

# DO'S AND DON'TS OF FUNDRAISING

## Student Organization Development Center

1310 Michigan Union University of Michigan 763-5900

- \*Do double work--sell t-shirts at a dance marathon
- \*Do donate supplies/services as much as possible
- \*Do keep records of everything you do
- \*Do make the most of every opportunity
- \*Do have a goal
- \*Do do your homework on immediate needs and final goals
- \*Do get groups together before and after every event to applaud successes and to strategize more difficult cases
- \*Do use thoughtful planning--too many events are the product of an impulse
- \*Do think positively
- \*Do utilize multiple approaches to fundraising
- \*Do spend as little time as possible on fundraisers--they can really bog a group down
- \*Do give donors something tangible for their donation
- \*Do make successful fund raisers traditional
- \*Do keep track of those that have supported you in the past
- \*Do watch for opportunities to build on others' efforts
- \*Do be energetic, creative and enthusiastic
  
- \*Don't rely totally on dues
- \*Don't allow funds to be controlled by an adversary
- \*Don't allow fund raising to disrupt the regular business or programs of the organization
- \*Don't ask anyone to make a donation because you "need" the money
- \*Don't ask for a fixed price when a donation will do
- \*Don't assume that all pledges will automatically pay--you may have to remind them
- \*Don't expect too much from members--you should have fun and raise money
- \*Don't focus on cash, in-kind/operational support such as phone usage, typing services, etc. will help minimize expenses
- \*Don't have a fund raiser based on impulse--plan carefully
- \*Don't let the treasurer handle all the responsibility--spread it around
- \*Don't wait until the last minute for anything--be prepared!
- \*Don't let one person completely control all the finances--have at least one more person to verify transactions
- \*Don't forget--be creative, enthusiastic, and have fun!

# FUNDRAISING IDEAS

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coffee and donut sale  
bagel and pretzel sale  
sell candy  
bake sale (make sure items are properly packaged and from a licensed kitchen)

used book sale  
garage/rummage sale  
auction  
service auction (time and effort)

balloon sale  
art/poster sale  
plant sale  
flower/mum sale  
sell buttons/t-shirts/bumper stickers/sell unusual items with U of M logo

banquets/roasts  
fashion luncheon  
roving dinner party  
wine tasting party (make sure participants are over 21 years of age)

alumni donations  
merchant donations  
pledges  
membership dues

bucket drive/tag day  
immobile bicycle-a-thon  
marathons-run/walk/jog/rock/eat  
see-saw/dance/card/board/game/etc

antique show  
art fair

Christmas bazaar  
benefit dance  
carnival/circus  
student-faculty talent show  
student-faculty art show  
birthday cake delivery  
singing message  
"kidnaps" for ransom  
finals care package  
tournament  
haunted house  
balloon banquet delivery  
ushers for events  
recycling drive  
car wash  
work day at alumni/faculty/staff homes  
lemon eating contest  
ad book  
guess beans in jar (or variation)  
best looking...contest

raffles  
bingo  
casino night  
(the three above events need to have a state license through the Bingo Commission)