

Fundraising Resources for Student Organizations

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Fundraising Philosophy and Ethics

Student organizations at The Ohio State University are not legal entities of the University, therefore, have freedom and flexibility in determining how to use their funds. Fundraising is an opportunity for student organizations to raise funds to support the mission of their organization and to further their cause while supplementing their budget. The University has few regulations for how student organizations should raise funds as Student Activities encourages financial independence for student organizations. Resources available to student organizations regarding fundraising serve as suggestions. Student organizations at Ohio State are able to practice good financial wellness in fundraising at their discretion. We encourage organizations to safely and ethically manage money.

- Ethics
 - Fundraising versus Philanthropy
 - Philanthropy is raising funds to be given for the greater good of society. These funds are typically given to a larger organization to further their cause.
 - Fundraising is raising funds to be used to benefit your organization. An organization can raise funds for a philanthropic purpose to make a donation to a larger organization (philanthropy) or can raise funds to supplement their budget for an event or for a purchase.

- Appropriate use of funds raised
 - If the purpose of the fund raiser is stated, ensure that the funds raised should only be used for the purpose they were raised for.
- Working with outside organizations is welcomed, be aware that helping an outside organization gain access to student resources is unethical.
- Using University funds to fund your organization's fundraiser is prohibited. The funding available to student organizations is intended to supplement a student organization's budget, not to be the primary source of funds.

Please refer to the Student Activities website at <http://activities.osu.edu> for more resources for fundraising for student organizations.

Steps to Successful Fundraising

The treasurer of your organization should be responsible for all fundraising activities. The following steps should be utilized when deciding upon a fundraising activity for the organization. Please be sure that your organization is following the [IRS guidelines](#) for exempt organizations. Your organization is responsible for following these guidelines and making appropriate changes should your fundraising exceed the IRS' guidelines. If you have questions about IRS policies, [please visit their website](#) or contact the [Columbus local office](#) directly.

1. **Determine how much you need:** As your organization outlines its goals and calendar of events for the year, it should outline the service, social, and leadership-development activities in which it plans to participate. When considering these programs, the organization must specify how much it will cost the organization to participate in or sponsor each of these activities so it may set its fundraising goals.
2. **Explain your cause:** If your organization is selling something to raise funds, you must realize that most people will buy your products to support your cause, rather than because they have a real need for your product. Therefore, it is critical when your organization is soliciting individuals for contributions that members explain how the funds will be used, who they will benefit, and the impact they will have. Your success in fundraising depends on how exciting and significant the cause is.
3. **Be Creative:** Often times, organizations plan to do fundraisers that they have done in the past or that other groups organize annually. New and creative fundraising ideas will spark new energy and enthusiasm for your organization and can serve as excellent public relations tools for the organization. Consider organizing a fundraiser that meets the needs of the people who support your organization. For example, lawn care, auto oil changing, rain gutter cleaning, catering a banquet, and grocery delivery all provide a service to many people.
4. **Make sure the activity is worth the effort:** Your project should be cost effective for the time expended and the amount of money the organization needs to raise. Ask yourself if the ideas are time efficient and if the organization is willing to put in the time required for the amount of

payoff. Remember to consider how the idea will be received on your campus. Your organization should think twice about sponsoring fundraisers that require money up front.

5. **Choose the right idea:** Once you have considered the cost effectiveness of your ideas, it is time to select your fundraising projects. Outlined in this bulletin you will find a variety of fundraising ideas.
6. **Get organized:** When organizing your fundraiser, you must envision the entire project from beginning to end. Consider all the possible obstacles you may run into and how you might prevent your fundraiser from being hindered by these obstacles. Decide on a budget, and create a plan to sell the idea to the organization for support as well as to the public. If you plan for all the pieces, your organization will experience fundraising success.
7. **Publicize:** Plan your advertising campaign for the fundraiser. The only way your organization will succeed is to have outstanding advertising using a variety of media. Utilize the Ohio Union marketing team and the Resource Room to have marketing materials made as well as print flyers and other promotional items. Information on marketing materials can be found here: https://activities.osu.edu/posts/documents/doc_852016_104459809.pdf and Information about the Resource Room can be found here: http://activities.osu.edu/involvement/student_organizations/resource_room/.
8. **Get others excited about helping:** To excite others to become involved with the project, it is important that they have a solid understanding of the importance of the action. Whether you are recruiting volunteers to help with the fundraiser or soliciting individuals for contributions, let them know how their actions will help. If you can make people feel they are important, they will work extremely hard to accomplish what is needed.
9. **Train members how to present your products:** Much like marketing the organization to recruit potential members to join, your fundraising efforts also require that the members know how to present the product or cause. They must have strong product knowledge as well as knowledge about the cause. Members should always identify themselves, speak clearly, explain the cause, ask for the contribution or involvement, and thank the individuals whether they become involved or not.
10. **Secure donations:** In addition to raising funds from members of the campus or community, your organization can solicit local businesses for donations. Many businesses will make contributions if the program or advertising pieces will include a list of contributors. In addition, your organization may want to co-sponsor an event with a local business. The business can provide the financial backing for a large-scale fundraiser, while the organization provides the people power to organize the fundraiser. It is very important that the organization recognize the people or businesses that support the organization through donations.

Community Partners for Fundraising

Food Service Fundraisers

Listed below are the names and contact information for stores located close to campus that have expressed interest in working with student organizations. Please make sure to contact restaurants and stores in advance so they have time to process and complete your fundraising request. Please be cautious and use your best judgement when working with venues that serve alcohol.

Buffalo Wild Wings- 2151 N High Street, Columbus

- 614-291-2362
- Contact for any type of discounts, coupons
- Host fundraising events at their location
 - Set up a date, 10% of proceeds for the day go to the Student Organization

Papa John's- 2108 N High Street, Columbus

- 614-297-8066 (Store), 740-549-2201 (Corporate)

Donato's- 2084 N High Street, Columbus

- 614-294-5317, 1-800-DONATOS (Corporate), Ask for Leanne
- Regional office open on Monday

Panda Express- 2044 N High Street, Columbus

- 614-297-9860
- Submit a fundraising event request online
 - <https://www.pandaexpress.com/fundraiser-landing>
- Panda Express will donate 20% of the event sales to your organization.

Moe's Southwest Grill- 2040 N High Street, Columbus

- 614-421-6637 (Store), 614-595-4290 (Jordan- Contact about fundraising)

Pita Pit- 1988 N High Street, Columbus

- 614-421-7482
- Call the store or email osupita@gmail.com to set up fundraiser

Blaze Pizza- 1708 N High Street, Columbus

- 614-745-2167
- Call the campus location if interested in fundraising night/fill out online fundraising request form (<http://www.blazepizza.com/fundraising/>)
 - Show flyer, percentage of purchase goes to Student Organization

Raising Cane's- 10 E 11th Avenue, Columbus

- 614-298-8713 (Store)
- <https://www.raisingcanes.com/canes-and-your-community>
 - Submit fundraising/event request on the website
 - Orders and requests will be completely handled on the website

Dunkin Donuts- 2060 N High Street, Columbus

- 614-826-2343
- Reach out to store directly, ask for manager

Domino's Pizza- 2183 N High Street, Columbus

- 614-297-0030
- Call the location for fundraising inquiries, ask for Joel Meyer (General Manager)

Insomnia Cookies- 2209 N High Street, Columbus

- 1-877-632-6654
- Go through the marketing department
- Donation days or donations of cookies available
 - Must be requested 4 weeks in advance
 - Submit form online, the store will then reach out to group
- <https://insomniacookies.com/fundraising>

Bibibop- 1778 N High Street Columbus

- 614-623-8792
- Abi Vargas- General Manager (avargas@bibibop.com)
- Reach out to manager to set up a fundraiser

Panera Bread- 1619 N High Street, Columbus, 300 W Lane Avenue, Columbus

- Lane Avenue- 614-299-4400, High Street- 614-297-6800
- Fundraising nights (book online)
 - <http://fundraising.panerabread.com/>
- Pass out coupons that customers turn in on a certain day and a percentage of their bill will be set aside for the organization. Contact the restaurant for more information.

Applebee's – 480 Ackerman Road, Columbus

- 614-268-1220
- Submit a fundraising event request online
 - <http://www.flapjackfunds.com/program.php?id=2>

California Pizza Kitchen- 4007 Gramercy Street, Columbus (Easton Location)

- 614-475-1957
- Submit a fundraiser request online
 - <http://www.cpk.com/Company/KidsFundraisers>

Chipotle- 1726 N High Street, Columbus

- 614-291-0274
- Submit a fundraising request online

- <https://chipotle.com/fundraisers>
- Keep 50% of proceeds with flyer

Subway- 6 E 13th Avenue, Columbus

- 614-421-7827
- Submit fundraising or donation request online
 - <http://www.subway.com/en-us/aboutus/socialresponsibility/donationrequest>

Pizza Hut- 1397 W Lane Avenue, Columbus

- 614-481-8035
- Submit fundraising request online
 - <http://www.pizzahutgivesback.com/howitworks/>
- Earn up to 20% of proceeds for your organization or cause

BD'S Mongolian Grill- 295 Marconi Boulevard, Columbus (Arena District)

- 614-586-0077
- Information about fundraising can be found at:
<http://www.gomongo.com/2015/01/18/fundraising/>
- Benefit Nights, Guest Griller program, Dueling Swords
 - Fundraising Brochure: <http://www.gomongo.com/wp-content/uploads/2016/01/bd-fundraising.pdf>
- Call location for more information

Pizza Rev- 1607 N High Street, Columbus

- 614-299-0900
- Fundraiser night with flyers
- Fill out online request form: <http://pizzarev.com/2015/01/27/fundraising-pizzarev-lets-raise-dough/>
- 20% of total proceeds to your organization

Melt Bar and Grill Fundraiser

- Will donate 20% of the totals spent inside the restaurant, food, merchandise and alcohol included, to your organization
- We utilize a flyer that guests would bring with them to the fundraiser
- We encourage groups to do whatever they can to spread the word. Emailing, posting, printing and even making Facebook event pages have all been quite successful in the past. We will even send you our logo to use for your announcements!

- Kellie Geiger | Marketing and Sales Regional Manager kgeiger@meltbarandgrilled.com | <http://meltbarandgrilled.com/> Office 216.431.7760 | Fax 216.431.7768 PO Box 771150 Lakewood Ohio 44107 Copyright Melt Bar & Grilled 2015.
- <http://meltbarandgrilled.com/more-about-melt/fundraising-events/>

Campus Parc

- Looking for reliable volunteers to assist with selling surface lots and garage parking passes during The Ohio State University home football games.
- A check for each game worked will be issued to your organization for the total hours worked collectively by all volunteers at a rate of \$9.00 per hour. There is also a potential for a bonus at the end of the season.
- In order to register, organizations will need to provide the following:
 - The organization's certification number for verification
 - Federal Employment Identification Number
 - Completed W-9 for the organization
 - A volunteer roster with the names of individuals participating
- Kristin Clevenger (Events Coordinator):
 - kclevenger@campusparc.com
 - 614-688-1504
 - Contact osuinfo@campusparc.com to inquire about opportunities for student groups

Clean Up and Concession Stands

Nationwide Arena:

- More information: <http://www.nationwidearena.com/contact/fundraising.php>
- Interested groups should contact Tammy Wissinger at 614-246-3686.

Schottenstein Center:

- The Jerome Schottenstein Center's Sweeping Groups program is a fast and fun way to make extra money for your favorite group. Groups will be asked to assist in Post-Event Cleanup of the Arena Seating Bowl. Cleanups generally take about 3-4 hours and begin directly after the event. Groups must submit a Contact Name (one person) & Email Address, Mailing Address, Contact

Phone Number and the Group's Tax Exempt (EIN) Number. Groups must have at least 10 people.

- Submit form online to participate: <http://postclean.schottensteincenter.com/page/home/>
- Contact: Charles Appiah (Questions & Scheduling): 614-247-2730

Torpedo Room Comedy Show

Torpedo Room Comedy Show- 1550 N High Street, Columbus (Torpedo Room in the Gateway Film Center)

- The Torpedo Room Comedy Show (formerly "Pizza, Beer, and Jokes" at Pizza Rustica) has raised thousands of dollars for over 100 Ohio State student organizations since 2011. The fundraiser is very simple: you, an executive member of your student organization, email us to sign up for a specific date and time, and you invite everyone (club members, friends, classmates, etc.) to the show at that time. Each audience member pays \$5, and you get to keep 100% of the money. Everything else is completely taken care of.
- A Facebook event page will be set up for the event in order to market the evening on campus.
- Contact torpedoroomcomedy@gmail.com to plan an event. For more information visit <https://www.facebook.com/TorpedoRoomComedy/?fref=ts>

Testimonials:

- "In my experience this has been the best way for an on-campus organization to raise funds for their group. Our organization has teamed up with Comedy Night on multiple occasions and each time has been better than the last. The comics are always hilarious, there is no cost for renting out the venue, so all the funds that we receive go right to our group. The food is delicious, and the convenient location is within walking distance for almost everybody. They make it easy and fun to raise money." - National Society of Leadership and Success
- "It was a great way to have a diverse crowd enjoy a good night of food, drinks, and good humor all for a great purpose. Thanks to the great comedians, many members and newcomers learned more about our organization and our cause in a lively, fun-filled atmosphere. We were honored to have been chosen as the organization to benefit from such a fun night, and would definitely recommend it to other organizations as a worthwhile marketing event." - UNICEF at OSU

General Fundraising Ideas

Listed below are fundraising ideas to benefit your organization and community.

- **White Elephant Auction:** Solicit members of your organization to bring items that they no longer use. These items can be auctioned off during an organization meeting.
- **One in a Million Penny Collection:** At the beginning of the year, tell organization members that the organization wants to save a million pennies by a certain date. A collection receptacle must be secured so organization members can donate their pennies or loose change. Every time the organization gathers, they can pass the penny can around, so members can contribute their extra pennies. The organization can ask other organizations to do the same. If your organization is able to gather a million pennies, it will raise \$10,000.
- **Rec Night in the Gym:** Set up a variety of events — such as volleyball, basketball, ping-pong, giant twister, wiffle ball, nerf football, music, and refreshments — and invite students, members of the community, and local high school students to participate. Charge a small admission fee for the event.
- **Gift-Wrap:** Offer a holiday gift-wrapping service on campus for students, faculty, and administrators. Charge a fee for the service.
- **Trash-A-Thon:** Get financial pledges from members of the community for every pound of trash your organization picks up. Get several large trucks, give your members gloves and trash bags, and find a dirty roadside. This is both a service project and a fundraiser.
- **Tax Return Sale:** On the last day for people to mail their tax returns, there is always a rush at the post office. Find a spot at the post office to sell food — perhaps hamburgers, hot dogs, and fries. Contact the post office to determine the feasibility of this project.
- **Candy Sales:** Contact a fundraising company to organize a candy sale fundraiser.
- **Bag it at the Grocery Store:** Contact your local grocery store, and ask if your organization can bag and carry groceries for their customers for one week. Post a banner at the store explaining that all contributions will be donated to your cause.
- **Sponsor a Lip Sync Contest:** Perhaps make this an inter-organizational competition, in which residence hall groups and other student organizations can compete to see who has the best lip sync performance. You could charge the community and student body an admission fee and charge an entry fee for participants.
- **Flea Market:** Use one of the college or university's parking lots for a flea market. Many people in the community will hold a rummage sale sometime this year. Your organization can convince them to have this garage sale on your school parking lot. Divide the space into small areas that people can rent for a fee and sell their goods. Instead of chasing down different addresses, the shoppers can come to one place — your campus.
- **Volleyball/Cornhole Tournament:** Organize an inter-organization competition. Invite residence hall groups and other student organizations to participate. Offer a grand prize for the winner. Charge an entry fee for each group that participates.
- **Car washing at area dealerships:** Someone has to wash the cars at area dealerships after it rains. Why can't it be your club or organization? Contact local dealerships to see if they would be willing to pay your club to wash their cars. It could save them money and they would be helping to enrich the campus community by contributing to your organization.
- **Yard Sale:** Have each member of your organization clean out their closets and contribute the items they no longer want for a yard sale that would benefit the club. The cost for the event would be for the advertising and a time commitment from each member to mind the store as

well as contribution of items to sell. A yard sale can help your club raise money and help your members get rid of those hideous gifts they got years ago and never use.

- **Yogurt/Ice Cream night:** Contact local ice cream parlors or yogurt shops to see if they would be willing to give you a portion of their profits for every customer you bring in on a given night. The members of your club can have fun socializing and the shop will gain publicity and name recognition on the university campus. No one loses. PLEASE MAKE SURE YOU CONTACT THE MANAGERS WELL IN ADVANCE SO AS TO FILL OUT ALL THE APPROPRIATE PAPER WORK.
- **T-SHIRT SALES:** Your club can also raise money by designing and selling T-shirts. If you are planning to use the Ohio State name or logo, you must first contact the trademark and licensing department at 292-1562. Visit <https://studentlife.osu.edu/secure/marketing/> to fill out a marketing request form.
- **Sports Tournament:** Setting up a sports tournament such as a softball derby can be great fun and good way to raise money. Invite other clubs or organizations on campus or even ask local groups to participate and charge an entrance fee. Your club can make money and have a great time playing a sport.
- **[-----] -a-Thons**
 - bike-a-thon (pledges for number of miles/laps ridden)
 - bowl-a-thon (pledges for number of pins knocked down)
 - dance-a-thon (pledges for number of minutes/hours danced)
 - free throw-a-thon (pledges for number of free-throws made)
 - jog-a-thon (pledges for number of miles/laps jogged)
 - rock-a-thon (pledges for number of hours in rocking chair)
 - skate-a-thon (pledges for number of hours/laps ice or roller skated)
 - swim-a-thon (pledges for number of laps swam)
 - walk-a-thon (pledges for number of miles/laps walked)
 - etc.-a-thon (pledges for number ofyou get the idea)
- **Car Wash:** hang litterbag with anti-impaired driving message in every car you wash. You can also place educational pamphlets on seat of car.
- **Running and Walking Events:** use impaired driving statistics (or some other statistic) to tie with event. As an example, a 10-k run participant will take about 6,000 strides, which is roughly equivalent to the number of impaired driving deaths in five months, so every stride represents a traffic fatality due to impaired driving.
- **Hearts Marathon:** For this fundraiser, the students play the card game "hearts" for 24 consecutive hours. (You could probably use any card game you wanted—as long as it was the same card game for 24 hours.) You solicit pledges per point accrued for each player. For example, someone signs up to pledge one penny per point and if the student earns 2,000 points during the 24 hours, the total pledge is \$20.
- **Penny Parade:** About four to six months before your event, divide your group into two teams. Give each team a large container and tell them that the group with the most pennies in their container one or two weeks before the event will be declared the winner. The losing team must serve the winners at a special dinner in their honor.
- **Balloon-O-Grams:** Basically, a balloon-o-gram is a telegram with balloons. Anyone could order a balloon-o-gram at any time. The deliverer would take a bunch of five to six balloons, a card and sing a song for the receiver. The cost for the balloon-o-gram was on a donation basis.

- **Miniature Golf Tournament:** Reserve a miniature golf course for your group. Have each student ask people to sponsor him or her per hole they play. (.10¢ per hole.) Play 100 holes in two hours or as many as you can do in two hours. Students can raise \$100.00 by just getting 10 people to sponsor them at .10¢ per hole.

Cold Calling Etiquette

- Research before you make the call. If at all possible, have a specific name to ask for.
- If you need donations for a specific event or date, make sure you call **AT LEAST** two weeks in advance, earlier if possible.
- Smile!! It can be heard over the phone.
- Do not talk with anything in your mouth...this includes gum and candy!
- When the phone is answered, give your name, and the name of the person with whom you would like to speak. i.e.: "Hello, this is Suzie Buckeye from the Super Healthy Kids Club. May I please speak to John Smith?"
- Give a short 1-2 sentence explanation about the reason for your call, and be sure to ask if you are calling at a convenient time, or if there would be a better time to call back.
- Have an outline or a very good idea of what you want to say. Don't waste time by fumbling for what you want to say.
- Let them know if and when you will follow up with them.
- Thank whomever you talked to, whether it was a secretary, office assistant, or your actual contact.
- Leave clear and accurate contact information.
- If you have to leave a voicemail message, make sure it is short and to the point.
- State your name and phone number at the beginning and again at the end of the message.
- Enunciate and speak slowly enough that the person listening to the message is able to understand you.
- If you have to leave a message with an actual person, keep it short and concise so that s/he can get all the information.

Space Reservations

Please be sure to submit space requests at least two weeks before your event.

- RPAC/Athletic Facilities- <https://recsports.osu.edu/space-reservations/reserve-a-space>
- Ohio Union- https://ohiounion.osu.edu/plan_an_event/space_requests
- Outdoor Space- <http://www.ben.osu.edu/>
- Classroom Space- https://ohiounion.osu.edu/plan_an_event/space_requests/classroom_space

Sample Email

November 1, 2016

1739 N. High St.

Columbus, Ohio

43210

Mr. John Smith

Manager

Planet Smoothie

1234 Anystreet

Anytown, Ohio

44444

Dear Mr. Smith:

My name is Suzie Buckeye and I am the President of the Super Healthy Kids Club at The Ohio State University. Next month, on November 23, we will be hosting a program about healthy eating. The program will take place at 7:30 pm at the Ohio Union and we are anticipating an attendance of about 50 people.

In order for this program to run smoothly, it would be very valuable to our participants if you could make a donation for the program. We are asking for any food or smoothie samples you could provide, to show college students that there are healthy, yet tasty food options available for them. Your donation would also be beneficial to you because students will become more familiar with your name and products. We will recognize your sponsorship by putting up advertisements for your company at our program.

I thank you in advance for supporting the healthy eating habits of Ohio State University students. If you have any questions, please do not hesitate to contact me.

Sincerely,

Suzie Buckeye

President

Super Healthy Kids Club

(614) 555-1234

suzieb@yahoo.com