

Do's and Don'ts of Fundraising

Leadership One-Sheet

Do's

- Do consider a variety campus funding sources.
- Do use thoughtful planning – too many events are the product of impulse.
- Do send as little time as possible on fundraisers – they can really bog a group down.
- Do your homework on immediate needs and final goals.
- Do have a goal.
- Do have supplies/services donated as much as possible.
- Do watch for opportunities to build on others' efforts.
- Do utilize multiple approaches to fundraising – sell t-shirts at an event.
- Do keep records of everything you do.
- Do give donors something tangible for their donation.
- Do get committees together before and after step to applaud successes and to strategize more improvements for the future.
- Do make successful fundraisers traditional.
- Do set up a Campus Account for easy and reliable record-keeping of income and expenses.
- Do announce or report the results.

Don'ts

- Don't rely totally on dues.
- Don't allow funds to be controlled by an advisor or someone not affiliated with CSM or your organization.
- Don't let one person completely control all the finances—have at least one more person verify transactions.
- Don't allow fundraising disrupt the regular business or programs of the organization.
- Don't ask anyone to make a donation because you “need” money.
- Don't ask for fixed price when a donation will do.
- Don't assume that all pledges will automatically pay – you may have to remind them.
- Don't expect too much from members – you should have fun and raise money.
- Don't focus on cash, look for operational support such as phone usage, postage, typing services, etc. to help minimize expenses.
- Don't have a fundraiser based on impulse – plan carefully.
- Don't let the treasurer handle all the responsibility – spread it around.
- Don't wait until the last minute for anything – be prepared!
- Don't forget – be creative, enthusiastic, and have fun.