



STUDENT PEACE ALLIANCE

SPA Chapter Fundraising Guide

Depending on your needs as an organization, you might want to consider doing a few fundraising events or campaigns throughout the year. Here are some great fundraising ideas to help you defray costs! If you want more inspiration or more ideas, check out the program bank online or email the SPA office at SPA@peacealliance.org.

Why fundraise?

There are a few reasons for fundraising. One major (and obvious) reason is that your organization might want to accomplish something specific but is lacking funds or access to additional student government allotments. Another reason to fundraise is that it also earns name-recognition for your organization on campus and in the local community. Whether it be fundraising for local program or for your own chapter's needs, you can use it as an opportunity to build community and get creative.

What steps do we need to take?

Step 1: Have a chapter brainstorming session to determine what kind of event you want to do. Ask yourselves these questions:

- How much money do we want to raise?
- How soon do we need this money?
- What kind of event do we want to have?
- How much money are we willing to invest up front to make this fundraiser happen?
- How much manpower and what other resources do we have available to us?
- How else can we tie this fundraiser in to the mission of our chapter?

Step 2: After you've decided what type of event to do, assign chapter members to take on different aspects of the following list:

1. Set a date and time
2. Determine where the event will be held
3. Book that space
4. Make a check list of the supplies and needs for the event
5. Decide who will keep track of everyone's roles and who will hold people accountable
6. Get supplies (a few people might take on this role)
7. Assign people to spread the word and advertise
8. Get volunteers to set-up / clean-up on the day of

Advertising Strategies:

- **Posters/flyers:** to hang in student spaces, local cafes
- **Individual handouts:** to hand out at dining halls, in class, in student spaces, at fairs, ect
- **Facebook event:** using your SPA account and bolstering visibility through personal accounts
- **Email list:** share to your own SPA email lists and those of your classes and allied student orgs
- **Make announcements:** at other student organization meetings or in your classrooms

Other Tips:

- Look for *untapped sources of funding* on campus such as related departments, deans, etc.
- **Reach out to Alumni!**
 - Ask alumni for donations and support. Draft a formal letter/email explaining what your org is up to and what you want to do in the near future. List event dates and invite them to come. Also ask for donations and include sponsor levels (e.g. gold, silver, bronze)
- **Need more resources?**
 - If you are a new org with few members, consider partnering with another student org to bolster support and attendance.



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Use this Action Plan to guide your fundraiser planning process:

Fundraiser Type	
Title of Event	
Monetary Goal	
Location, Date, Time	
Expected Turnout	
Materials Needed	
Media/Advertising Plan	
Expenses/Fees	
Permits Needed	
Backup Plan	

Make sure that once you fill this out, there are clear and defined roles for each member of the group. Someone should be keeping track of everyone's roles and working to hold them accountable to meeting deadline goals and accomplishing the things they've promised to do. You can also create a committee of certain members that are interested in taking on the responsibilities of planning and implementing an event.

Fundraising Ideas

The Go-To Ideas

- Have a donation jar at every meeting for members to put their spare change in
 - Decorate it together or assign someone to create an awesome SPA jar!
 - Have the donation jar at every event
 - When you connect with students, you can encourage them to drop their spare change in the jar to help your chapter out.
- Have a bake sale!
 - Reserve a central location on campus
 - Promote your event! Chalk campus or use posters or flyers that include date, time and location. Emphasize the different treats that will be available!
 - Bake your goodies together as a chapter bonding event, or have everyone make a different treat and bring it to the bake sale to sell.
 - Remember there will be people with dietary restrictions! Vegan or gluten-free options are a nice touch!
- Sell t-shirts, stickers or buttons
 - Create a t-shirt committee or ask someone to volunteer to design a shirt
 - Get creative with your school's mascot or with peace/justice insignia or quotes
 - Make handmade tie-dye shirts and have an event out of it charge people for their own shirts and the cost of dye and supplies
 - Sell shirts, stickers or buttons at every event. It helps to have shirts that are clever enough that people would want to buy and wear them even if they are not part of your chapter.
 - Use t-shirts as prizes!
- Car Wash
 - Set up a car wash in the parking lot on campus or public area. (Be sure to ask for permission and make sure that people are careful of moving cars).
 - How about dog washes? Or bike washes?
- Garage Sale
 - Help your chapter, friends, and peers get rid of old stuff! Ask people to donate items to be sold.
 - This could be things like clothes, kitchen supplies, artwork, etc.
- Throwback Lemonade Stand

Food-Centric Events (obvious favorite right here)

- Eat for a Cause
 - Ask a local restaurant to donate 10% of their profits on a designated night for your cause in exchange for encouraging supporters to eat there
- Spaghetti Dinner, Pancake Breakfast, Barbecue, etc!
 - Prepare a great meal for students or community members and charge a fee. Be sure that the sum cost of ingredients and supplies is lower than the money that you will be taking in.
- Fruit Stand
 - Work out a deal with local farms and take a chapter field trip to pick fruit to sell.
 - Sell the produce in high-traffic areas on campuses with signs advertising local farms, or at community festivals.
- Food Baskets
 - There are certain times during the year when students need a pick-me-up such as mid-terms and finals. Appealing to the good nature of parents and friends, you can design and create food baskets that people can order, and hand deliver them to students or set up a pick-up location. Make sure to get contact info for everyone who is receiving a basket so you can tell them where to pick it up.

Musical Events

- Benefit concert by university or local music group
 - Ask for the music group to donate their time by performing. Charge admission for the event.
- Battle of the Bands
 - Gather some bands from your local community. Book a space and advertise with posters, flyers, and radio announcements. Hold a mini concert in which the audience chooses the winning band.
- Singing Telegrams
 - Get a volunteer singer or singers to donate their time.
 - Sell songs to be performed to the person of the buyer's choosing.
- Karaoke Night
 - Rent a karaoke machine and charge admission for entrance.
 - Hold a competition or just have a free for all.

Athletic Events

- Pitch-a-thon
 - Rent a radar gun (or borrow from your school's baseball team) and measure how fast

people can throw a baseball or kick a soccer ball. Alternatively, you can just measure how far someone throws something!

- Charge \$1 per try and give a prize to the fastest individual.
- Three-on-Three Tournament
 - Organize a tournament with the winning team receiving a prize.
 - This can be done with basketball, kickball, tennis, badminton, volleyball, or any other sport.
- Beat the Goalie
 - Pick the best hockey or soccer goalie you know and invite people to try to score a goal for a prize.
 - Every participant has to pay to play. Do it in a big open area where people can see what's happening and include signs.
- Bowling
 - Organize a bowling night or competition. Charge everyone a small fee to enter or have participants get bowl-a-thon pledges.

Games, Contests, Tournaments, Etc...

- Piñata Contest
 - Charge a fee for each blindfolded person to have one turn at trying to break a candy-filled pinata.
- Bingo
 - Host a bingo night and charge an entrance fee. Prizes for winners.
- Balloon Pop
 - Before filling a balloon with air or helium, put a note inside. Have a certain number of the notes worth a prize. Have people buy balloons and pop them in the hope of getting the prize. Be sure to pick up the broken balloons afterwards.
- Scavenger Hunt
 - Set a route and make a list of items that the participants need to find in order to win. Advertise your scavenger hunt well and charge everyone a small fee to participate.
- Clothes Swap
 - Invite people to a venue and get everyone to bring one or two unwanted items of used (but wearable) clothing. Charge entry and give everyone 20 minutes to walk around, size up the clothes on display and have a drink or two. When you shout "swap", everyone dives on the one of two items they want.
- Scrabble Tournament
 - Each team made of paying participants starts with the same opening word, and has 20 minutes to fill the board with high-scoring words. A judge sits at each table and winners go on to compete. Players can sneak a peek at a dictionary for an additional \$10 donation.

Make extra fundraising money selling refreshments, raffle, etc

- Rent-a-Puppy
 - Work with a local shelter or Humane Society to borrow puppies for a few hours. Rent out a space on campus and plan in accordance to campus rules around dogs and animals. The puppies may need to be on a leash or in a designated area. “Rent” out the puppies for a supervised 30 minutes of play time in the designated areas.
- Shave your Head
 - Community or SPA members volunteer to shave their head in public. Campus members make donations for the "potential head shavers" in a competitive manner. The representative with the most donations must follow through with shaving their head in a public forum.
- Twister Tournament
 - Post an entrance fee to a giant twister tournament to see who can survive the longest. The winner of the tournament might get a portion of the total money pot or some other specifically designated prize.

Seasonal

- Pumpkin-Decorating (Contest)
 - Seek out donated pumpkins from a local farmer or supplier around Halloween. Set up decorating materials and pumpkins and charge a fee to enter the contest or simply to decorate. The decorator of the best pumpkin wins a prize.
- Goblin Insurance
 - Print up special Halloween Insurance Policies: Charge \$20 per residence policy and \$50 per business policy. Your group agrees to clean up any Halloween mess made during Halloween night. You do not agree to repair vandalized items - broken windows - blown up mailboxes, etc.
- Gift Wrapping
 - Get in touch with a store or mall in your area and ask about setting up a gift-wrapping fundraising booth for their customers for Valentine's Day, Mother's Day, Father's Day and/or Christmas. Just like regular gift wrapping stations, you can charge different amounts for different levels of wrapping. You will need to invest in boxes, tape, wrapping paper, and bows. You can either accept donations, or charge a fee per gift (depending on size, etc.). Make sure you have enough people on hand to staff the booth during times advertised.

Sales

- Craft Sale
 - Any artists or crafty folks in your chapter? See if they're willing to sell some of their work and donate profits to your chapter!

- Henna Hand Art / Face-painting
 - If anyone in your chapter knows how to apply henna or face paint, make an event and charge a small fee per painted person.
 - It's helpful to have the volunteers paint their faces/hands before the event so that there are some examples of the work.
- Plant Sale
 - Organize a plant sale with plants donated by local nurseries.
 - Low-maintenance house plants are best for dorm living and the college student lifestyle.
- Coupon Sale
 - Sell donated coupon books from local businesses. You can also contact Sheetz.
- Raffles & Silent Auctions are always a good option!

"A-thons"

- Gather pledges to have dance-a-thons, walk-a-thons, rock-a-thons, pitch-a-thons, eat-a-thons or any other type of endurance contest you can think of
- Host the event and charge entrance or ask people to sponsor entries for a certain price.

Parties

- Host an SPA house party and charge \$5 for entry!
 - Or a dorm party! Advertise it on Facebook, with flyers or through email
 - Provide snacks, drinks, music, special guests etc.
 - Don't serve alcohol if there will be kids under 21- you could lose official status from your school
 - Have a party theme to encourage people to get creative

Services

- Parking Cars for Events
 - Perhaps your campus or the community host events where cars need to be parked or where they need "staff" to usher vehicles into appropriate parking spots.
- Rake leaves, shovel snow, take care of a pet, etc.
- Tutoring
- Babysitting

Social Media / Technology

- Use a crowdfunding platform

- Sites like kickstarter, indiegogo.com, razoo, and gofundme.com are good fundraising resources
- Create a video and media plan to spread the word of your campaign
- Social Media Call
 - Let potential donors know about your fundraising needs through Facebook and Twitter
 - Don't forget to advertise your fundraising events on social media to encourage attendance!

Other Resources: ⁱ

- The Foundation Center -**THE** place to research grants and foundations.
- Grassroots Institute for Fundraising Training (GIFT) - THE place for grassroots fundraising. Offers lots of articles, resources and trainings on how to survive without foundations.
- Social Media and Online Fundraising - a slideshow from Eric Shutt of eSocialMediaShop that he created for a Washington Peace Center training, fall 2010.
- Make Your Own Thermometer - a cool tool to create your customized fundraising thermometer to put on your website to help track the progress of fundraising campaigns.

Idea Banks and Sources:

- <http://www.cmu.edu/stugov/sbvpf/pdfs/fundraising-101.pdf>
- <http://www.juniata.edu/services/osa/100FundraisingIdeas2.html>
- <http://madisoncollege.edu/clubs-fund-raising-ideas>
- <http://www.signupgenius.com/nonprofit/50-creative-and-easy-fundraising-ideas.cfm>
- <http://view2.fdu.edu/legacy/fundraisingideas.pdf>
- <http://www.thesite.org/travel-and-lifestyle/activism-and-campaigning/ten-top-fundraising-ideas-11529.html>

ⁱ <http://www.washingtonpeacecenter.org/fundraising>