

Additional Information

planning questions – Who? and Why? As you creatively explore approaches to fund raising, it is important to balance the costs to the organization (required outlay of time and of human, material, and existing financial resources) with the risks involved in fund-raising (potential liability and the possible loss of resources or good will.) If the risks are greater than what the group wishes to assume, it is time to go back and revise the organization's overall goals for the year to reflect a reduced financial base. Remember, think positively creatively. Once a financial plan is developed, write it down.

◆ Follow University

procedures: Many fund-raising activities require prior University approval, particularly for sales and solicitation activity. Some activities are restricted or prohibited under the University policy or State law. You should be familiar with both the approval procedure and limitations before you undertake a fund raising activity.

◆ Evaluate fund-raising

activities: In order to determine your level of success, maximize learning opportunities and advise future leader of the organization, it is necessary to evaluate your fund raising activities. This evaluation should go beyond a simple comparison of the dollar goal with the amount raised. It should include a qualitative analysis and conclude with the recommendations for future fund-raising activities.

For more information on building your leadership skills or getting involved in a leadership role on campus, please contact the Dean of Students office. The Student Organization Area can assist in providing additional advisement to the needs of your club/organization. The Student Leadership Institute provides opportunities such as workshops and a University Leadership Conference. Feel free to contact us for any leadership development or support that you may need. We look forward to hearing from you.

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STUDENT AFFAIRS

Fund-
Raising
Ideas

Fund-Raising Ideas

Here are some fun and effective ways to earn funds for your organization:

Auction

Balloon Delivery

Button Sale

Make your own: Contact the Graphics Department in the TSU can help!

Candy Grams

Car Wash

Concert-Ask ASP for their expert advice and suggestions

Contest Guess

the number of jelly beans in a jar guess outcome of the Academy Awards pie-eating contest

Dance

Dinner

Fashion Luncheon

Film Video

No "X" rated films please!

Flower Delivery

Food Sale

Sell baked goods or barbeque, but make sure you get a food permit first!

Games

Dunk Tank, Carnival game, Jail

Letters to

Prospective Donors

Consult with advisor first

Marathon Dancing

Immobile Bicycle

Jogging

Eating

Opportunity Drawing

Phantom Event

Plant/ Flower Sale

Singing Message

T-Shirt Sale

Tournament

T.V. Show Audience

Used Cassette Sale

Work Day

Fund-Raising

Developing a successful fund-raising strategy allows student organizations to cover operating expenses, complete projects and programs, and create a small reserve or cushion for the future. Many student organizations find that the success of their fund raising may be attributed to the following six general principles:

- ◆ **Think positively:** As you plan for the year, think big; dream little. Ask yourself, "if money were not an issue, what would the group do?" Use your imagination. It is generally easier to scale down your organization's plans than to scale up in mid-year. After you have identified the ideal group feasibility of these goals in light of resources. A dose of realism is necessary at this stage in your thinking, but be

positive – do not permit a lack of available funds to stifle your plans.

- ◆ **Establish financial goals:** If you don't know where you're going, you'll never know if you've arrived. Organizations must establish an annual budget. The development of a budget should follow, not precede, the establishment of your organization's positive, but realistic, goals for the year. (Making the group's plan fit the budget rather than making the budget fit the plan is the common error characteristic of stifled organizations.) Once a budget of proposed expenses is developed it must be reviewed against existing resources. The specified dollar figure beyond existing resources that will be required to operate and complete the group's program for the year becomes the group's fund raising target. If this figure is too large, don't panic; it is time to be creative and realistic.
- ◆ **Develop creative fund-raising alternatives:** Once you have established a financial target, identify all potential sources of funds and develop creative ways to tap these sources. Successful organizations utilize multiple approaches to fund-raising.
- ◆ **Establish a fund raising plan:** Fund raising is like any other group project; it cannot happen successfully if left to chance. Successful fund raising requires careful planning. Answer the basic