



Adviser Networking

Tips for Effective Fundraising

Use the below tips to enhance your chapter's activities and boost leadership development.

1) Use activities that teach.

The most successful fundraising activities provide extra learning opportunities and leadership experience for students. These can be as simple as a student organized bake sale or as complex as beginning a school store. Choose something that fits the community's needs. Let the students take the reins, hold their hands when they need, and enjoy watching them succeed!

2) Schedule activities throughout the year—and the summer.

Students are busy at the beginning of the year with many back to school activities and readjusting to a school schedule. Additionally, the community is bombarded with fundraising projects during the first semester of the year. Work with a group of students, perhaps officers or a fundraising committee, to develop projects that can be done during the summer. These can include car washes, catering, or running a concession stand at a local ballpark.

3) Set a budget for the year.

As a budgeting exercise, have students set a budget for the year. Make sure they include travel, meeting registration, project expenses and the capital necessary to begin raising additional funds. Figuring out how much the chapter will spend, will help motivate fundraising efforts.

4) Begin a long term project.

This year start a new project that will last several years. Start a catering, childcare or other business. Repeat clients will not only provide a steady income, but they will help add more clients, and money, to your chapter.

5) Make business and industry connections.

Involving business and industry leaders in your chapter will pay off in the long run. Local businesses who believe in your chapter's success may offer grants or sponsorships to attend state or national meetings. With a little finesse, they will be interested in offering mentoring or internships to your members.