

Gulf States Region Leadership Conference Nashville, TN August 12-13, 2011

Five Steps to Running a Successful Fundraiser

1. Get a budget for your chapter.
 - This will allow the fundraising committee to set a fundraising goal.
2. Pick your committee early.
 - Decide on fundraisers.
 - Start planning immediately.
 - Involve the students.
3. Advertise if the fundraiser is for a special project.
 - Set up scholarships.
 - Donate to the school.
 - Seek student chapter assistance.
4. Form a good committee.
 - This includes about 6-8 members.
5. Advertise early to get the word out.
 - Send an e-mail blast.
 - Send mass mailings.
 - Put an announcement in the paper.
 - Put ads in other trade publications.
 - Remember to offer the same courtesy to other publications.

Alternate Sources of Income

- Table-top displays at the monthly meetings.
- Silent auctions.
- Food cook-off competition.
- Golf tournament.
 - Start early. Make other tournaments plan around your tournaments instead of you planning around other tournaments.
- Day-long CEU programs.
 - Offer 8 -10 credits.
 - These are best when hosted on a Saturday.
- CEUs prior to a product show.
 - Start at noon with Lunch and Learn.
 - Offer four classes prior to starting the product show.
 - Note to the program committee: Always have programs that offer CEUs.
- Other ideas.