

# Fundraising 101

*Fundraising events are an effective method for student organizations to earn income. Success requires good planning and dedicated group members. The following guidelines are applicable to fundraising events sponsored by Recognized Student Organizations.*

## **Guidelines:**

1. Make sure that your RSO is in good standing with the University. Any RSO that is under review or on any restrictions because of policy violations will not be allowed to host fundraisers.
2. Any RSO wanting to host a fundraiser must complete the fundraising approval form. This form should be turned in to the Director of Student Activities **at least two weeks** prior to the fundraising event.
3. All fundraising events must be approved by the Director of Student Activities.
4. All income received from a fundraiser must be deposited into the sponsoring organization's Schreiner University account within 72 hours of the event. Failure to do so may result in disciplinary action. *This includes membership dues.*
5. Income earned may be used to support activities which are in accordance with the purpose of the organization. *Income cannot be used to purchase alcohol.*
6. Organizational activities may not disrupt normal University business.
7. Organizations may only sponsor commercial enterprises desiring to sell their products on campus with the approval of the Director of Student Activities and Vice President for Enrollment and Student Services.
8. Organizations may sponsor performing artists and/or events with the approval of the Director of Student Activities.

## **Planning a Fundraiser:**

The following steps can help your organization have a successful fundraising event.

1. Determine what kind of fundraising event is desired:

### On-Campus

- ◆ Babysitting
- ◆ Bake Sale
- ◆ Cleaning Pecan Grove Apartments
- ◆ Concession Stand at Special Events
- ◆ Theme Dance - Admission Charge
- ◆ Drawings
- ◆ Garage Sale
- ◆ Game Booths
- ◆ Raffles (with certain restrictions)
- ◆ Recycling
- ◆ Silent Auction
- ◆ Sell Organizational T-Shirts

- ◆ Suitcase Party - tickets are sold to all who attend, one couple wins a trip to Dallas, etc.
- ◆ Penny Drive
- ◆ Pledge-A-Thons
- ◆ Holiday Sales - Valentine's, Christmas, etc.

### Off-Campus

- ◆ Car Wash
- ◆ Other ideas which also must be approved by the Director of Student Activities

2. It generally takes funds to raise funds! If an RSO is short on available funds and needs working capital to start a fundraising event, there are a few options:
  - ◆ Identify a co-sponsor - such as other campus organizations or departments
  - ◆ Use personal funds which can be reimbursed following the event - be sure to keep receipts and accurate records of funds used
  - ◆ Apply for an RSO Loan - the loan must be paid off within two weeks of the fundraiser. If an RSO cannot meet this obligation, the Chief Student Leader and Advisor must meet with the Director of Student Activities to work out a way to pay it off
  - ◆ The only option may be to choose another fundraiser that does not require finances beforehand
3. Plan the event! Sometimes certain programming details are overlooked during the planning stages. Talk to your advisor(s) and utilize their expertise. Also, the Director of Student Activities may have some ideas you haven't thought of.
4. Advertise the fundraising event as effectively as possible. Banners, posters, flyers, public service announcements, advertisements in the Mountaineer and the Kerrville paper, and especially word of mouth are all effective means of publicity.