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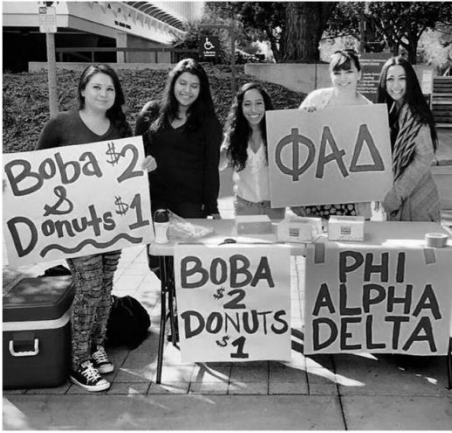
FUNDRAISING GUIDE

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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. SBA 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

(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 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 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.

P.A.D. Tip – Involve Alumni

Don't forget to advertise your event to your chapter's alumni members. You might be surprised how many alums are willing to participate and help out the chapter.

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

"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 on a sofa 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 or reorganizing your Chapter's student org office. 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) 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!

Scrip Programs

Scrip programs involve selling gift cards for profit. A scrip company (such as ScripPro, UnitedScrip, etc.) purchases a large quantity of gift cards at a discount. They sell them to you (also at a discount), which you then resell at face value. The difference is your profit! While scrip sales can be successful, the execution of such a program is tricky and should be well researched before moving forward.

CHAPTER III: IMPORTANT TIPS

- **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 (like your Chapter community on PAD.org). 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!