



Learn Lead Impact

**Office of Campus Activities**  
Division of Student Life

# FUNDRAISING RESOURCE GUIDE

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## PLANNING A FUNDRAISING EVENT

There are many great ideas for fund-raising available to student organizations. However, no matter how good an idea may be, thorough planning and strong execution of the idea is needed in order to make the fund-raising effort profitable.

Below are some important and specific steps and questions to consider as you plan a successful fundraiser. Hopefully, this guide can help your group meet your fundraising goals.

### What Do We Want to Accomplish with this Fund-raiser?

- For what purpose is the money needed? *(Be specific so that those who support you financially know what they are giving money toward)*
- How much money is needed to achieve your immediate and long term goals?

### How do we Establish Fund-raising Goals?

- Do you have a specific monetary goal?
- What size or type of fundraiser is needed to achieve your goal?
- How much work do we need to do in order to reach our goal? *(example: Do we need two people or ten people?; Do we need to sell twenty or one hundred tickets?)*

### What are the University's Policies that may Impact our Event?

- If items are being donated to the university, do we need to provide a tax deductible receipt?
- Are there other legal issues to consider?

- Would the university approve of this event and help you promote it? (If you cannot answer yes to this, should you really be doing this? example: Hosting a rooster fighting event would not be allowed.)
- Are there any risks that you should consider? (example: any physical or financial risks?)

*If you have any policy related questions, please feel free to ask any member of OCA for additional guidance at: [askoca@drexel.edu](mailto:askoca@drexel.edu)*

### **Who is our Target Audience for this Fund-raiser?**

- Who do you want to target for your financial support?
- Do these people have the capacity to support your goals, and do they have an established interest in your organization's goals?
- What extra incentives are you providing to encourage participation from all of your supporters (example: business donors, student participants, etc)?

### **How Much Time and Energy Can We Devote to this Fund-raiser?**

- Is the project supportable?
- Does the leadership exist to get the job done?
- How many people may be needed?
- How much time do you need to prepare for the event?
- How much time can your membership spare to run the event?
- What resources are needed to succeed?

### **Why Create a Checklist?**

- A checklist provides a clear path of action and ensures that all essential tasks are completed.
- Do you have a master checklist of what needs to be accomplished to prepare, execute, and complete your fundraiser?
- Do all key planners have a copy of the checklist, and are they regularly updated on its progress?

- Are there deadlines associated with each item on the checklist?

### **How Do We Evaluate Our Fund-raiser?**

- Do you have time set aside to review the event to examine areas that went well, and areas that could be improved in the future?
- Did you include your key players for their input and advice?
- Have you kept records and documentation to pass on to your organization's future leaders?

## **POLICIES FOR FUNDRAISING AT DREXEL UNIVERSITY**

### **Credit Cards**

Drexel does not allow the selling or promotion of credit card companies.

### **University Bookstore**

Student organizations cannot sell items that directly compete with the University Bookstore. "If they sell it, you can't" – i.e., books, Drexel paraphernalia already being sold, etc. (This doesn't include candy)

### **Bake Sales**

A bake sale is when student organizations may prepare and sell food as a fundraiser for their organization. Preparation of food is the responsibility of the organization and the amount of food prepared is limited to what can reasonably be sold during the course of your bake sale. The food to be sold may be prepared in an individual's kitchen.

Drexel University and the Office of Campus Activities do not inspect or issue permits for bake sale items. However, we are interested in the prevention of food borne illness. It is your responsibility to read, understand, and follow the following brief guidelines. By abiding by these guidelines, you can minimize the risk of illness being transmitted through food.

#### Bake sale guidelines:

1. Only those food items that can be safely maintained at room temperature may be sold during a bake sale.
2. No illegal substances may be added to any item that is prepared for a bake sale item.

3. There must be no tampering with food items to cause harm (physical or emotional) to anyone eating the food.
4. You must notify Event Services that you will be having a bake sale to sell on campus. Your bake sale must be reflected in the confirmation report from Event Services.
5. You must clean up after yourself and not leave unused food items at the end of your event. Failure to clean up after your bake sale will result in clean-up charges that will be billed to your student organization account.
6. All bake sale items must be bundled into individual servings and sealed in either plastic wrap or zip-lock bags. Non-sealing sandwich bags and aluminum foil is not sufficient.
7. Food should be tightly wrapped or sealed before and during transport to protect from dust, dirt, and insects.
8. Individuals preparing and/or serving the food must wash their hands and use safe food handling precautions.

Failure to adhere to these policies could result in loss of privileges to host bake sale events in the future as determined by the Office of Campus Activities. Additionally, failure to comply with the above guidelines may result in Judicial action to either the individual or to the organization.

*It is important to know that food containing bacteria or viruses that can cause food borne illness does not smell or taste differently, so it is imperative that members who are preparing and serving food for a bake sale follow safety precautions. Please visit [www.foodsafety.gov](http://www.foodsafety.gov) for additional food safety information and resources.*

Examples of items able to be sold: cookies, brownies, donuts

Examples of items that cannot be sold: Jello, dairy-based items, ice cream

### **Raffles**

- Raffles that cost money to participate in, and that are based purely on ‘chance’, are not allowed.
- All raffles that cost money to participate in must have a “skill based” component to decide the winner.

*Example: Sell 100 tickets and draw 10-20 names. Have those chosen people come out and compete with each other for prizes. (i.e. darts, bowling, standing on one leg the longest, BE CREATIVE)*

### **“Gifts in Kind” and Tax Credit**

- Organizations are allowed to receive donated gifts from non-Drexel University organizations.
- Drexel University is a non-profit organization and can provide a tax-deductible receipt for tax credit.

- This is a great way to solicit companies or organizations to donate items to be raffled off, used as prizes, etc.

### **Ethics in Advertising/Fundraising**

- If your group is advertising that money is being raised for a specific charity/philanthropy, 100% of the money raised must be donated to that charity/philanthropy.  
 “If I donate \$1, then I expect that the whole dollar will be donated to the charity – I wouldn’t give \$1 if I knew that \$.80 would go to charity and \$.20 would be used to cover organization expenses!”
- If your organization plans on using part of the money raised to cover expenses, you **MUST** disclose in your advertising what percentage of the proceeds will be donated to charity and where the rest will be distributed.

### **Use of the University Logo**

- The elements of the official Drexel University logo consist of a wordmark and dragon icon. The logo will always appear in the **Minion** and **Univers** fonts. The University logo is not to be replicated using any other fonts.
- The University logo *must not* be rekeyed, redrawn, reproportioned or modified in any form.
- Individuals should not deviate from the established visual standard by attempting to design their own logos. However if designing secondary logos, please consult the Office of Campus Activities for final approval on the use of the Drexel dragon as an element of a secondary logo.
- Ink colors have been selected to complement the University's established institutional colors of blue and gold. The colors are Pantone Matching System (PMS) 281 blue, PMS 128 yellow (uncoated stock), and PMS 129 yellow (coated stock). These colors must be used with the official Drexel University logo when in color.

## **ON-CAMPUS RESOURCES**

### **The Event Services Office**

Recognized student organizations are permitted to raise funds solely for their organization's activities and for charitable projects.

The Event Services Office assists student organizations with reserving space and campus resources.

### **Contact Information**

Gillian Telford

Creese Student Union Complex, room 001 (by the Commuter Lounge)

reservations@drexel.edu (215) 895-2520

### **SAFAC**

The Student Activity Fee Allocation Committee can provide your student organization with money that can be used as fundraising “seed/start-up” money. Pending approval, student activity fee monies may be used to help start a fundraiser for items such as supplies, advertising, etc. When the fundraiser is completed, the student activity fee account needs to be repaid first for the money that was provided, and remaining monies are considered profit for your organization to keep.

### **Contact Information**

[www.drexel.edu/safac](http://www.drexel.edu/safac)

safac@drexel.edu

Bridget Scanlan, SAFAC advisor

215-895-1811

### **Sodexho Catering**

Sodexho is the Drexel University food caterer on campus.

Certain policies apply when organizing events involving food. You may have to clear your food usage with Sodexho. Contact the Catering Office for information regarding donated/discounted food items and/or supplies.

### **Contact Information**

[cad@drexel.edu](mailto:cad@drexel.edu)

(215) 895-6934

### **Drexel Advertising:**

#### **Master List of Ways to Promote Your Organization**

The Office of Campus Activities has compiled a wide variety of ways that your organization can advertise and promote your event within the Drexel University Community. We encourage everyone to visit the “Ways to Promote Your

Organization” website at <http://www.drexel.edu/oca/so/promote.html> for information regarding:

- Listservs
- Display cases
- A-frame advertising in Creese
- University-wide emails
- Residents and commuters
- Student organizations
- Printed marketing materials
- Websites and screen advertising
- And much more ...

### **The Triangle**

Student organizations can advertise free of charge in the student newspaper.

- Classified Ad Section: Individual students can submit 2 classified ads per person per issue, with a 40-word maximum for each.
- Datebook Section:
  - Student organizations submit a camera-ready ad to The Triangle office by 5PM Tuesday.
  - Include the name of your student organization, contact name and phone number.
  - The ads must be 4.8 inches wide by 3.5 inches tall and without borders.
  - All advertisements must be submitted online to [advertising@thetriangle.org](mailto:advertising@thetriangle.org)

Student organizations can also purchase advertising space in The Triangle in addition to the free advertising opportunities.

- The Triangle offers reduced advertising rates to student organizations.

### **Posters and Fliers**

Fliers posted around campus need to be approved/stamped at the Creese Information Desk

- This is a free service for recognized student groups.
- There is a cost of 20 cents per flier for non-recognized groups.
- Up to 60 fliers can be approved by the Creese Student Center Information Desk for posting around campus
- The Residential Living Office (RLO) can approve 80 fliers or posters for distribution throughout the residence halls

# Fundraising Ideas

## Already Prepared Fundraisers

### ***Candy Sales***

There are national and regional companies which already have products packaged to sell as a fundraiser. These companies have prizes and profits for the group developed into a system. Many campus groups already have some sort of pre-developed fundraiser; therefore, you may be competing with other groups as you offer similar products to the campus over and over. This might inspire product sells or it might make it more difficult.

### ***Coupon Book Sales/Discount Cards***

Similar to candy sales, there are national and regional companies that offer discounts for products, entertainment and dining. Again these companies have prizes for top salespeople and profits for the group developed into a system. Some schools have worked directly with local businesses to create their own discount cards (and build unique partnerships) that they print and sell directly to students. Having a student bookstore on the discount card can dramatically increase your sales.

### ***Gourmet Coffee Sales***

Oxfam America is an organization that promotes free trade practices and educates about working practices and economics in the third world. They have prepared a way for organizations to sell gourmet coffee through a fair trade coffee organization. Visit [www.oxfamamerica.org](http://www.oxfamamerica.org) for more details.

## Auctions

### ***Date Auction***

Just like the old datin' game. First you need several willing "dates". The dinner and movie could be donated by local businesses. The bidding could draw a bit of attention to your program through the school media as well as just plain ol' curious bystanders.

### ***Get to Know Ya' Auction***

Point people developing this project should collect donated items from faculty and staff based on their perspective interests, hobbies and talents. For example, there might be a Dean who plays tennis who might donate a tennis game, or perhaps having dinner for four at the President's house, or auctioning off the first place for registration or residence hall assignments. Students are looking to connect with the faculty and staff more at the university.

### ***Individual Auction***

This type of auction allows you to "sell" an individual for a specific purpose and amount of time. For example, someone might have to carry the books or clean the room of someone who purchased their services.

### ***Silent Auction***

A Silent Auction is where a group of individuals bid on items/prizes which have been gathered in the name of the organization and its mission. In order to be a bidder, participants will have to pay an entrance charge. The bidders acknowledge their bid through body language such as hand or head signals or through raising prepared placards. For this type of auction you will need someone to be a caller.

### ***Student/Professor***

This type of auction could allow students to bid on the services of professors or professors bid on the services of students. This can be as varied as cleaning up the office, yard work or glorious database entry. Again, the money is collected through the bidding process as long as individuals are willing to donate their time and effort.

## **Night Events**

### ***Band Night***

This is another way to connect with the campus and local community through providing a musical event and charging admission to it. This gives exposure to musical talent and helps to fund your student group at the same time. Keep in mind that you need a big enough place to hold the event as well as an arrangement with the Office of Campus Activities to hold the event. One school's theme for an event such as this is "think globally...jam locally."

### ***Open Mic***

This is a great way to build on the talents of your participants or the campus as a whole. Host a campus wide event on the lawn or in an auditorium where students can come and perform their specific talents such as poetry reading, gymnastic feats, acting, and musical numbers.

### ***Dance Party***

Many groups on Drexel University's campus have found success hosting dance parties and charging for admission. This is another way to connect with the campus and local community through providing a fun atmosphere. Some organizations have creatively used their admission prices to increase attendance.

### ***Poetry Night***

Another way to draw on the talent of your campus, especially the English and Literature departments is to host a poetry reading night. Charge admission and perhaps even charge for snacks while folks get immersed in verse.

## **Donations/In-Kind Support**

### ***Alumni Association***

Often times by working with the Drexel University Alumni Office student groups can have access to alumnus donations. The Alumni Office has specific rules and regulations so check with the office for the details.

#### **Contact Information**

Office of Alumni Relations   Paul Peck Alumni Center  
60-2 3141 Chestnut Street  
Philadelphia, PA 19104  
Phone: 215.895.ALUM

### ***Change Bottles/Penny Wars***

This is plain and simple collecting change donations for your student group. Have participants cut water bottles in half to collect that loose change. Perhaps having it site or issue related would draw out more donations from a specific portion of campus.

- Penny Wars are organized as a competition. There are a few variations:

- Each team has a bottle/jar, and students are encouraged to put money in the jars. The team with the most amount of money can either win prizes.
- Each team has a bottle/jar. Groups can decide which types of money are considered “positive” or “negative” when adding up the points. For example, all change can be positive while bills can be negative. The team with the most amount of points wins. Students like this because they put money in competitors jars in order to “decrease” the competitors amount of points.

### **Community Civic Clubs**

Rotary, Elks, Masons, Optimists, Kiwanis, the Lions Club, and so on to see if they would be willing to give scholarships to individuals. As a way of thanking them, meet with them and tell them about the goals you accomplished with their donations.

### **Frequent Flyer Miles**

If your student group flies to some of its sites, consider working with local airlines to have individuals and businesses donate extra frequent flyer miles to your participants. Some programs have been successful in skipping this step...getting airlines to donate tickets directly!

### **Individual Donation Slips**

This type of fundraiser requires participants to be responsible for sending out brochures explaining the program with donation slips to friends and families. Providing donation options might add to the success of this program.

### **Letters to Faculty and Staff**

Faculty and staff members are more often quite willing to donate their time and money to student groups on campus especially if they are affecting the community. Target the faculty and staff with letters detailing your program and allowing them to donate based on a variety of options such as site, issue and possibly even student. Definitely take the time to check with the Office of Campus Activities to review any regulations there may be concerning this type of fundraising effort.

### **Places of Worship**

Many times they are willing to help student groups who's mission aligns with that of the church or other religious institution. Showing the congregation a slide show as a way of thanks is also a good idea.

### **Student Government/Student Affairs**

Being able to make a proposal for funding from the Undergraduate Student Government Association (USGA) is a good idea to raise funds. Make sure to prepare a comprehensive presentation to give to the members of the USGA. Contact them at [usga@drexel.edu](mailto:usga@drexel.edu)

## **Food**

*Drexel University has specific rules about the preparations and serving of food. Please verify your event with the Office of Campus Activities to make sure that your group is adhering to proper policies.*

### **Bagel & Coffee Morning**

Have a campus/community breakfast where local businesses can donate the coffee and bagels or your student group can purchase them for a minimal price. Host this breakfast for a small charge or donation. This event can also be site specific or issue related.

### **Eating Competitions**

Host an eating competition such as a Pie Eating Contest or Pizza/Wings Eating Contest. Charge an admission price and see if you can get the food donated in exchange for advertising.

### ***Cookbooks***

Create a cookbook from your student group members and family recipes or perhaps include recipes specific to the city of Philadelphia (Philly cheese steak). You could also include cooking instructions for large numbers of people in the recipe description. Charge a small amount to cover the development of the book as well as to provide profit.

### ***Donut Sale***

This is a great, quick way to make money on your campus as people stumble to class in the early morning. You can either develop a deal with the local donut shop such as Dunkin Donuts or buy the donuts and sell them on campus. As a general warning don't get too many donuts because if you can't sell them they might go stale and you will be out some money.

### ***Hunger Banquet***

This is a fundraising event in which a large portion of the campus can take part as well as provide some hands-on educational information. Individuals pay a certain amount of money and then are assigned a country status such as "developed" or "underdeveloped nations." Students eat according to the status they have been assigned. For example, a representative of an underdeveloped nation might eat rice while a representative of a developed nation might eat steak. Oxfam America has specific information on how to organize a hunger banquet at [www.oxfamamerica.org](http://www.oxfamamerica.org).

### ***Luau's***

A thematic event in which you can invite a large part of the campus and charge admission for the tropical atmosphere and food. Mocktails, non-alcoholic drinks, can be used.

### ***Roast a Pig***

Have a good ol' fashion pig roast over an open fire. Charge a specific amount of money to the campus community or ask for a donation. You will need to check with Sodexo Catering ([cad@drexel.edu](mailto:cad@drexel.edu)) about where and how to purchase a pig.

### ***Spaghetti Dinner***

Plan for a big dinner inviting large portions of the campus and community. Charge an admission or donation price. This can be a very profitable event due to the inexpensive preparation cost. Spaghetti is cheap!

### ***All-You-Can-Eat Pancake Breakfast***

Pre-sell tickets for \$5 each. Hold at a banquet/dining hall (or in fraternity house if you have a kitchen). Need to factor in expenses for food or catering, coffee/OJ, syrup, plates and utensils (try to get donations). Use chapter members to prepare and serve food and invite VIP's to serve as guest cooks/servers for added promotion.

### ***Sell Root Beer Floats***

Sell floats on campus for \$2 each. Keep ice cream in cooled chests using dry ice. Hold on hot summer days.

### ***"BBQ Day"***

Attendees pay \$5 for a BBQ dinner (at house, banquet hall, sorority house, etc). Student organizations have used the Drexel Field and Volleyball Courts for this event since the BBQ pits are available. Students need to work with the Athletics Department for these space reservations.

### ***"Double Dip Day"***

Attendees pay \$5 for an all-you-can-eat ice cream social.

### **Sub/Hoagie Sales**

Pair up with a local sandwich shop and ask them to donate \$1 for every sandwich they sell on a certain day between certain times. Encourage friends and group members to buy during your group's time.

## **Games of Chance**

### **Casino Night**

You can have your own casino night by allowing individuals to play with monopoly money they receive for paying an entrance fee at the start of the evening. The "gamblers" will use this money to purchase prizes donated by the community. You can make this exciting by mixing up how the prizes are auctioned off. ("Big prizes" or "little prizes" may come up for auction at any time).

### **Shooting Baskets and other sports related skills**

Some organizations sell tickets for students to compete in an athletic event. In addition, organizations can sell many tickets and then choose a smaller group of tickets at random (for example, choosing 10 tickets out of a total of 100 sold), but those selected must each have an equal chance at the athletic event.

### **Raffles**

Raffles that cost money to participate in, and that are based purely on 'chance', are not allowed. All raffles that cost money to participate in must have a "skill based" component to decide the winner. *Example: Sell 100 tickets and draw 10-20 names. Have those chosen people come out and compete with each other for prizes. (i.e. darts, bowling, standing on one leg the longest, BE CREATIVE)*

## **Grants**

### **Contact the airlines**

Some airlines may be willing to donate or discount airfare for your organization, and they may be more willing if you are raising money for a philanthropic cause.

### **Letters to Locals**

Addressing local community businesses and companies is a powerful way to garner direct monetary and in-kind support. An effort such as this may require some training in developing letters of inquiry. An important element to include in letters to businesses is that the donation is tax deductible. In addition, make sure that you can provide them with a receipt for that donation. A twist on this idea is to allow businesses to adopt-a-site or issue for their donation.

### **Training to Write Letters for Fundraising**

Enlisting the help of others on your campus and community to help train your advisory board or active participants in writing grants is a necessary element of your fundraising program. Writing grants and letters of inquiry can be a successful way to raise funds. An English or communications professor may be willing to assist in this effort.

## **Holiday/Thematically**

### **Florist - Valentine's Days**

Holidays are always great times to have fundraisers around. For example, during Valentine's Day work a deal with the local florist to sell carnations for campus members to send to other campus members. Remember that you will need someone to pick up the flowers, staff the booth where people write their

messages, and people to deliver the carnations. Another twist on this holiday is to send out gummy worms with the theme "hooked on you".

### ***Student Care Packages***

Especially during the first week of classes or during major exam periods, some programs have been successful in sending care packages including candy and other treats to students. They send letters to the parents of the students, especially freshman, who purchase the care packages as a surprise gift for their child. You can make the care packages yourself or work directly with national companies that already have this fundraising program setup for you.

### ***Gift Wrapping***

Wrap gifts at the holidays. Find a store that wants to sponsor this service to their customers. The chapter supplies the paper and the store provides the space. Include a tip jar.

### ***Pumpkin Sales***

In October, near Halloween, sell pumpkins in a populated area (The quad is a good space). This can be expanded to a pumpkin carving table, face decorating for children, etc.

### ***Haunted Dormitory***

Residence hall floor/lobby is decorated as a haunted house. Hold for 2-3 days charging an admission fee. Fraternities and sororities may have a good venue for this activity.

### ***Condom-Grams (Promoting Health, Wellness, & Love)***

Works best around Valentine's Day or Sexual Awareness Month (April)

In a sandwich bag, put a Hershey kiss, a blow pop, a condom (with instructions), and a small paper "telegram" with a message. Example:

Someone thinks you are really special!  
So, they are sending you a Hershey KISS, and a...well you get the idea.  
Have fun and be safe!

- Have each buyer fill out the paper at the time of purchase
- Deliver the bag for a small fee
- Print out a large number of "telegrams" and have 2-3 members go around campus at different times soliciting buyers –Dorms, Greek Properties, Cafeteria, etc.
- Encourage "secret admirers"

## **Partnerships**

### ***Bookstore Sponsorship***

Work with your local college bookstore or bookstores to have a day or series of days in which your student group can receive a percentage of profits from sales. It is a great way to get your friends and fellow campus members to buy books on a specific day.

### ***Movie Sales***

Pair up with a local movie theater and ask them to donate \$1 for every ticket they sell on a certain day between certain times. Encourage friends and group members to attend a movie during that time. Try to find a time when the movie theater is not usually crowded - this is then a win-win situation for everyone.

### ***Business Partnership - Dance Place/Grocery Store***

A great way to partner is with local businesses and companies through in-kind support or percentage of profit donation. For example, having a local dance club donate a specific amount of a cover charge for college night or "students involved with service" night. Another example might be to have a percentage of certain products or a day's sales of a grocery store go to the alternative break program. They might also be able to donate food for your trip or help support the purchase of your t-shirts.

### ***Partner with Another Grant Recipient***

Oftentimes, there are opportunities to develop a grant partnership with other groups on campus which may be involved with your student group's goals. Always take note of what groups on your campus may have similar missions so as to be aware of a possible sharing of resources.

### ***T-Shirt Business Partner***

Develop a partnership with local businesses to sponsor your t-shirts for some publicity on the shirt itself or in some other aspect of your student group. It is a great way to give visual recognition to businesses working for the community.

### ***Event One (Eagles Football Games)***

This company handles security/staff for Eagles Football games and other vents in Philadelphia. Your organization can get around 8 members to go and get paid while watching a free game.

#### **Contact Information**

(800) 879-0175

### ***Philadelphia Phantoms Tickets***

For a \$50 deposit, you can hold a large number of Phantoms tickets. The Phantoms will sell you those tickets at a discounted price. You can sell them at the regular price at least 2 weeks before the game and keep the difference.

#### **Contact Information**

(215) 389-9428

### ***Business Inventory***

Local businesses and companies will have times during the year in which they will need help with their inventory. This is a great way for a group to make some money in a short amount of time. There might also be departments or stores that are part of University of Pennsylvania's campus which might provide this opportunity as well.

## **Self Sacrifice**

### ***Serenade***

Group members visit Fraternity and Sorority houses and residence halls to sing romantic songs. Let the sorority/residence hall know you are coming ahead of time and let them know you will be doing this to support your student group/cause. Have cans/containers ready to take donations. Make sure to clear the event with the Residential Living Office.

#### **Contact Information**

Residential Living Office  
101 N. 34th Street  
Philadelphia, PA 19104  
215-895-6155

**Laundry**

Charge to wash student's laundry. Make sure you have enough participants and initial money to buy supplies.

**Psychology experiments**

Check with the Drexel University Psychology Department about possible opportunities.

**Babysitting/Petsitting/Dog Walking**

Advertise with flyers in surrounding neighborhoods and supermarkets or try going through a babysitting service.

## Sports Related

**Volleyball Tournament**

When your organization hosts a tournament and invites students to pay money to compete, you can also try to get businesses to donate money or gift certificates. You can have either individual students or teams pay an admission/competition fee.

**Mud-Tug (Tug of War) Tournament**

These events work well when you are trying to host a competition between student organizations or fraternities and sororities. You can charge entry fees and have prizes. Check with the Event Services Office for location reservations and guidelines.

**Penn Sport service (Lincoln Financial Field)**

Non-profit organizations can assist with concession stands sales for limited events such as Eagles games, concerts, and the Army/Navy game. Organization needs to agree to work a minimum of 10 events, and your group receives a commission based on sales.

**Contact Information**

Sportservice Attn: Group Coordinator  
Lincoln Financial Field 1020 Pattison Avenue  
Philadelphia, PA 19148  
(215) 320-5827  
jnuttall@dncinc.com

**Charity Sporting Tournaments (baseball, basketball, volleyball, golf...)**

Connect with the campus by providing a sporting tournament where you charge admission for participants. You could also work the concession stands for the event.

**Final Basket/Shoot the Hoops Tournament**

This is a great way to use your school's sporting program to earn some money for your alternative break program. Individuals can pay an entrance fee to have some sort of shooting contest during the half or end of a game.

**Running Events**

Appeal to the local running enthusiasts on your campus and in your community to be a part of a sponsorship race for your program. A unique twist might have the finish line be into a campus sporting facility at the end or beginning of a game. It is always a motivator to have thousands of people screaming and yelling for you.

### ***Survivor***

Sell tickets on campus for the opportunity to compete in a Survivor philanthropy tournament. For example, draw 24 tickets and compose two teams. Each team competes in various competitions (tug of war, dizzy bat, etc.). After each competition, the losing team votes one member off until there is only one survivor. The winner receives prizes.

### ***Twister Tournament***

Knots, Knots and more human knots. This is basically a monster twister tournament in which teams post an entrance fee to see who can survive the tournament the longest. You definitely need a lot of twister games or a very talented art department. The materials for this can be created by the alternative break program at minimal cost. The winner of the tournament might get a portion of the total money pot or some other specifically designated prize.

## **Tried and True**

### ***Car Wash***

This dependable event places a bunch of people together to wash cars by hand. You could charge a specific amount or ask for donations. It is important to have this type of event in a well trafficked part of your community or campus. Sometimes local businesses will let you use their water sources. A twist on this idea is the "topless car wash". This is where you only wash convertibles or everything but the top of the car.

### ***Garage Sale/Rummage Sale***

This is a great way to get rid of old junk! Have participants dig into their dorm rooms or ask their family members to donate for the sale. This is also a great way to get faculty and staff involved with the program as they donate for the sale. It will be necessary to have the event in a well traveled area and have the appropriate amount of volunteers to staff the sale.

## **Carnival Games**

### ***Carnival/Opportunity Fair***

Develop and plan a carnival which can be thematic, issue related or just a plain ol' carnival with clowns, face painting, games etc... This is also something you can do in partnership with a local community agency. You can charge an entrance fee for the Carnival.

### ***Circus "Stupid Human Tricks"***

This is a great way to bring David Letterman to your campus without having to pay outrageous prices for a speaker's fee or even having him there in the first place. In the spirit of "stupid human tricks," invite members of your campus community to be part of a talent show where your student group can charge for admission. Everyone can do a Stupid Human Trick.

### ***Concessions/theme parks clean up***

This is a great way to use the community around you as well as your campus. Sometimes theme parks, concessions and clean-up opportunities are offered to the community in exchange for donation or payment. Check with local sporting facilities for more information.

### ***Dunkin' Booth/Photo Booth***

You can rent these type of facilities or perhaps even have them donated for use. Then your student can

collect the money or a percentage of the money based on the relationship developed with the rental company.

### ***Face Painting***

You can do this at carnivals or before sporting events to add to the spirit of those die-hard fans. Charging a minimal fee and enlisting the talent of program participants is a must for this type of fundraiser.

### ***Kiss the "animal"***

This is a great way for students to donate money towards your student group in the name of their favorite faculty or staff member. The individual with the most donations gets to kiss the "animal" whether that its a pig, horse or the school mascot. This can initiate quite a bit of competition and stimulate the money to come rolling into your program.

### ***Pie in the Face***

Put whip cream on a paper plate and sell for \$1 for anybody to put a pie in someone's face. Consider asking an administrator or professor to participate to draw a larger crowd.

### ***Carnival Water Balloon Toss***

Your Student organization hosts a booth during the spring carnival. They recruit faculty and staff to be on the receiving end of the student-thrown water balloon, in a 30-minute increment. Faculty members have the option of providing a donation in lieu of participating. Students can purchase a ticket to throw a water balloon. Advertise what time faculty members will be at the booth.

## **Miscellaneous**

### ***Accounting & Taxes***

Perhaps you can draw on the expertise of the participants in your program or appeal to your LeBow account students in general. You can have students with accounting and tax skills provide consultation for Federal and State taxes to the campus and community at a minimal charge.

### ***"A" Thons***

These are events in which people pledge a certain amount of money for a specific cause or individual involved with the cause. Some examples include a Bowl "a" thon or a Walk "a" thon or a Jump "a" thon.

### ***Campus Recycling - on-going through year***

Another way to get involved on the campus is through the recycling program in existence or developing a program from scratch. It would probably require some part-time volunteers for part or all the year to clean out bins and take the recyclables to the local recycling plant. It is also a tremendous possibility to partner with other groups on campus or in the community.

### ***Green-Up Day***

This is a day where members of your student group can work for the campus or faculty and staff of the campus to clean up yards, mow, rake and clean up trash for donations. This can be a campus-wide event in which the donations benefit the your Program. It might also be a great way to partner with environmental groups on the campus or in the community.

### ***Jail and Bail***

This event requires setting up a "jail cell" somewhere on your campus. The next step will be having campus members pay money to have people "arrested" and put in jail. Volunteer police persons will then take the suspect individual into custody. The "prisoner" then must come up with a pre-determined amount of bail money by using a telephone and the phone book. There are a number of twists you can put on this idea, however, one of the key facets to the success of this event is publicity.

### ***King of Turkey Legs***

This requires some enthusiastic participants. Both guys and gals can have pictures of their legs posted around the campus. Then people vote on who has the best "turkey legs" by making a donation. All entries will be placed in a central box from where the winner's name will be drawn. The winner could receive a pre-designated prize or part of the money pot accumulated from the donations.

### ***Mocktail Party***

This can be a great way to connect with a discussion concerning the alcohol policy Drexel University as well as partner with our campus peer educators. At a mocktail party people get a chance to mix and partake of non-alcoholic beverages. This alternative experience/party is a great way to bring in the money as if people were paying for drinks. It is necessary to reserve space for this event, acquire the materials for the mocktails including glasses and utensils.

### ***Money Tree***

This is where a "tree" is set up in a well-trafficked part of the campus. A table is set up next to the tree where people can donate \$1 to place a "homemade buck" on the tree. As the tree becomes more decorated people will be able to see an actual goal and be more motivated to donate money.

### ***Non-Events***

A non-event is just what it suggests: an event which will not happen. The first step is to print a fancy invitation about a formal black-tie event. After describing the fancy non-event then you can ask for a donation based on what individuals would have to do to get ready for the event. For example, attendees would have to buy a dress or rent a tux, get a haircut etc... Therefore, through making a donation they only have to pay a portion of what they would originally have to do in order to attend.

### ***Paper Airplane Contest***

A one time campus event where members of your student group and others from the campus create paper airplanes can be fun. Before the event group members collect pledges for their favorite paper airplane. You can have winners in different categories such as design, distance, and style in flight. You can charge an entry fee or have donations to support each participant.

### ***Parking Cars for Events***

Perhaps, the community hosts events where cars need to be parked or where they need "staff" to usher vehicles into appropriate parking spots. Participants will earn money usually in an hourly or daily manner. Students can donate the money individually or the host of the parking can make payment to the alternative break program as a whole.

### ***Shave your Head***

This is definitely a fundraiser for the willing and able. This type of activity requires people with hair, a lot of hair, or people that are vain about their hair. Then it takes your ultimate persuasion skills as an alternative break advocate to convince individuals to shave their head in public. Campus members make donations for the "potential head shavers" in a competitive manner. If you can get some professors involved it might be a way to really dig into the deepest depths of some college student and other faculty and staff member's pocket. The representative with the most donations must follow through with shaving his or her head in a public forum.

### ***Car Show***

This is a great way to connect with not only your campus but also the surrounding communities. Charging admission, hosting concessions and providing parking can be one way to win some dough for this sort of idea.

### ***Walmart Wish List Drive***

Members stand outside Walmart from 10:00 a.m. to 3:30 p.m. on a Saturday with copies of the Wish List and informational brochures, asking shoppers to select something off the list for the collection drive or give a donation to benefit the your student group.

### ***Beauty Pageants***

Students compete in a beauty pageant after paying an entry fee. Prizes are awarded for best legs, best talent, etc.

### ***“Say What Karaoke”***

Participants pay a fee to enter a Karaoke contest. Provide a stage and karaoke equipment for the even as well as prizes.

### ***The Poker Walk***

Set up a 1-mile walk path with five checkpoints. At each of the five checkpoints along the route, participants receive a sealed envelope with a playing card inside. The walker with the winning hand at the end of the event wins the grand prize. Consider finding local businesses to sponsor prizes: stereo, color TV, trip to someplace, cash gift, etc. Consider smaller prizes like free pizza for the first X number of people to sign up for the event. Encourage Greeks, university faculty, community members, and other students to participate. Ask people to pre-register and pay a fee of \$5 to participate (or other amount). This is a really easy event to organize and has low overhead expenses, especially if the awards are donated. Advertise the sponsors along the route, or provide t-shirts for walking participants.

### ***T-Shirt Design***

Find a T-Shirt Design Company with reasonable prices for bulk orders. Try to find a local business to sponsor the shirts in exchange for advertising on the back. Come up with a T-Shirt Idea that is creative, funny, Drexel-specific, reasonably in good taste, and reasonably priced

#### Examples/Ideas

“Late Night” Top 10 List

Top 10 reasons to go to Drexel

Top 10 reasons why Drexel is better than UPENN

Top 10 reasons to stay in school 5 years

Ideas based on Drexel’s mascot

Create acronyms for “D.R.E.X.E.L.” or “D.R.A.G.O.N.”

#### **T-Shirt Design Websites**

<http://www.cafepress.com/cp/info/sell>

[http://artapart.com/cgi-bin/DS4\\_Start.asp?shop=200122718321821](http://artapart.com/cgi-bin/DS4_Start.asp?shop=200122718321821)

### ***Temporary Tattoos***

Come up with a unique design for Drexel students (good taste)

#### **Websites**

<http://www.tattooyou.co.uk/custom.htm>

<http://www.tattoosales.com>

### ***Bumper Stickers***

Come up with a creative idea that is Drexel specific (good taste) or something general that would appeal to college students

#### **Websites**

<http://www.makestickers.com>

<http://www.published.com/mvp/index.html>

<http://gwennies.com/bumperstickers.htm>

## Additional Websites

- [http://www.alternativebreaks.com/Fundraising\\_Ideas.asp](http://www.alternativebreaks.com/Fundraising_Ideas.asp)
- <http://fawcofoundation.org/fundraising>
- <http://fundraising-ideas.org/listings/index.html>
- <http://www.fundraising.com>
- <http://www.rciwoven.com/fundraising>
- <http://www.fundraisingdepot.com>
- <http://www.fundraisingweb.org>

*This guide was created with content borrowed from the following sources:*

- [http://www.alternativebreaks.com/Fundraising\\_Ideas.asp](http://www.alternativebreaks.com/Fundraising_Ideas.asp)
- *Programming 101: From Concept to Cash: Planning and Executing a Successful Fund-raiser* By Gretchen Symons, Dickinson College (PA)
- *Fundraising Ideas for Phi Kappa Tau – HITWG* Compiled by Bethany Deines & Stephen Rupprecht, Oswego State'91