SRP Fundraising Strategies

Priority #1. Student/Faculty Levy

Do you currently have a Student and/or Faculty Levy?

- Yes
  - Can it be used for off campus expenses?
    - Yes
      - Explore holding a referendum to increase the levy
    - No
      - Explore why not. If not possible, assess levy to see if an increase is needed to increase revenue.
- No
  - Approach Student Union about holding a referendum
  - Develop a volunteer committee with a co-ordinator to work on introducing a levy
  - Design a public outreach campaign including the question, amount for the levy etc

Priority #2. Donations

- A. In Kind
  - Do you receive the following kinds of donations?
  - i. Tuition waiver
  - ii. Residence waiver
  - iii. Meal Plan waiver
  - iv. Book store credit
  - v. Free/ subsidised Bus pass
  - vi. Used computer/ bicycle/ clothing/ household equipment
- B. Cash – from on campus sources
- C. Cash – from off campus sources
- i. Faculty Associations
  - ii. Academic departments
  - iii. Staff
  - iv. Unions
- i. Rotary or other service clubs
  - ii. Businesses
  - iii. Individuals
  - iv. Foundations
  - v. Credit unions or banks
  - vi. Government
Priority #3. Events

Event Planning 101

Take an idea

Start early, Think big

What kind of event? Will there be prizes? Will there be activities? Who to invite? What kind of venue? Etc etc

Set goals and develop strategies

Activities

Delegate tasks

Logistics (venue etc)

Set deadlines

Venue booked by (date) Prizes donated by.... Posters printed by.... Press release sent out by....

Start negotiating

Speak with the owner of the venue. Find out what you need to do to get the best deal. Establish your own terms.

Thank them for their offer

Get draw prizes donated by local businesses

Which local businesses would benefit from exposure to a youth market?

Find local sponsors

Remember that the event is not (just) about beer. Make sure that you get the real message out there!

Shop around. Visit lots of venues. Find the best possible deal. You are the customer!

PAAAARTY!!! But don’t forget the message

Advertise widely using the media, personal contacts and information lines.

Promote, Promote, Promote!

Remember your volunteers, sponsors, donors etc

Say Thank You!

Evaluate

Save a database of names and contacts, results and recommendations for future reference.