

Fund Raising Policy

A. Campus regulations will permit fund raising by registered student organizations. Registered student organizations may use University facilities without charge to host non-commercial events which raise funds for educational or public service purposes. All events must be approved by the Associate Vice President for Student Affairs and Dean of Students.

B. Funds raised from the general University population shall be for the non-profit use of the sponsoring individual or organization.

C. Registered student organizations using the campus to raise funds are not required to possess a tax-exempt certificate from the Internal Revenue Service (IRS). However, organizations should indicate to potential donors whether the group does maintain tax-exempt status with the IRS.

D. Registered student organizations must keep accurate records of funds raised and spent, available upon request for inspection or audit. If an audit is required, it may be ordered at the organizations expense.

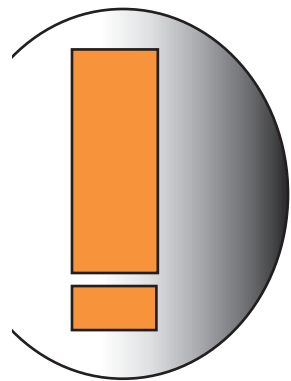
E. Subject to special regulations concerning time, place, and manner of public expression, a registered student organization may fund raise in outdoor discussion areas and at meetings; sell materials related to the purpose of the organization, collect dues, initiation fees, donations, and admissions charges for events. In addition, registered student organizations may solicit funds in announcements, posters, and handbills.

F. Registered student organizations may conduct raffles in accordance with the laws of the State of Ohio. 50/50 raffles or those with direct cash payout are prohibited for student organizations.

G. Registered student organizations are not permitted to coordinate or support the sale or process of applications for credit cards.

H. Student organizations must receive approval from the Office of the Dean of Students to use outside vendors for the purpose of raising funds. A vendor's agreement form is available to assist groups who are considering using an outside vendor.

Student Handbook, Bowling Green State University, 2007-2007, pg.57



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- b. Funds raised from the general University population shall be for the non-profit use of the sponsoring individual or organization.
- c. Registered student organizations using the campus to raise funds are not required to possess a tax-exempt certificate from the Internal Revenue Service. However, organizations should indicate to potential donors whether the group does maintain tax-exempt status with the IRS.
- d. Registered student organizations must keep accurate records of funds raised and spent, available upon request for inspection or audit. If an audit is required, it may be ordered at the organization's expense.
- e. Subject to special regulations concerning time, place, and manner of public expression, a registered student organization may in outdoor areas and at meetings; sell materials related to the purpose of the organization, collect dues, initiation fees, donations, and admission charges for events. In addition, registered student organizations may solicit funds in announcements, posters and handbills.
- f. Registered student organizations may conduct raffles in accordance with the laws of the State of Ohio. 50/50 raffles or those with direct cash payout are prohibited for student organizations on campus.
- g. Registered student organizations are not permitted to coordinate or support the sale or process applications for credit cards on-campus.
- h. Student organizations must utilize a contract or vendor agreement for outside vendors and receive a percentage of sales or commission or a combination of both. The student organization should consult the Office of Campus Involvement staff to prepare a vendor contract or vendor agreement and provide a copy of the contract to the Bowen-Thompson Student Union staff when reserving space for the vendor.

(Undergraduate Student Handbook, Bowling Green State University, 2005-2006, pg. 54)

Fundraising Ideas

Walk/Bike/-A-Thon

This involves getting people to pledge a certain amount of money for each mile the participant in the event walks or bikes. People can also donate a set amount of money instead of making the per-mile pledge. There are many types of thons:

Jogging, Swimming, Bowling all work.

Sales and Services

Selling merchandise or services is an easy way to raise money. Using donated services or items for: bake sales, car washes, massages, etc., can raise money. Selling items like: bagels, t-shirts, buttons, or candy bars will probably have some overhead, so make sure not to over order or you might actually lose money.

Auction

Holding an auction where friends of your group donate art work, services, or even handmade goods can also lead to a good fund raiser. The key to this is to have people donate their goods or their time.

Telephone and Personal Solicitation

Asking directly for money is often the most effective way to raise money. Call and visit individuals who might want to support your group. Look to past contributors, alumni, or members of the community who might be sympathetic to your goals and ask them for some financial support. For a good cause friends and family members can be asked to contribute.

* Student organizations are encouraged to work collaboratively and form partnerships with other student organizations and University departments. Student organizations may intentionally seek co-sponsorships from other organizations and/or departments; however, blanket solicitation is not permitted. Blanket solicitation includes sending out generic co-sponsorship letters to departments and organizations. Co-sponsorships are permitted when the student organization and/or department being asked for a co-sponsorship has (a) a significant role in the planning of the event, (b) the program is identified as an annual department or organization goal or strategy, or (c) the mission complements the mission of the organization.

(**Financial Management & Accountability #8" Undergraduate Student Handbook, Bowling Green State University, 2005-2006, pg. 64*)

Raffles

The key to holding a raffle is to get inexpensive or donated prizes. Here a prize is offered to the winner of a drawing. Each ticket purchased will give the person a chance to win the prize.

*see Fundraising Policy (f) for guidelines

Ads/Ad Books

If your organization has a publication, getting businesses to donate money for ads can be a good way to raise funds.

Rummage Sales

Here people from the community donate old clothes, books, toys, etc., which are then placed on sale to the public. Because there are usually no overhead costs, it's hard to lose money on a rummage sale.

Benefits

Performances by bands, theater groups, singers, poets, and other artists can prove helpful in raising funds for your group. Getting the performers to donate their time is the key to this project. Also holding dances where people purchase tickets can also prove profitable. In order to hold a dance, a venue will have to either be donated, or rented cheaply in order to make money.

Dinners

Many organizations hold fund raising dinners because they are enjoyable as well as good sources of funds. In order to make money, you have to charge a good deal more than the actual cost of the dinner, unless the food is donated. Also make sure not to order too much food or the over head cost could be higher than the amount you made.

Selling Flowers

Consider selling flowers around holidays, such as roses around Valentine's Day, wreathes around Christmas, etc.

Collections

Asking members of the group to pay dues or asking for contributions at rallies can also be an effective way to raise money.

Other Ideas

Used book sale, car wash, pet wash, art/poster sale, fashion show, haunted house, 5k run, marathon, dunk tank, carnival, talent show, finals care packages, work concession stands at sporting events/concert, tournaments etc...

(the above list was compiled with the help of www.campusaction.net)

Fundraising Resources

If you need more help coming up with ways to raise funds for your organization try some of these resources.

- **Fundraising companies**
Many companies exist for the sole purpose of helping your organization raise funds. Make sure to gain a full understanding of the contract you are entering into before you pay anyone to help you fundraise. Some websites to help get you started: www.fundraisingweb.org, www.fundraising-ideas.com, www.campusfundraiser.com.
- **Other organizations**
Joint fundraisers are great because you can split the costs of putting on the event and you have a larger pool of people to participate. This is especially appropriate if there are other organizations on campus or in the Bowling Green community with goals similar to your own. See the Office of Campus Involvement website for a full listing of current student organizations.
- **The Office of Campus Involvement**
OCI has a lot of experience with organizations that host fundraisers. Let us know if you need help to facilitate a planning meeting or a brainstorming session. (419)372-2343 or www.bgsu.edu/offices/sa/getinvolved.

Fundraising Ideas

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- Used Book Sale
 - Auction
 - Birthday Cake Delivery
 - Car Wash/Pet Wash
 - Art/Poster Sale
 - Discount Coupon Book Sale
 - Alumni Donations
 - Benefit Dances
 - Guess Beans in Jar
 - Garage Sale
 - Valentine Day Roses
 - Craft Sale
 - Carnation Sale
 - Sell Buttons/Bumper Stickers
 - Celebrity Auction
 - Fashion Show/Luncheon
 - Haunted House
 - Races (5K, Marathon)
 - Dunk Tank
 - Carnival
 - Membership Dues
 - Talent Show
 - Mum Sale at Large Events
 - Singing Telegrams
 - Finals Care Packages
 - Plant Sale
 - Casino Party
 - Merchant Donations
 - T-Shirt/Sweatshirt Sale
 - Work Concession Stands at Sporting Events/Concerts
 - Candy Grams
 - “Rent” Party
 - Cow Plop
 - Raffles
 - Holiday Bazaar
 - Service Auction
 - Tournaments
 - Flower Sale
 - Halloween Pumpkin Sale
 - Massages
 - Walk-A-Thon
 - Fund Drive; Former Members

The key to making a fundraiser successful is to raise the most money with the least effort.

Planning a Fundraiser

Reasons for fundraising

- Enable your organization to accomplish its goals!
- You need more money in order for organization to function
- You can plan bigger events
- Gets your organization's name out there

Establish an organization budget

A budget will provide information regarding expenses, sales targets, and insure that fundraising goals are met.

The objective

To make as much money as possible, in a quick, easy and inexpensive manner.
Do not lose sight, however, of the original purpose.

Successful Organizations Use Multiple Approaches to Fundraising

Funding Sources at BGSU

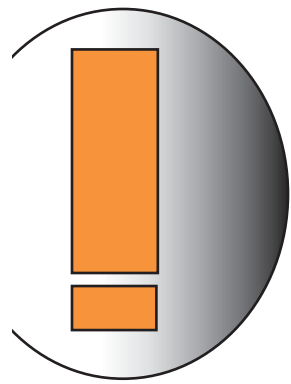
- Student Budget Committee
 - Annual Funding
 - Spot Funding
- Other student organizations
- Coca-Cola Marketing Funds

Funding sources from the organization

- Organization Dues
- Alumni contributions
- National organization

Getting Your Fundraiser Organized

- Start early – 6 to 8 weeks in advance
- Select a chairperson for the fundraiser
- Hold a brainstorming session – involve all organization members in decision making
- Set goals for the fundraiser
- Decide which type of fundraiser to hold:
 - “Just ask” – ask for donations
 - Free Labor – car wash
 - Take a chance – raffles, drawings, guess the beans
 - Return on investment/You get the markup – date books, plants, cookbooks
 - Dollar stretchers – buy in bulk, find free sources for supplies
 - Coalitions – co-sponsor events and share the costs
- Don't forget to consider:
 - Number of members in your organization
 - Skills and interests of organization members
 - Enthusiasm of members
 - Time commitments
 - Cost of producing the fundraiser/profit margin
 - Follow all state and local laws and University procedures
 - Involve all organization members in planning
 - Volunteers are very important



Organize:

- How many volunteers are needed?
- What needs to be done?
- When are the volunteers needed?

Communicate clearly to motivate group members:

- Is there an element of fun in your fundraiser?
- Did the volunteers help choose the activity?
- Does the fundraiser suit your organization?
- Is it compatible in type and sales approach?
- Is it well timed?
- What are the personal benefits?
- People support what they help create!

Plan the details and create a planning calendar:

Reserve the location, order the necessary supplies, produce and distribute advertising, watch your expenses.

Marketing and promoting your fundraiser:

- Check out the competition and the territory.
- Match your cause with your audience.
- Understand the market segment(s) to which you are appealing.
- Sell your fundraiser internally.
- Word-of-mouth.
- Choose the right:
 - Product – special, unique, fill a market niche
 - Place – the right environment is needed, high traffic area
 - Price – should be appropriate to your audience

Evaluate your fundraising activities:

- Go through the receipts and deposit money immediately.
- Pay any accrued bills.
- Send thank you notes to people who helped.
- Examine what went well and should be repeated.
- Decide what areas need improvement.
- Make successful fundraiser tradition.

Other benefits of fundraising can include:

- Development of a stronger, more cohesive organization, united by a clear sense of purpose and good fun.
- Fundraising provides a means of developing leadership skills.
- Increased public relations for your organization.
- Help the organization achieve its goals and gain a sense of accomplishment.