**FUNDRAISING**

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All chapter fundraising efforts must comply with the guidelines set forth by your college or university. Be sure to contact the appropriate offices on campus to inquire about proper guidelines. In addition, check with your APhA-ASP Chapter Advisor to make sure you have all the information you need to comply.

**PLANNING A FUNDRAISER**

**Get Organized**

A well-planned fundraiser dramatically increases your chances of raising needed funds. Planning out the following aspects of your fundraiser will help you stay on track and send a clear message to your target audience.

**Set Goals**

Set a dollar value on how much you hope to raise. Keep in mind what your expenses will be, then determine a reasonable amount above that as your fundraising goal.

**Establish Deadlines**

Since fundraisers can take the form of various events, your timeframe will depend on which type of fundraiser you hold.See Chapter 7 of this guide for detailed information on event planning guidelines and timelines.

**Advertising/Promotion**

Advertising is key to meeting your fundraising goals. Take advantage of any opportunities to promote your chapter and get exposure for your fundraiser. Some of the things you can do:

* Submit press releases to your local papers and radio/TV news stations.
* See if college/university or other group publications will give you exposure.
* Make sure you promote your fundraiser front-and-center in any social media, e-mails, or publications for your chapter.

**Recognize/Recruit Volunteers**

When recruiting chapter members to volunteer or participate in fundraisers, it is important to make them feel important to the process by emphasizing how their talents will contribute to meeting the fundraiser’s goals.

A little time and energy can go a long way. Your members may have varied availability and talents to offer, but if you set realistic goals and choose a good type of fundraiser for your group, you should be able to pull it off just fine.

Showing your appreciation is important not just for politeness but because even a simple “thank you” can be great motivation to your volunteers.

**FUNDRAISER IDEAS**

While there are many ways to raise funds for your chapter, two of the most common and successful for student groups are sales and activities/services. Some examples are below.

**Sales**

A few items often selected for fundraising:

* Clothing (T-shirts, hoodies, jackets)
* Mugs, glasses, or travel cups
* Professional accessories (calendars, portfolios, name tags, business cards, electronics cases, etc.)
* Seasonal or holiday-themed cards, candy, or ?
* Flower sale at graduation/white coat ceremony
* Discount cards
* Educational resources (publications, clipboards, brand/generic flashcards)
* Food, especially baked goods
* Cookbooks/recipes
* Gently used books (textbooks)

**Activities/Services**

Hosting an event is often an energizing and fun way to raise awareness of your group and bring in funds.

A few examples include:

* Battle of the Bands
* Carnivals
* Sports tournament
* Trivia Night
* Raffles
* Scavenger Hunt
* Karaoke Night
* Fashion Show

**Fundraising Resources**

Juniata College - <http://services.juniata.edu/osa/100FundraisingIdeas.html>

Fairleigh Dickinson University - <http://view2.fdu.edu/legacy/fundraisingideas.pdf>

University of Rhode Island - <http://web.uri.edu/studentsenate/files/Fundraising-Ideas2.pdf>

Minnesota State University Moorhead - <http://www.mnstate.edu/uploadedFiles/Level_2/Content/Office_of_Student_Activities/Fundraising-Ideas.pdf>

Oregon Association of Student Councils - <http://oasc.org/wp-content/uploads/2012/10/100-Fundraising-Ideas.pdf>

Fundraiser Insight - <http://www.fundraiserinsight.org/ideas/>