

# QUICK, CHEAP, and EASY IDEAS FOR RAISING MONEY

## 1. Find resources on your campus.

The first and most obvious place to start your fundraising campaign is on your campus. Here are some places to start, but remember to be creative and cast a wide net.

- Pool resources with other like-minded student organizations
- Student Affairs/Student Activities Board
- Academic Departments, Research Insititutes and Centers
- Alumni Association

## 2. Ask friends and family.

You may be lucky enough to have a rich uncle – definitely tap that resource. If not, ask all your family members, friends and acquaintances for 5 or 10 dollars. Small donations from a lot of people are just as good as one big donation.

## 3. Ask family members to check with their employers.

Also ask your parents and other family members if their employer has any charitable giving programs. Some large companies will match an employee's charitable donation or have funds for which you can apply.

## 4. Look beyond financial contributions to in-kind donations.

Money runs the world, as they say, but in-kind donations are just as helpful. Here are some ideas:

- Ask local restaurants and grocery stores to donate food for a fundraiser.
- Solicit raffle prizes from local businesses.
- See if your school will let you use their vehicles at a low or no cost as transportation to and from ReEnergize Texas
- Contact travel agents in your area about discounted lodging or travel.

## **5. Table at an event at your school or in your community.**

Planning an event can be time consuming and potentially expensive, so if you don't have the resources for your own event, seek out opportunities to table at another organization's event. Examples include concerts, poetry slams or guest speaker presentations. Here are some guidelines for tabling:

- Develop communication materials - Develop a one-pager about ReEnergize Texas '09 that you can use to persuade potential donors. Have a sign-up sheet to capture contact information.
- Brief your staff and volunteers - Getting people excited and informed will increase the chances that they will reach out to potential supporters. Give your volunteers and staff an overview of the event and what is expected of them, and answer any questions they might have. Make sure you share your one-pager with them so that they are prepared to talk about ReEnergize Texas '09.
- Push the table back - Get out in front of your table or booth – don't wait for people to come to you. A friendly face will attract supporters!
- Have a give-away - Bring along stickers, buttons, or candy to give to passers-by. This will help attract people to your table.
- Thank your team - Thank your staff and volunteers for their efforts as they leave a shift and remind them of the difference they make. Ask them to help again and agree on the next day and time.
- Thank your donors - Follow up personally either by mail or phone to thank them. Consider sending a letter or email detailing your experience at Power Shift '09 after you return.

## **6. Organize a letter writing party.**

Order some pizza, pick up a 2-liter of Coke and stop by the OfficeMax for paper, envelopes and stamps. Have all your group member get together to write solicitation letters to everyone you know, then move on to local environmental organizations, civic organizations (i.e. Kiwanis or League of Women Voters), foundations, businesses and churches. After your hand cramps have subsided, make sure all letters are followed up with a phone call.

## **7. Explore fundraising opportunities through Facebook.**

Many nonprofit organizations have found social networking sites to be useful tools for raising awareness and money. ReEnergize Texas '09 currently has a Facebook Group page, Fan page, Event and Cause. For ideas on Facebook fundraising, check out this article written by Social Actions founder Peter Deitz: <http://www.socialactions.com/raise-money-on-facebook>.