

Fundraising

Fundraising is a way to receive financial support for the issue you are working on. People tend to be generous if they believe their donations are going to a good cause. Maybe you can get an office supply store to contribute a few reams of paper for your leaflet. Maybe your school can let you use the auditorium for an event. A friend may be able to donate some cash for snacks and sodas for an event.

Plan ahead. What do you want to do? What are the tasks? Who do you need to ask for help? How much money do you need to raise? Look at your budget.

Create a budget. Before you create a fundraising plan, create a budget. What do you plan to do with the money? Buy t-shirts to spread the word about your issue? Purchase food for a rally, event, or panel discussion? Use donations to support an important cause? Make a list of goods and services you need and separate things that are donated to you from the things you need to buy yourself.

Weigh the advantages and disadvantages of your fundraising options. Which is easiest? Which takes the least amount of time? Which will raise the most money? Which will get your group publicity?

Stage your own fundraising events. Throw a dance or organize a concert. Hold a walkathon, yard sale, or a bottle and aluminum-can drive. Sell t-shirts, bumper stickers, or buttons. Wash cars. Screen a movie. Raffle off prizes at any event. Fundraising events can be fun to put on, and they can spread the word about your CAP project.

Make the event as fun as possible. Fundraising is hard work. Choose a project you will enjoy.

Who can help? Begin with personal contacts. Do you know people who would be willing to make a private donation to your cause? Make a list of individuals you know and develop a plan to approach them.

Just ask. If you don't bother to ask, you probably will not receive. Pass the hat at meetings, so that everyone can contribute what they can afford. Put information on how to donate on flyers, websites, or social media. If you're passing out flyers and someone says "I'd sure like to help you, but I don't have the time," you can respond politely, "Well, we accept donations of any amount, large or small."



Create a timeline. Set out tasks and deadlines. Allow plenty of time. Nothing spoils the party as quickly as a hectic pace.

Figure out the costs. It may take money to make money, but don't plan a monster event that will eat up all your earnings.

Use your fund raiser to introduce your project to new people. Make sure that newcomers can find out what you are doing, why you are doing it, and where you are doing it.

Record the name, address, e-mail, and phone number of people who give you money. You will want to thank them, and you may want to ask them for support later.

Be sure to follow the law on fund raising. For fund raising at school, get permission. If you are fund raising in the community, ask local government.