

UWM Student Involvement Presents:

# Financial Management

Fundraising



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# Fundraising and SAC Grants

## 4 Things you'll learn today

1. Types of Fundraisers
2. Do's and Don'ts of Fundraising
3. Planning a Fundraiser
4. Resources Available





# Types of Fundraising

While bake sales are quite popular here at UWM, there are a number of other types of fundraisers to try your hand at. Let's look at 5 different categories:



**SALES:** From used books to apparel or accessories, sales can generate funds quickly and in one time events. The difficulty lies in choosing the right items. Consider asking members and other students what they'd be interested in.



**PLEDGE-A-THONS:** These are usually challenges set forth that raise money such as: walking for a certain amount of time or distance, bowling, sitting, dancing, and so on.

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# Types of Fundraising



**DONATIONS:** Seeking out money or in-kind donations from corporations, foundations, or sponsorships can help you reach your goals.



**EVENTS:** These include dances or charity balls, live and silent auctions, dinners, talent shows, runs/walks, competitions (cooking, karaoke, etc.), or event profit sharing nights at local business.



**SERVICES:** Valet Car Parking, holiday gift wrapping, lawn care, lessons (painting, music, cooking), and car washes are all examples of services you can offer the community for small fees.



# Do's and Don't of Fundraising

## Do's

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- ✓ Have a goal
  - ✓ Think positively
  - ✓ Use thoughtful planning
  - ✓ Utilize multiple approaches
  - ✓ Be inclusive and culturally sensitive
  - ✓ Keep records of everything you do
  - ✓ Thank those that support and donate to your organization
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## Dont's

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- ✗ Let any one person have all the control over the finances
- ✗ Wait until the last minute for anything - be prepared
- ✗ Have a fundraiser on impulse -plan!
- ✗ Shut out other members in planning and executing.



# Planning a Fundraiser

## Six Steps to Follow

1. Set Goals

2. Evaluate the Past

3. Determine Resources

4. Brainstorm Strategies

5. Choose Your Strategies

6. Finalize the Details





# Planning a Fundraiser

## Step One: Set Goals

What are the organization's fundraising goals for the upcoming year? (Amount of money needed, funding for a specific event, awareness for a cause, relationship building for organization, etc.)

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# Planning a Fundraiser

## Step Two: Evaluate Past Fundraising Activities

- ◆ How has the organization raised funds in the past?
  - ◆ What has worked well?
  - ◆ What hasn't worked? Can these activities be modified/adapted, or should they be eliminated?
  - ◆ Are there any unique opportunities this year that you can take advantage of? (Ex. anniversary, campus-wide event, etc.)
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# Planning a Fundraiser

## Step Three: Determine Available Resources

Determine the types of resources on hand and any details of each resource available

Resource Type	Resource Detail
People (Members)	
Connections/Networks	
Starter Funds	
Materials Available	
Time Available	



# Planning a Fundraiser

## Step Four: Brainstorm Potential Strategies

Brainstorm a list of all of the potential strategies that the organization could use to fundraise in the upcoming year. At this point in the process, do not evaluate any of them for potential success.

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# Planning a Fundraiser

## Step Five: Choose Your Strategies

Now, using the brainstorm list, determine which fundraising activities are feasible for the organization to achieve based on the available resources (time, money, energy), and where you have the potential to raise the most funds.

Strategy	Goals Targeted by this Strategy	\$ Goal	Target Audience	Details	When	Who	Cost
Bake Sale	Cover team registration fee for tournament	\$100	Individuals in Union over the lunch hour	Members will make baked goods to sell.	Oct 15	Members will bake or staff the table.	No org cost. Volunteers will donate baking supplies



# Planning a Fundraiser

## Step Six: Finalize Details

For each fundraising strategy that you plan to use, determine the following information:

- ◆ Strategy (How you will raise funds/type of fundraiser)
- ◆ Projected Costs
- ◆ Projected Income
- ◆ Net Funds Raised

Next, list other goals this strategy will meet (ex. generate publicity, build group morale, connect the organization with new audiences, contribute to recruitment of members, etc.)

Finally, list each step you will need to take, who will be completing it, and by when.

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Check out the Budgeting and Recordingkeeping video on the Student Involvement Website for more Financial Management information: [uwm.edu/studentinvolvement](http://uwm.edu/studentinvolvement)

UWM Student Involvement Presents:

# Financial Management

Budgeting and  
Recordkeeping



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# Student Involvement Resources

For more tools and resources on a wide variety of topics visit the  
Student Involvement Website: [uwm.edu/studentinvolvement](http://uwm.edu/studentinvolvement)

OR

Visit PantherSync and check out the resources in the 'Files' section  
under 'All Student Organization Resources'



All Student Organization Resources

Feb 09, 2016 01:05 PM • 17 items