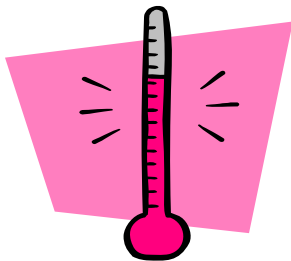


## Ten Tips for a Successful Fundraiser

- 1) Decide how much money needs to be made.
- 2) Watch out for hidden costs such as shipping, handling, and tax.
- 3) Give the group lots of time to prepare
- 4) Motivate team work
- 5) Try to avoid duplicating another group's fundraiser
- 6) Set clear goals and firm deadlines
- 7) Try to conduct fewer and more effective programs
- 8) Schedule volunteers ahead of time
- 9) Make a fundraising thermometer to monitor your progress and keep the team motivated.
- 10) Have fun! A good attitude equals better success.



Interested in more tips and ideas?  
Check out the sites below!

[www.fundraisingideas.com](http://www.fundraisingideas.com)

[www.fundraisingip.com](http://www.fundraisingip.com)

[www.fasttrackfundraising.com](http://www.fasttrackfundraising.com)

[www.spinnersfundraising.com](http://www.spinnersfundraising.com)

"When we recognize that a better word for Fundraising is "friend raising," we open limitless doors to creativity in support of our causes."  
- Sue Vineyard

### THE CENTER FOR STUDENT LEADERSHIP & COMMUNITY ENGAGEMENT

235 Student Union  
University at Buffalo  
Buffalo, NY 1426

Phone: 716-645-6469  
Fax: 716-645-2163  
E-mail: [lead@buffalo.edu](mailto:lead@buffalo.edu)  
Website:

## THE CENTER FOR STUDENT LEADERSHIP

University at Buffalo

## Fundraising



In need of some extra funds?  
Tired of being left in the cold when it comes to failed fundraisers?

Consider these helpful tips and ideas.



# FUNDRAISING

Planning a fundraiser can be stressful for any club or organization on campus, so while in the process of choosing a fundraiser, it is important to keep in mind the following:

- The KISS Principle: modern acronym for “Keep it Short and Simple.”
- Simplicity should be a key goal and unnecessary complexity should be avoided.
- Keeping it simple, expands your consumer market, the less time that people need to dedicate to the cause, the chances that more people will contribute are greater.
- Although planning a big event may seem like a great idea, think about how much money needs to be raised and chances are you can earn that money through a basic fundraiser.

## Six Common Fundraising Mistakes

1. Not Thanking Donors
2. Failure to Communicate
3. Communicating Poorly
4. Lack of Enthusiasm
5. Lack of Exposure (before you fundraise make sure people are aware of your cause)
6. Location, Location, Location

## How to advertise for your Fundraiser:

- Use the internet, such as social networking sites .
- Make fliers to post/pass or email around campus.
- Word of Mouth- tell your friends and professors.
- Be energetic when fundraising, some people will walk by and be interested!

## K.I.S.S. Fundraising Ideas

1. T-Shirts
2. Scratch Cards
3. Candy Bars
4. Bake Sales
5. Discount Cards
6. Bottled Water
7. Coffee
8. Raffles
9. Pizza
10. Popcorn
11. Spinners
12. Magazines
13. Bracelets
14. Candy
15. Cookie Dough
16. Candles
17. Calendars
18. Holiday Fundraisers
19. Coupon Books
20. Midterm/Finals Survival Kit