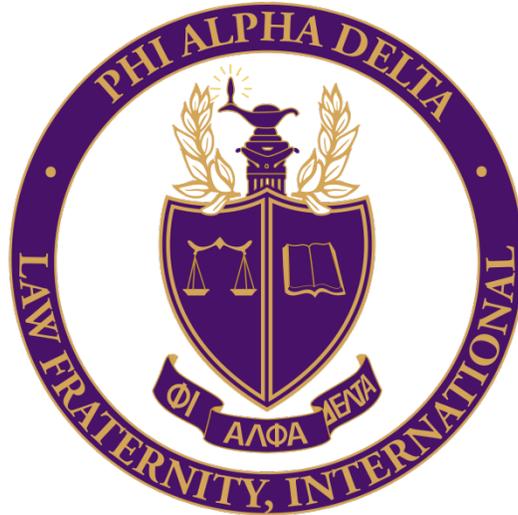


SERVICE TO THE STUDENT, THE SCHOOL,  
THE PROFESSION, AND THE COMMUNITY.



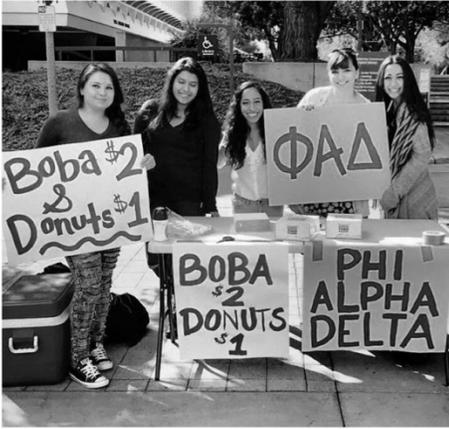
# FUNDRAISING GUIDE

**PHI ALPHA DELTA  
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Whether it's for a specific event, like Convention, or general chapter activities, fundraising is an important part of your Chapter's programming. Student government or school funding is not always guaranteed and it may not be substantial enough to cover all the activities you want your chapter to host or attend.

This guide is a comprehensive resource that includes tips for planning fundraisers, different types of fundraising events and printable worksheets to use while planning. However, don't limit yourself to the ideas presented here! There are tons of fundraising resources available online and through your school's Student Activities Office.

Like general chapter programming, fundraising is ultimately about what works best for *your* chapter and *your* student population.

## **CHAPTER I: PLANNING A FUNDRAISER**

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*(Please see Appendix A: Fundraiser Planning Worksheet)*

### **Step 1: Appoint a Fundraising Chair**

Delegating someone to take on the challenge of planning and executing fundraising events is a key part of successful fundraising. Whether he/she oversees fundraising throughout the year or just one major event, having an appointed member in this role will allow the Chapter Officers to remain somewhat hands-off while the details are being sorted out.

### **Step 2: Select a Goal**

What are you raising money for? Is it for a specific chapter event, an international opportunity (like Convention, Pre-Law Conference or Mock Trial) or a community service project? How much do you want to raise? Make sure that the chapter is on the same page before moving forward.

#### **P.A.D. Tip - Asking For More**

Don't be afraid to ask big when you're looking for donations. Even if you give less than the number you're pitching, they will probably give more than if you had asked for a smaller amount.

### **Step 3: Determine What You Will Need**

Does this event require you to book space? Order food? Have a concrete plan in place that defines what needs to be done before, during and after the event.

### **Step 4: Publicize**

No matter how good your event is, **you will not raise any money if no one knows about it.** Utilize emails, flyers, your bulletin board, the P.A.D. Community on pad.org and word of mouth to make sure the campus knows what's happening. Even if your event doesn't require admission, consider printing out "tickets" to hand out.

## **Step 5: Hold Your Event!**

While you are hosting your event, keep track of how much you've raised. Pass this information on to your members/volunteers to motivate them to reach the goal.

## **Step 6: Evaluate**

(See Appendix B: Programming Evaluation Form)

Was this event worth the time and effort? How much did you raise? What would you do it again? Complete this evaluation as soon as the event is over so the details aren't forgotten.

## **CHAPTER II: FUNDRAISING IDEAS**

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### **"Best Seat in the House"**

This fundraising raiser involves raffling off tickets for a student and his/her friends to win the "best seat in the house." The winners gets to sit in an ideal spot to view the game. For halftime, order pizza and sodas for the winner and guests.

### **Game Tournaments**

Participants make a contribution to play as teams or individuals. Let players make additional contributions for an advantage! For example, in a Scrabble tournament let players pay an additional \$10 to look at a dictionary.

### **Raffles and Reverse Raffles**

Sell tickets for an item that students want to win (or do a 50/50 raffle where the winner gets half the money raised). For a reverse raffle, give out tickets to an event your chapter is holding. Inform each recipient that they are automatically entered into the raffle with their ticket. The raffle "prize" should be something undesirable, like cleaning up after an event. Ticket holders can pay to "sell" their ticket back to the chapter and be removed from the drawing.

#### **Important Note About Raffles and Other Games of Chance**

The laws about holding raffles and games of chance differ from state to state. Before planning any events of this type, please check the state laws (a great resource is [rafflefaq.com/united-states-raffle-laws](http://rafflefaq.com/united-states-raffle-laws)) as well as your school's policy.

### **Gift Wrapping**

Contact a local store or mall around the holidays to see if they allow groups to gift wrap customer purchases as a fundraiser. Many will allow you to collect a donation from customers and some will let you charge per package. You could also purchase your own gift wrapping supplies and offer this service on campus.

## Sales

Here are a few other sales your Chapter can do that go beyond the typical bake sale:

- Sell pumpkins around Halloween. Set up a carving station so people can carve them after purchasing.
- Set up a tie-dye station and sell plain white t-shirts to decorate.
- Put together "stress relief packs" (with items like candy, stress balls, stress management tips, coupons, etc.) and sell them around finals time.
- Reserve a space (like a parking lot) for a large "yard sale" and charge participants a small fee to come and sell their items. Participants get to keep what they make in sales.
- Set up a "hot lunch" where students pay for a plate/box of food from a buffet. Some great low cost and "serve yourself" foods include tacos, baked potatoes, spaghetti, pizza, soup & grilled cheese, chili, etc.
- Many chapters choose to do food sales in the afternoon or around lunch time. Instead, try selling breakfast items (donuts, pastries, bagels, coffee, etc.) first thing in the morning.



## Candy/Flowergrams

Offer an item (candy, balloons, flowers, etc.) that students can buy and have delivered to another person. A great P.A.D. themed idea for this is to do flowergrams with carnations (the official P.A.D. flower) on Founder's Day (November 8th).

## Food Wars and Cook Offs

Select a particular type of food (chili, cupcakes, cookies, pies, etc.) and host a competition where teams or individuals can compete for the best dish. The winner is determined by the attendee's votes. Charge for admission and offer a prize to the winning team by splitting the ticket sale profits with them.



## Charge for Admission

Allow non-members to attend members-only events, but charge a small fee for admission.

## Restaurant/Bar Night

Contact a local restaurant or bar see if they allow groups to host fundraiser nights. These types of events can be very successful for Chapters but the trick is to select a well-known location or one that's already popular with students.

## Guest Server/Bartender

Similar to a restaurant/bar night. Have Chapter members volunteer to be servers and bartenders for the group you're bringing in. The business keeps the proceeds but you keep the tips!

### **Penny Wars**

Recruit some popular Faculty or Staff members to agree to a silly challenge (like a dunk tank, a pie in the face, dressing up in a costume, etc.). Each participant gets a jar with their name on it. Students "vote" on who they want to see complete the challenge by dropping pennies into the jars.

### **Midnight Breakfast**

Around finals time, host a "midnight" (usually 9 PM -12 AM) breakfast for studying students.

### **Brief Binding**

Offer brief binding for a fee. Combine this with a seminar on case briefing and/or outlines for a great Academic/Fundraising crossover program!

## **CHAPTER III: IMPORTANT TIPS**

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- **School Policy:** Check in with the school before holding a fundraiser of any kind. There may be policies you need to follow, forms to fill out, etc.
- **File Event Documents:** Store all copies of documents you needed while planning the event (like order forms, to-do lists, committee reports, etc.) in a place where future officers can access them. This is especially important if you think the chapter will hold the same event next year.
- **Send Thank You Notes:** Follow up with anyone that provided significant assistance with your event. Not only is it common courtesy, it's another way to make future events easy to plan.
- **Liability:** If your event requires proof of insurance, contact the Executive Office for those forms. You may be required to fill out a checklist to ensure the event will be covered.
- **Tax Exemption:** While Phi Alpha Delta is a non-profit, we're a 501(c)(7), not a 501(c)(3), meaning donations to the organization are not tax deductible.
- **Insurance:** Review P.A.D.'s insurance coverage and the risk management assessment (available on PAD.org) before hosting any events.

Questions about fundraising or programming? Contact the Executive Office!



## APPENDIX A: FUNDRAISER PLANNING WORKSHEET

Name of Fundraiser: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Event Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

What is the fundraiser for?: \_\_\_\_\_ Goal: \$ \_\_\_\_\_

Materials Checklist:

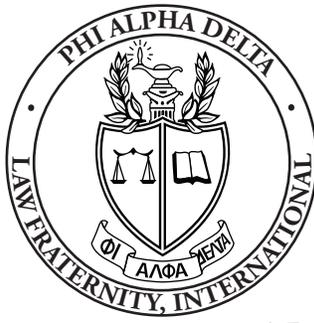
Item Needed:	Cost:	Source:	Date Needed By:

*Materials could include invitations, flyers, tickets, cash box, thank you notes, decorations, etc.*

To-Do List:

Task to Complete	Who's Doing It?	To Be Done By:

Publicity Plan: \_\_\_\_\_  
 \_\_\_\_\_



## APPENDIX B: PROGRAMMING EVALUATION FORM

Name of Fundraiser: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Event Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

What did the fundraiser achieve?: \_\_\_\_\_

How many volunteers did you need to run the event? \_\_\_\_\_

Expenses Incurred: \_\_\_\_\_ Event Income: \_\_\_\_\_ Profit: \_\_\_\_\_

On a scale of 1-5 (1 being very poor, five being excellent), how would you rate the event overall?      1   2   3   4   5

What needs to be done differently in the PLANNING of this event?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What needs to be done differently in the EXECUTION of this event?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What recommendations do you have for the person who runs this event in the future?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Should this event be held again?     Yes       No (explain:)  
\_\_\_\_\_

Other Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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