Fundraising

Fundraising is an issue that every peer education group faces. In order to secure the programs you want, purchase awareness table give-a-ways, advertise, and sponsor events, there has to be adequate money. Funding can come from a variety of sources including local campus resources and grants. This section is dedicated to helping you gain the funding you need for successful current and future programming!

Organizing the Search for Revenue

Raising funds for your alcohol awareness week programs is not the insurmountable task that it may at first appear. It just takes planning, organization, and follow-through. Preventing abuse of alcohol and other drugs is a top priority and a great cause for campuses and communities. Your role is to tap into that concern, come up with a great plan and budget, and identify potential funding sources both on campus and in the community. Be sure you understand your campus rules about fundraising before you start.

Planning and Budgeting

Before you can go out and find funds for your programs, you will need to know how much you will need. Generally, it is more effective and easier to raise money for a concrete, rather than an abstract idea. If you have clearly identified what you want to accomplish, how you intend to do it, and what it will cost, potential donors and sponsors will be more receptive.

Write out your events and price them by project. Some items will have a fairly simple price tag: if you want to bring in a speaker, find out their fee. If you want to have a dance, know how much the band or DJ will cost. But do not forget to add up the "little things" as well. What will your printing budget be? Do you want to take ads out in the campus or community newspaper? Once you have your master list, you can go out and begin soliciting funds.

The Fundraising Process

- The keys to fundraising success are many and varied, but the key to fundraising failure is pretty simple: not being prepared. You cannot go to an organization or business and say "can we have some money?" without having some items in writing and having what you want to say rehearsed and ready. Here are some things to keep in mind:

- Have in writing a short one or two page document that explains who your group is, what NCAAW is, and what you have done in the past. This demonstrates that you are an organization that makes good use of any money you are given.

- Ask for a specific dollar amount. You can ask for a general figure such as $500 (of course, be willing to take any donations), or a more definitive amount to fund a specific event or project. It is wise to have this in writing as well.

- Be able to leave a document that has your contact information. It is likely that people who are in a position to help you out financially will need some time to think about their decision. Leave them with a packet. If they do not get back to you in a week, follow up with a polite phone call.

- **Thank them for their time, regardless of the outcome.**

RU Connected?

Campus Resources

Long before you start writing grant proposals or approaching local businesses, you should begin on your own campus. Remember that alcohol education is a core part of your college or university's mission: almost every aspect of your campus has a vested interest in reducing the harm caused by irresponsible alcohol use. Start with the campus health departments, such as your Counseling Center or Health and Wellness Office. Ask if they will contribute to your awarness week. They may not be able to directly contribute finances, but may be able to furnish supplies, facilitate an information table, or even obtain guest speakers.

Then go to campus departments such as Residence Life, Public Safety, and Greek Affairs. These organizations directly interact with the student body on a daily basis and have a strong interest in your goals and message. Approach some of the campus organizations that support events that are in the best interest of your college or university.

Possible Sources Of Campus Funding Or "In-Kind" Donations:

President's, Vice-President's, Chancellor's or Dean's contingency funds

Student Government

Community Relations Office

Alumni Foundation Programming Board

Athletic Department

Athletic Boosters (Alumni Club)

Parents' Council

Residence Life

Residence Hall Associations

Interfraternity and Panhellenic Councils

Individual Fraternities and Sororities

Professional Fraternities and Sororities

Graduate Student Organizations

Religious Student Organizations

Black Student Organizations

Minority or Multicultural Affairs Offices

Disabled Student Services

Counseling Services

Student Union Discretionary Funds

Campus Dining Services

Unrestricted Contributions Funds

Speakers Bureau or Special Events Funds

With all the potential on-campus organizations at your disposal, you should be able to raise a considerable amount of money for your NCAAW efforts. If campus funds are not enough, it is time to start looking off campus.

Build for the Future

Whenever you enter the arena of fundraising, know that anything you do now will help you build for the future. When you have had a positive response to a funding request—take notes as to whom you talked to and how you arrived at your success. This will help those who are trying next year to pick up where you left off. Even if things do not turn out to be successful this year, you might have built a relationship that can be pursued in upcoming years.

Make sure you properly thank anyone who contributed to your cause or set aside time to talk withy you with a follow-up note and some sort of mention at your events. This will make them more likely to continue to give in the future.

Additional fundraising tips are available at www.bacchusnetwork.org/group-fundraising.asp