | ▶ |
| 10. Evaluation of program | | | | | | | | | | | | |

*MILESTONE CHARTS use "Δ" character instead of arrows.*

**Evaluation Plan**
If an evaluation is required or believed desirable, it often causes stress for writers. You must be clear about the primary purpose of the evaluation. Design your evaluation as either a process evaluation or an outcome evaluation. The process evaluation focuses on how the program will be implemented by describing and assessing what services will be provided, how they will be provided, how many people will be served, the characteristics of those served and what the strengths and weaknesses of the implementation are likely to be. The outcome evaluation focuses on the results of the process including what the impact was on those served, what changes occurred in their behaviors or life circumstances, what benefits they realized from the program. The most useful evaluations combine the two approaches.

**Budget And Budget Explanation**
A representation of estimated expenses and income of the program expressed in dollar amounts. In addition to the budget itself, you should attach budget explanation notes to explain the basis upon which budget items have been estimated.

**Capability Statements**
It is essential to carry out the proposed program effectively and efficiently. The statement should cover the following:

- A brief history of the organization, its reasons for starting, the time and place of its start, the source of funds and the problem or need it seeks to address.
- The mission or goal of the organization.
- Experience of the organization, including programs & achievement and its track record in obtaining prior grants, if any.
- Evidence of credibility: size of budget, membership size, endorsements from officials or other organizations, newspaper articles.

**Follow-up**
Submitting your proposal is nowhere near the end of your involvement in the grant-making process. Grant review procedures vary widely, and the decision-making process can take anywhere from a few weeks to six months. During the review process, the donor may ask for additional information either directly from you or from an outside professional reference. This is a difficult time for the grant-seeker. You must be patient but persistent.

If your hard work results in a grant, take a few moments to acknowledge the donor with a thank-you letter. Determine whether the donor has specific forms, procedures, and deadlines for reporting the progress of your project.

Remember, rejection is not the end of the process. If you are unsure why your proposal was rejected, ask. Did the donor need additional information? Would they be interested in considering the proposal at a future date? It may also be the time to look for another donor.

## MINI PROPOSALS

Often donors ask for a short proposal in the form of a letter or brief statement prior to submitting a full proposal. A mini-proposal can provide a device in the initial screening of requests by donors, and it can allow you to inquire about many different donors with minimum paperwork and preparation. The typical mini-proposal is two to three pages long and should be at least eight brief paragraphs long, including:

1. Why the proposal should be of interest to the donor and why it meets the donor's stated goals and interests.
2. What the proposal is about, where the activity will take place, who will be served and the time period for the project.
3. The background and capability of the organization.
4. The major problem and need for the project including a few facts or data that document the need for the project.
5. The overall purpose of the project and its objectives.
6. The major activities that will be undertaken.
7. The staff or personnel that would be paid by grant, if any, the use of volunteers and any cost-sharing activities.
8. The budget request.

# TYPES OF FUND RAISING

## COMMISSION/CONSIGNMENT SALES

*(Get a Percentage of the Sales or Mark the Item up a Percentage Over Your Costs)*

A big part of fund raising can come from the sale of food or other items. Fund raising as a group helps bring members together to work toward the common goal.

**Here are a number of things that you could sell:**

- Art/poster sale
- Food sale (bagels, brats, burgers, etc.)
- Bake sale (homemade goods)
- Balloon sale
- Buttons, bumper stickers, or unusual items sale
- Candy sale
- Coffee and doughnut sale
- Coupon book
- Finals care package
- Flower sale
- Garage/rummage sale
- Greeting cards sale
- House plant sale
- Personalized children's books
- School event calendar
- Temporary tattoos (university logo, mascot, etc.)
- T-shirts/sweatshirt sales
- Used book sale

Let's say your group has decided to have a candy sale to help raise money for some of your group members to go to a leadership conference in Oklahoma**.** Where do you start?

Try the <u>phone book</u> and the <u>Internet</u> (see Bibliography/Resources section) to find businesses that do candy sales. For example the "Candyman" is listed in the phone book and they sell M &Ms, Mars, Hershey, Nestle, and more. The profits start at 50%. The first 10 cases are delivered free. There are cases of candy for $15 ($.50 a candy bar) and $30 ($1 a candy bar). You can place your order directly with the sales person who answered the phone. You can prepay or pay after you have sold the candy bars.

Now that you have gotten all these candy bars, what do you do with them? Distribute the bars evenly among the members of your organization, or, if some are more ambitious, give them more. Make sure you **KEEP TRACK** of how many bars you have received and of what kind. Also make sure to record the amounts of candy given to each member and when they have paid. This will help prevent headaches! Below is a sample of a chart you could use in keeping track of members, candy bars, sale dates, and how much they have to pay.

**Sample Tracking Chart**

| Member's name | M &Ms $1.00 | Mars $0.50 | Nestle $0.50 | Butterfinger $1.00 | Cadbury $1.00 | Sunmark $0.50 | Date Paid | Total |
|---|---|---|---|---|---|---|---|---|
| Sally Joe | 60 boxes | 30 bars | 60 bars | 0 | 0 | 30 boxes | 3-Feb | $127.50 |
| Jen Carlson | 30 boxes | 30 bars | 30 bars | 30 bars | 30 bars | 30 boxes | 3-Feb | $135.00 |
| Adam Stacy | 60 | 30 | 60 | 0 | 30 | 0 | 3-Feb | $150.00 |
| Bill Ducky | 60 | 30 | 0 | 30 | 60 | 0 | 3-Feb | $165.00 |
| Jess Terry | 30 | 30 | 30 | 30 | 30 | 30 | 5-Feb | $135.00 |
| Chris Topher | 60 | 0 | 60 | 30 | 30 | 0 | 5-Feb | $150.00 |

There are a number of places you can start selling the candy: (1) get a table in the Union (see Reservations & Event Planning, W119 in the Union, or call 229-4828), (2) take them to your place of business, (3) sell them in Sandburg at a table in the Commons area (call Commons at 229-6435 to make reservations).

If you sell candy in the Union or in Sandburg, make banners or flyers at least two weeks ahead of time. That way people know you are fund raising. If they know good treats are coming, they will look for them and be more likely to stop and buy some!

**Tips on Selling**

1. Train your sales team:
   - Provide the members with detailed organizational information and history.
   - Provide members with details on how the money collected will be spent.

2. Provide incentives to sales team:
   - commissions, prizes, recognition, etc.

3. Identify your potential donors (start by brainstorming with all members):
   - Where do they live or work?
   - Do they have any relationship to your organization (profession, service, family, etc.)?

4. Determine and serve the customers' needs:
   - Are you providing them with something they need?
   - Are you providing them with a competitive product?
   - Can they get the product elsewhere cheaper or from a more reputable provider?

5. What is in it for the donor:
   - What will they get out of their purchase, participation, or donation?
   - What will your organization gain?

6. Wrap it up! Close the sale:
   - Summarize the product information, benefits and services of the organization.

7. Ask for referrals to other potential customers (friends).

## DEVELOPMENT

*(Asking for Donations)*

**Examples of some development activities:**

- Corporate sponsorships
- Door-to-door drives
- Guess the beans in a jar (or variation)
- Kidnaps for ransom (prearranged)
- Membership dues
- Merchant/business donations

**Asking for Donations or Sponsorships:**
Divide the businesses/people that will be approached. Do not duplicate! You may want only a couple of people to do all of the work. You may want to go in groups of two; it will boost your confidence. Schedule an appointment with the marketing or advertising specialist (it could be the owner or manager). Get his or her name and write it down. Let the person know your name.

Be able to tell them exactly what they can expect for their donation. (It is tax deductible only if you are registered as a nonprofit tax exempt organization with the IRS). Bring all your materials or handouts and have the name of the person memorized. Don't be fake; they know you are students. Know exactly what you are using the donation for and be able to relate it to the client.

Have an idea of the amount you need before going to the meeting. Start low until you have a frame of reference. After a few times you may be able to say "Well, Peppy's Pizza donated $100, Dukes Music gave us $25 and Target is donating $250; it's whatever you feel is appropriate." Always give suggestions in this order: Medium, Low, High (this is called anchoring).

Do not be caught up in asking for money all the time. Ask for services or products. Maybe the local pizza joint will donate pizzas for your next meeting. How about a grocery store donating refreshments for a charity walk-a-thon you are organizing? Maybe a department store will donate prizes for a contest you are holding. Be creative!

If they choose not to make a donation, be as nice as if they did. Don't be disappointed. This is an 80/20 business, meaning you will be turned down 80% of the time.

The Meeting

- Dress appropriately. Be confident and friendly.
- Shake hands -- women and men.
- Attempt to give them something just for meeting with you.

After The Meeting

- Send thank you letters to all those you met with, regardless of donation or not.
- Show your donor special attention. Try to frequent their business. This builds eternal donors.
- Remember names!

**Telephone Tips:**

- If you do not know the name of the advertising specialist, owner or manager, call and ask for it.
- This is your first impression, so be prepared. It is helpful to have some sort of a script rehearsed to use for each possible donor you are calling.
- You have to be prepared to answer any questions that they may have. There is a good chance that they will want more information on the event before they agree to meet with you.

Sample script

| | |
|---|---|
| YOU: | "Hello, may I please speak with John Doe?" |
| THEM: | "Hi, this is." |
| YOU: | "Hi, my name is ---------- and I'm the Vice President of the Student Association at UWM. |
| THEM: | "How can I help you." |
| YOU: | "We are planning a cultural awareness activity on campus, and I want to set up an appointment with you to share our ideas and get your input." |
| THEM: | "That sounds interesting, I have a little time tomorrow at 2:00..........." |

## PLEDGES

Organizing a fund-raising event that involves pledges is an easy way to raise money for your organization. A pledge event does require a great deal of time and planning to be successful. A pledge event can easily be linked with the development section in this manual. Below is a general checklist of things to keep in mind when organizing a pledge event.

**Examples of some pledge activities:**

- Contribution cards (distributed at events)
- Direct mail requests
- Marathon sporting event (baseball, bowling, etc.)
- Run/walk/jog-a-thon
- See-saw-a-thon
- Stationary bicycle-a-thon

**Planning a bowl-a-thon:**

1. Hold a planning meeting.
2. Set a date for the event and elect a chairperson.
3. Set goals. How much do you want to make? How many people do you want to get involved? Etc.

4. Find a bowling alley that will let you use their facilities for free or for a bare minimum fee. (UWM Union Bowling alley.)
5. Make a time list of items to be done - with deadlines. It is a good idea to assign these tasks to committees so everyone has something in particular to accomplish.
6. Talk to the Student Activities Office and check campus policies.
7. Establish a marketing plan. A marketing plan is a time line just for marketing your event. Assign deadlines for when fliers, ads, announcements, etc. will to be finished and when to use them.
8. Decide on a nonprofit organization to which you will give a percentage of your proceeds. You probably do not want to share your profits from the event, but giving some money to a local homeless shelter, for example, will be an extra incentive for businesses and others to sponsor your event (note: donations may not be made using seg fees).
9. Contact local businesses that you believe will show interest in your event and follow the steps under the *Development* section of this manual.
10. Once you have sponsors for the event you can begin following your publicity plan.
11. Produce and distribute forms for people to use to get pledges for the event.
12. Try to get drinks, food and supplies donated by a sponsor.
13. Make a list of needed equipment and reserve it as soon as possible.
14. Before the event, make sure that all of your volunteers are briefed on the event, that you have all the supplies you need and that the event has been sufficiently publicized.
15. Have fun and hope for the best. The first time for a new event is always stressful, but don't worry – we learn from our mistakes and from our successes.

*For extra help on planning an event, see page 14.*

## PROJECTS

**Examples of some projects:**

- **Breakfast with ___________** - Insert a local celebrity, university chancellor, or children's character (Barney, Santa, Easter Bunny, etc.) and sell tickets for this privilege.

- **Coin Wars** - Set up tables in a high-traffic area and ask for coin donations. Coin containers could represent a person or a group. A competition could be held between people or organizations to see who gets the most donations. You could pick an "organization sweetheart" by having the names of individuals wishing to become "sweetheart" on separate containers. After a predetermined amount of time, the person with the most money will be the "sweetheart.")

- **Car Emergency Kit**s - this can be aimed at commuter students and faculty and linked to a campus safety awareness program.

- **Car Wash Club** - Local businesses are asked to donate money to the organization. For every $5 donation, the student organization will wash a car. For example, if a business with 10 employees wants to donate $50, then the group would go to the business' parking lot and wash 10 employees' cars. The club could set up a typical car wash and give the business "free car wash" coupons for their donations.

- **Exam Survival Kits** - Send letters to parents to purchase a box of goodies for their son/daughter. These can be delivered or picked up by the student. Students may have to sign up for the service so the group can obtain the parent's address. Milwaukee Food Preparation Regulations would apply to any food not packaged for resale.

- **Moving Assistance** - A service can be set up for the beginning and end of the school year to help students move in and out of apartments or the residence halls. You could sell boxes and packing paper or rent hand-trucks.

- **"No-Bake" Sale** - Members of the organization compute the cost of making items they would donate to a bake sale and just donate the money instead. The sale does not really take place. Best of all, members do not spend all night burning cookies.

- **Shopping/delivery service** - A student organization can start a small entrepreneurial business to track employee birthdays for campus offices and deliver birthday cakes on the appropriate day. The group could set up a grocery service for individuals who do not have cars or the ability to go to the store. A more temporary business would be to set up a Christmas shopping service or delivering flowers on Sweetest Day.

- **Spirit Lottery** - Sell a spirit product, like a button, pom pom, or pep ball and mark a number on the back of the product. Throughout the year, promote a business giveaway (like a local restaurant coupon) at half time of an athletic game by announcing the winning number. The winner would present their spirit product to receive the prize. (Note: This does not have to be athletic related; it can be a Drama Lottery where the prizes are announced at plays or other performances.)

- **Taste of the University** - Survey the faculty and campus administrators for their favorite food recipes and put them into a collection. You can then sell the recipe book directly or try to get area stores to carry it on consignment.

**Running an Effective Car Wash:**

**Goal:** Make money

**Strategy:** Hold a car wash

**What do we need to implement the car wash?:** 1. Location 2. Supplies 3. Volunteers 4. Customers

**Location:** First, figure out a location, date and time to hold the car wash. This is important because people (working with the project as well as people donating the work-site) need to plan their schedules. Pick a visible and easily accessible location with ample space to wash several cars at a time. Excellent locations include gas stations, parking lots (if water is available), grocery stores and schools when school is out.

To find out about possible locations, call 3-4 weeks ahead of time and ask whether you could use some space and water for a car wash to help your organization raise funds for project X on a certain date. Expect to call about five locations before you find one which will let you use their premises.

**Volunteers:** Having a location and a date set, now you need to get people there to help out. Be sure to talk to your members at least three weeks before the event to get confirmations. Give people enough time to plan and get their schedules together so that they can actually be there and help out. Make sure to also invite friends and family of organization members to help out.

**Supplies:** Supplies are the next necessary step. At the same time you ask people about coming to the event , be sure to ask if anyone can bring sponges and buckets, towels, rags and hoses. Most of the supplies can come from the volunteers so you do not have to spend money up-front. This should cover everything needed to run the car wash.

**Customers:** This is the most important part: without cars to wash, the whole event is wasted. A car wash is primarily an impulse buy so most of the advertising will be at the point of purchase. However, it is still important to advertise ahead of time. Two weeks before the event, put flyers up around campus and the area where the car wash will be held. The flyers will need to be seen from a distance, so put something catchy and easily identifiable on them to catch people's eyes.

The day before the event, put large (3- by 4-foot) signs on light posts all around the corners near the location. These signs need to be simple, easy to read and sturdy. Black lettering on a white background in 6-inch high letters usually works very well. Colored balloons, streamers or bright flags also work great to draw attention.

The day of the event, put flyers on cars in the parking lots and parked on the street (if allowed) around the car-washing area. Be sure to check with the city for ordinances and rules regarding posting signs, solicitation permits and other procedures for holding a car wash. Nominate one or two volunteers to stand street-side and hold signs advertising the event. Be sure that the place you are washing cars is in plain view of at least one major street. These visual cues should help guarantee that people keep rolling into your car wash and money keeps rolling into your group's treasury.

## SERVICES

We use services every day of our lives. Everyone needs some type of service so why not provide a community service while you are fund raising for your organization?

**Some of the many service fund raisers you could do are:**

- Antique show/flea market
- Car wash
- Dog walking/sitting
- Greeting service (Valentine's, Sweetest Day, etc.)
- Holiday wrap counter at shopping mall
- House painting
- Lawn care
- Work day at alumni/faculty/staff homes
- Putting up Christmas lights
- Recycling drive
- Service auction (auction off your member's talents)
- Singing message service
- Ushers for events

As an example, let's say you have decided to offer a flower sale service for Valentine's Day. This project would require at least two months of advance planning and some advance capital for printing to operate.

The first step would be to organize the whole project into parts and delegate tasks to members. Contact local florists, greenhouses, and/or distributors to determine what prices you can obtain for flowers and how quickly they can be delivered to you. This will determine how fast you can deliver them to your customers. The delivery schedule is critical. Most sales of this type would be last minute in nature. Therefore, you have two choices: (1) find a source where you can order and receive flowers on very short notice or (2) buy the flowers in bulk and hope you sell enough to pay for them and obtain a profit.

Once your flower source is determined, you can set your price and start developing a method to sell the service to students and the University community. One solution is to advertise several weeks ahead of time that you will be taking orders at a table you have scheduled in the Union building. Another would be to advertise that orders can be placed at your office during specific times. Members could carry around order forms and take orders in classes and from their friends.

Whatever the method, advertise the service and how people can place their orders. You also have to determine how your customers are going to get their orders. You could restrict orders to on campus deliveries only. Designate a set amount of volunteers to run the orders to campus offices and the residents in Sandburg. Another option is to have the customers pick up their orders on a specified day and location. Then you will have to have a location to store the flowers and have it open and staffed at times convenient for all your customers to get their orders.

As you can see, it could get quite complicated, so this service must be planned carefully before you accept orders. It could take many volunteers, so recruit help early.

## SPECIAL EVENTS

*(Ticket Sales)*

Special events are popular ways to raise money. They can be an effective way of promoting your group and broadening your membership base. If you are interested in gaining public exposure and raising money, special events can be very effective. However, they are not the most efficient way of raising money. Events are labor intensive, require seed money, and can over extend your volunteers. Be careful when planning a special event to avoid causing an excessive time burden on your group. Compare the amount of time and number of volunteers needed to the potential amount of money to be raised. If it is something that everyone is excited about, go for it.

**For your event to be effective, you must**:

1. Decide what kind of event you want to hold (a formal event like a fashion show or a casual event like a haunted house).
2. Work the crowd, which means make the crowd have an active role rather than a passive role.
3. Develop a theme for the event and use it to incorporate decorations, clothing and speakers to tie everything together.

**Some events that your group can put on are:**

- Benefit concert or event to support your group
- Fashion luncheon
- Haunted house
- Movie festival
- Roast, banquet or dinner parties
- Sporting contest
- Student-faculty talent/art show

**Seven Secrets For Successful Events**

- Focus on why you're having the event and keep your goal in sight.
- Select music to set the right festive atmosphere - you'll get all your guests involved.
- Use a theme and include something new or unexpected - you'll make the event memorable for everyone.

- Develop a budget and stick to it - you'll avoid a planner's most frequent problem.
- Seek referrals. Involve experts wherever possible - you'll benefit from the finest professional experience.
- Plan all details carefully and thoroughly - you'll meet all your deadlines.
- After you plan well, relax and enjoy your event. Once everything begins, have fun, you have earned it!

**Event Planning**

Any event or performance that you run can be divided into three stages:

1. Pre-event planning
2. Performance of the event
3. Post-event cleanup

Successful events are the result of careful planning and attention to all three stages.

You can make your event work by using the Three-P method of planning for each stage of your event:

Permission - Publicity - Performance

***Stage 1 — Pre-Event Planning***

It is helpful to use checklists at all stages of an event. If you use them during this stage, there is something to follow up on during the next two stages.

<u>Permission</u> - Identify who must give permission for your event to take place and who must be notified about the requirements of the event. Communication is the key at this stage because everyone likes to know what is going on.

<u>Publicity</u> - Assign the job of marketing your event and decide what types of marketing will be used. Make sure that the marketing is done, but that it doesn't become the event itself.

<u>Performance</u> - These are the jobs and assignments to be done before the event can happen. Put these jobs on a calendar with their deadlines and the person's name beside them. Give each person a checklist of what is expected.

***Stage 2 — Performance of the Event***

When an event has been well-planned, this is the easiest stage. Be aware that you have to be flexible at this stage because no matter how much you have prepared, things don't always go as planned.

<u>Permission</u> - This is the time to confirm that you are going ahead with your event.

<u>Publicity</u> - Make sure that the participants and workers at your event know what is expected of them.

<u>Performance</u> - All workers should follow their checklists; your chairperson should know who is supposed to be doing what.

***Stage 3 — Post-Performance Cleanup***

This is the most difficult stage because people are tired and happy when any event is over. This cleanup involves more than cleaning up the garbage and putting away the chairs. The location should be returned in the same condition as it was given to you. Successful completion of this stage will ensure that the event will happen again.

<u>Permission</u> - Now is the time to send thank-you notes to everyone who made your event possible. It may be the custodians' job to lock up after you, but they like a pat on the back as well.

<u>Publicity</u> - Make sure that everyone involved knows how successful your event was.

<u>Performance</u> - Take the time to put everything back. Also, leave an evaluation of the event and paperwork so that the group who follows next year can avoid making the mistakes that you've identified.

**APPENDIX 1.**

**WISCONSIN STATUTE — 563**
**SUBCHAPTER VIII — RAFFLES**

Unofficial reprint from Chapter 563, Wisconsin Statutes, based on 1991 Wis. Act 269.

**563.03 Definitions.** In this chapter:
**(4e)** "Calendar" means a tabular register of days covering not less than one nor more than 12 calendar months that is used or intended to be used for a calendar raffle.
**(4m)** "Calendar raffle" means a raffle for which a drawing is held and a prize awarded on each date specified in a calendar.
**(12m)** "Raffle" means a game of chance in which tickets or calendars are sold and a drawing for prizes is held.

**563.90 Qualified organizations.** Any local religious, charitable, service, fraternal, or veterans organization or any organization to which contributions are deductible for federal income tax purposes or state income or franchise tax purposes, which has been in existence for one year immediately preceding its application for a license or which is chartered by a state or national organization which has been in existence for at least 3 years, may conduct a raffle upon receiving a license for the raffle event from the commission. No other person may conduct a raffle in this state.
History: 1977 c. 426; 1991 a. 39, 1991 a. 269 s. 7821p; Stats. 1991 s. 563.90.
"Local" requirement applies to all applicants, including tax-exempt organizations. Knights of Columbus v. Bingo Control Bd., 151 W (2d) 404, 444 NW (2d) 447 (Ct. App. 1989).

Certain political organizations and subdivisions of the state may qualify for a raffle license. 67 Atty. Gen. 323.
Raffle laws discussed, 75 Atty. Gen. 273 (1986).
Eligibility requirements for licensure discussed. 76 Atty. Gen. 115.

**563.905 Definitions.** In this subchapter:
(1) "Local organization" means an organization whose activities are limited to this state or to a specific geographical area within this state.
(2) "Service organization" include all of the following:
(a) A labor organization, as defined in s. 5.02 (8m), whose jurisdiction is limited to a specific geographical area within the state.
(b) A political party, as defined in s. 5.02 (13), except a state committee registered under s. 11.05 and organized exclusively for political purposes under whose name candidates appear on a ballot at any election.
History: 1987 a. 240; 1989 a. 147; 1991 a. 269 s. 782Lt; Stats. 1991 s. 563.905.

**563.91 Limit.** No qualified organization under s. 563.90 may conduct more than 200 raffles or more than one calendar raffle during a year.
History: 1977 c. 426; 1983 a. 222; 1989 a. 147; 191 a. 269 s. 782md; Stats. 191 s. 563.91.

**563.92 License.**
**(1m)** The board may issue a Class A license for the conduct of a raffle in which some or all of the tickets for that raffle are sold on days other than the same day as the raffle drawing. The board may issue a class B license for the conduct of a raffle in which all of the tickets for that raffle are sold on the same day of the raffle drawing.
**(2)** The fee for a raffle license shall be $25 and shall be remitted with the application. A raffle license shall be valid for 12 months and may be renewed as provided in s. 563.98 (1g). The board shall issue the license within 30 days after the filing of an application if the applicant qualifies under s. 563.90 and has not exceeded the limits of s. 563.91.
**(4)** Proceedings to suspend or revoke a license to conduct raffles shall be initiated by the commission pursuant to the rules promulgated under s. 563.05 (4).
History: 1977 c. 426; 2979 v. 34 s. 2100 (45)(a); 1983 a. 222; 1989 a. 147; 1991 a. 39, 189; 1991 a. 269 s. 782mt; Stats. 1991 s. 563.92; 1991 a. 315; 1995a. 27ss. 6976d, 6976f, 9123(6pp).

**563.93 The conduct of raffles under a Class A license.** All of the following shall apply to the conduct of a raffle under a class A license:
(1) All raffle tickets and all calendars shall be identical in form and include:
(a) The number of the license issued by the board.
(b) The name and address of the sponsoring organization.
(c) The price of the ticket or calendar and the discounted price, if any, applicable to multiple ticket or calendar purchases.
(d) A place for the purchaser to enter his or her name and address.
(e) The date, time, and place of the drawing or drawings.
(f) A list of each prize to be awarded which has a retail value of $500 or more.
(1s) Each raffle ticket and each calendar sold by an organization shall include a separate identification number, printed on both the purchaser's and the organization's portion of the ticket or calendar, numbered consecutively in relation to the other tickets or

calendars
for the same drawing.
(2) No raffle ticket may exceed $100 in cost.
(2m) No calendar may exceed $10 in cost for each month covered by the calendar.
(3) No person may sell a raffle ticket or calendar unless authorized by an organization with a Class A license.
(4)Tickets for a proposed raffle may not be offered for sale more than 270 days before the raffle drawing.
(5) All raffle drawings shall be held in public.
(6) All prizes shall be awarded. The purchaser of a ticket or calendar need not be present at the drawing to win a prize.
(7) If a raffle drawing is canceled, the organization shall refund the receipts to the ticket or calendar purchasers.
(8) The organization that holds a raffle drawing shall furnish a list of prize winners to each ticket or calendar holder who provides the organization with a self-addressed stamped envelope and requests the list.
History: 1977c.426; 1983 a.222; 1987 a.399; 1989 a.147; 1991 a.269 s.782nd; Stats.1991 s. 563.93; 1993 a.152;1995 a.27ss.6976m to 6976t, 9123(6pp).

**563.935 The conduct of raffles under a Class B license.** All of the following shall apply to the conduct of a raffle under a Class B license:
(1) All raffle tickets shall be identical in form
(2) The tickets need not be numbered consecutively.
(3) No raffle ticket may exceed $10 in cost.
(4) No person may sell a raffle ticket unless authorized by an organization with a Class B license.
(5) All raffle drawings shall be held in public,
(6) The purchaser of a ticket may claim the prize if the purchaser must leave before the drawing.
(7) All prizes shall be awarded.
(8) The time of the drawing and the prizes to be awarded, the prize amount or the methodology used to determine the prize amount shall be posted or announced before the drawing.
(9) If a raffle drawing is canceled, the organization shall refund the receipts to the ticket purchasers.
History: 1995 a. 27.

**563.94 Profits.** All profits from raffles shall be used by the organization conducting the raffles to further the organization's purpose for existence and no salaries, fees or profit shall be paid to any other organization or individual in connection with the operation of a raffle. This section does not prohibit the printing of raffle tickets or calendars or the purchase of equipment or prizes for a raffle.
History: 1977c.426; 1983a.222; 1989 a.147; 1991 a.269s.782nh; Stats 1991 s. 563.94.

**563.95 Denial of application; hearing.** Within 30 days after receiving written notification of a denial by the board of a license to conduct a raffle, an applicant may demand in writing a hearing before the board upon the applicant's qualifications and the merit of the application. At the hearing, the burden of proof shall be on the applicant to establish eligibility for a license. If, after the hearing, the board enters an order denying the application, the order shall set forth in detail the reasons for the denial. Upon entry of such an order or upon expiration of the 30-day period during which a hearing may be demanded, the applicant's license fee shall be refunded. If the board approves the application, the board shall issue the license within 14 days after approval.
History: 1977c.426; 1979c.34; 1989a.147; 1991a.269s.782np; Stats. 1991 s.563.95; 1995a.27s.9123(6pp).

**563.97 Records.** Each organization licensed to conduct raffles shall maintain a list of the names and addresses of all persons winning prizes with a retail value of $100 or more, and the prizes won, for at least 12 months after each raffle is conducted. The list shall be available at reasonable times for public examination and shall be provided to the board upon request.
History: 1983a.222; 1991a.269s. 782nt; Stats. 1991 s.563.97; 1995a.27s. 9123(6pp)

**563.98 Annual financial reports; renewals.**
(1) Each organization licensed under this subchapter shall, on or before the last day of the 12th month beginning after the date on which the license is issued and on or before that same date in each subsequent year, report the following information in writing to the board regarding the raffles which it has conducted:
(a) The number and dates of raffles conducted.
(b) The receipts.
(c) The amount of prizes paid.
(d) The net profit or loss.
(e) The other expenses paid.
(1c) Upon request of any organization that conducts a raffle during the month in which the report under sub. (1) is due, the board may extend by not more than 30 days the deadline for submitting the report.
(1g) An organization licensed under this subchapter may renew the license by submitting a $25 renewal fee with the report under sub. (1).
(1m) Any organization that reports to the board under sub. (1) and that had total receipts from the conduct of raffles of more than $50,000 during the reporting period shall include in its report a list of the names and addresses of all persons winning prizes with a retail value of $100 or more, and the prizes won, during the reporting period.

(2) If a copy of the financial report is not filed or is not fully, accurately and truthfully completed, or if the fee specified in sub. (1g) is not paid, the board may refuse to renew a license or may suspend a license until the report in proper form has been filed or the fee is paid.
History: 1977c.426; 1979c.34s.2100(45)(a); 1983a.222; 1989a.147; 1991a. 269s. 782pd; Stats 1991 s.563.98; 1995a.27s.9123(6pp).

**563.99 Penalties**.
(1) Any person who violates this subchapter shall be fined not more than $1,000 or imprisoned not more than 30 days or both.
(2) The district attorney of a county of an actual or potential violation may commence an action in circuit court in the name of the state to restrain any violation of this subchapter. The court may, prior to entry of final judgment, make such an order or judgment as necessary to restore to any person any pecuniary loss suffered because of the acts or practices involved in the violation.
History: 1977c.426; 1979c.34; 1991a.269s. 782ph; Stats. 1991s.
563.99.

Source: http://www.doa.state.wi.us/docview.asp?docid=230

## APPENDIX 2.

## STRATEGIC PLANNING FOR FUND RAISING AND EVENTS IN GENERAL

The best way to be successful at planning is to make a strategy chart. There are five columns in a strategy chart for fund raising: 1) goals, 2) organizational considerations, 3) constituents, allies, and opponents, 4) targets, and 5) tactics.

**Goals**

1. What are the long-term goals of your event?
   *Example*: To register 5,000 students to vote.
2. What are the intermediate goals to reach your long-term goal?
   *Example*: To organize a voter registration concert to register 2,000 students, to table in the Union and the Dorms to register 1,500 students, and to go door-to-door in the community to register the final 1,500.
3. What are your short-term goals toward you intermediate goals?
   *Example*: When planning a voter registration concert you have to find a location, find bands, organize volunteers, etc. These are all short-term goals to reach your intermediate goal.

**Organizational Considerations**

1. In specific amounts, list the resources that your organization brings to the planning of the event. This includes money, number of volunteers, facilities, supplies, equipment, etc.
2. Make a list of the way in which you want your organization to be strengthened by the event. Use specific numbers like: Expand club membership by twenty members; raise $200; build a lasting coalition of groups on campus.

**Constituents, Allies, And Opponents**

Constituents are people that care enough or are interested enough in your event to join in the planning and help out. This is what is called building a coalition. Make a list of your possible constituents.

Allies are people or organizations that are willing and able to support your event. They are not able to actually help plan the event. An example would be the National League of Women Voters. They support your goal of registering 5,000 voters and even donated $50 to your campaign, but they cannot give you any person power. These people would also be a part of your coalition.

Opponents are people that actively disagree with what you are doing and could harm your event or campaign. In most cases, you will not have any active opponents. An example of where you would have an opponent would be if you were selling condoms in the union as a fund raiser. A possible opponent would be a local pro-life organization or a group of parents who think that selling condoms in school is not right.

**Targets**

Targets are people that get you what you want. There are two types of targets: 1) Primary and 2) Secondary.

Primary targets have the ultimate authority to give you what you want. For example: if you wanted to have a back-to-school party in Spaights Plaza and you wanted to sell alcohol at the event, your primary target would be the Chancellor. Or if you wanted to get $1,000 donated to you by a company, the President of the Board of Directors who makes final donor decisions would be your target.

The Secondary target is an individual who has power over or an influence on your primary target. For example: To reach the Chancellor you may want to target the Dean of Students who has a personal relationship with the Chancellor. To reach the President of the Board of Directors you may want to target your Uncle Joe who works in the President's department. Secondary targets can help you get what you want. Often you do not even have to talk to your primary target; the secondary target covers it for you.

**Tactics**

Tactics are the steps that you take to reach your targets. Examples include setting up a meeting with your secondary target to go over your plans for the event or sending letters to the Chancellor to show student support for your event.

All five areas work upon each other. Your tactics help you reach your targets, which can give you what you want. Your constituents and allies can help you get what you want from your target and help you plan your event. Keep in mind your organizational considerations so that you know exactly what you have to reach your goals.

# APPENDIX 3.

## RESOURCES

Raffle Guidelines - Student Organization Manual and Wisconsin Statutes for Raffles www.doa.state.wi.us/gaming/
UWM Food Sales Policy - Student Organization Manual
Wisconsin Charitable Organization Registration - Student Organization Manual
Use of Student Segregated University Fees - Seg Fee Manual
Conduct on University Lands - UWS 18.06
Prizes, Awards and Gifts - Student Organization Manual

# APPENDIX 4.

## LOCAL ORDINANCES

Student organizations interested in fund raising in the following areas should contact the appropriate city or village offices using the phone numbers listed below for complete instructions and information. Applications and permits will have to be obtained from the respective villages/cities and fees paid where applicable. Most fund raising activity information under these local ordinances is listed under the section for "transient merchant" permits and sales.

BAYSIDE:See Ordinance number 08-591, permit required, 414-351-8811, www.bayside-wi.gov/

BROWN DEER: Permit required; contact Village Manager, 414-371-3050, www.browndeerwi.org/

FOX POINT:Permit required; contact Police Department, 414-351-8911,
http://www.vil.fox-point.wi.us/ search for "Transient Merchants/Peddlers/Solicitors Permit"

GLENDALE: Registration and permit required; contact Village Clerk/Treasure 414-228-1718,
www.glendale-wi.org. Search for "Transient Merchant Permits"

MILWAUKEE:
No later than 5 days prior to any solicitation within the city, each solicitor shall register with the district police station in the area in which he or she intends to solicit. Ordinances regulating Door-to-Door Solicitation are established in s. 95-15, Milwaukee Code of Ordinance.
See www.milwaukee.gov/ordinances.

A direct seller's license is required for persons engaging in direct sales on any public way or other public premises in the city of Milwaukee. Ordinances regulating Direct Sellers are established in ss. 95-1 & 105-56 to 59, Milwaukee Code of Ordinances. See www.milwaukee.gov/ordinances.

Permits for special events in the public right away are issued by the Department of Public Works Special Event Permit Office. More information is available online at
http://www.mpw.net/Pages/admin/specialEventsPermits.html

License Division
City of Milwaukee
200 E. Wells St., Room 105
Phone: 414-286-2238
Fax: 414-286-3057

SHOREWOOD: Please contact the Village Clerk's office for registration and permit information at 414-847-2608

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Smith , William J. (1985). The art of raising money. New York, NY: American Management Association.

## RESOURCES

**American Trophy**
One Waterman Avenue
East Providence, Rhode Island 02914 USA
Phone 401 438-3060
fax 401 435-5626
e-mail AMTROPHY@Ultranet.com
http://www.americantrophy.com/

**Campus Fund Raisers**
3 Graphics Drive
West Trenton NJ 08628-1547
609 771-0005
http://www.cfrnj.com/

**Coast to Coast Marketing**
E-Mail: coast@wwnet.com
800 962-6278
800 96-COAST
Fax: 313-671-6073

**Flynn Fundraising**
1010 Hunt Dr
Coatesville, PA 19320
800 483-5966
http://www.larmar.com/bazaar/FLYNNFR.htm

**The Foundation Center**
79 Fifth Avenue
New York, NY 10003-3076
Tel: 212 620-4230 Fax: 212 691-1828
E-mail: mfn@fdncenter.org.
http://fdncenter.org/

**Gordon International**
E-mail: gorintl@interramp.com
Web Site: http://www.gordon-intl.com
800 352-6162
Fax: 914 834-4053

**Nelson Marketing**
210 Commerce St.
Oshkosh, WI 54901
800-982-9159 Fax: 800-355-5043
http://www.nelsonmarketing.com

**WinCraft**
800 533-8100
email: wincraft@wincraft.com
http://wincraft.com/

**Worldnet Fundraising**
13492 Research Blvd. Ste. 120-200
Austin, TX 78750
800-244-7615