

Georgia Tech Fundraising Guide Book



SGA

Undergraduate Student Government

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Introduction

If you are persistent enough, you will be able to uncover enough funding to make your organization's event a success. This guide gives a brief introduction to on-campus fundraising, corporate sponsorships, as well as traditional and non-traditional fundraising projects. No matter what avenue or avenues you select, you will have the highest success when you keep the following tips in mind:

1. Set Feasible Goals
2. Motivate Your Members to Buy Into Your Plan
3. Keep Your Purpose In Mind
4. Be Polite and Courteous
5. Plan Ahead and Start Early
6. Always Thank Contributors and Workers
7. Stay Organized
8. Don't Be Afraid to Try Something New
9. Its Okay to Fail
10. Remember to Have Fun

This packet is intended to be a starting reference for you. If you have further questions or would like to set up an individual appointment to get more advice, feel free to contact me. I'd be happy to help you come up with a plan that works for you.

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On-Campus Fundraising

General knowledge about the different funding sources available on campus will save you time and effort. Some sources, such as the Student Government Association and the Residence Hall Association, allocate money regularly throughout the year while other groups or departments are only able to offer assistance for particular projects. The following list of potential funding sources is not inclusive, and most organizations or groups mentioned should only be used in extreme cases. Contacting groups that do not match your project for funding will only sever ties that could be used for other projects.

Student Government Association

Funding from SGA comes in one of two forms: bills and budgets. All mandatory student activity fees paid each year are allocated through one of these two methods although more than 85% is allocated through budgets (including the operations of SAC and the Student Center). Organizations may submit budget requests in September of each year for funds for the following fiscal year (starting July 1st through the following June 30th). For complete details on the budget process and Joint Finance Committee policies, visit: <http://sga.gatech.edu>. Over \$400,000 each year is set aside to be allocated from one of four accounts:

1. Undergraduate Legislative Reserve (ULR) – money for events where graduate student participation is not possible; this is a fairly small account
2. Graduate Legislative Reserve (GLR) – money for events where undergraduate student participation is not possible; this is also a fairly small account
3. Capital Outlay – money for long-term capital investments and equipment; items purchased with capital outlay funds must last at least three years
4. Prior Year – all purchases that do not qualify for the capital outlay account and include opportunities for graduate and undergraduate participation, even if members of both groups do not participate

Individuals and groups that are most successful in obtaining funding from SGA are looking for funding to supplement funds raised elsewhere (dues, other organizations, other projects, etc.). Packets of information about submitting a bill are available in the Student Government Association office in the Student Services building or online at <http://sga.gatech.edu>.

Georgia Tech Student Foundation

GTSF is one of the most unique groups on campus as it invests student donations in the stock market and then allocates the dividends from those investments to student groups or individuals. GTSF accepts applications for allocations twice a year (usually mid-fall and mid-spring) and gives priority to helping start new programs or restructuring existing programs to improve the Georgia Tech community. For more information about GTSF and the allocations process, visit <http://www.gtsf.gatech.edu>.

Residence Hall Association

RHA allocates funds in a similar fashion to SGA although it places a focus on programs for residents of Georgia Tech housing or other community-building initiatives. Less money is available through RHA than SGA, and RHA funds are divided into three accounts:

1. Programs – fund for programs put on by RHA or a housing group specifically for residents
2. Capital Outlay – fund for long-term capital expenditures for residence halls or housing areas
3. Sponsorship – general fund for outside groups requesting funding for programs and events to benefit the Georgia Tech community

For more information on RHA, please visit: <http://rha.gatech.edu>.

Hall Councils

Each of the 15 apartment buildings or dormitory clusters has a separate group of housing residents that are selected by their peers to allocate small portions of housing fees to programs for residents or general campus events. Bills larger than \$150–\$200 rarely pass. For more information on the different hall councils, please visit: <http://rha.gatech.edu>.

Alumni Association

Major campus events (especially events that include alumni) are eligible to apply for funds through the Georgia Tech Alumni Association. Priority is given to groups working in collaboration with other student groups as well as organizations seeking to improve community events at Tech. Also, the Alumni Association can assist you in finding past Alumnus that were apart of your organization. Additional information can be obtained by visiting the Alumni/Faculty House on North Avenue or emailing David Stokes at david.stokes@alumni@gatech.edu.

Buzz Funds

Buzz Funds are moneys allocated from the royalties paid to Georgia Tech for use of the buzz logo and trademark. These funds are jointly distributed by Auxiliary Services, the Alumni Association, and the Athletic Association, and almost always fund large-scale campus events such as Sting Break and Wreck to Riches. For more information, contact Rosalind Meyers of Auxiliary Services.

Student Life Fund (SLAB)

Through recent funding made available by the President's office, Student Affairs has additional funding to disburse to large-scale programs that provide entertainment to students, promote cultural development among students, and promote community interaction on campus. Proposals for this funding will generally be over \$5,000 and include at least 750 students. Applications generally are released twice a year. For more information about submitting a proposal, contact Dr. William Schafer, Gail DiSabatino, or the Student Government Association officers.

Individual Colleges and Departments

For requests academic in nature or catering to the students of a particular academic department or college, try contacting the Dean or Department Head of that group. This funding is often difficult to obtain although it generally is available in small allocations.

Other Resources

Every year, departments and student organizations buy items and materials that can be reused. For example, table cloths, walkie-talkies, coolers, etc. Often times, brainstorming a list of past events can help you identify groups to ask for materials. SGA has a list of past bills for each year that will also help.

Also, the Student Center (<http://studentcenter.gatech.edu>) and ORGT (<http://orgt.gatech.edu>) have a listing of items at a significantly-reduced rate or free for chartered, student organizations. Such items include but not limited to Projectors, TV/VCR, Sound Systems, Sleeping Bags, Tents, Coolers, etc.

Corporate Sponsorships

For most student organizations, soliciting corporate sponsorships may be one of the toughest ways to fundraise, especially with the current economic situation. Some academic groups or niche groups may be able to leverage the area very well through professor contacts, easier recruiting tools, or high visibility. Often this money can be used for general purposes (instead of very tight restrictions like most on-campus fundraising) so even a little bit can be very helpful. Here are 15 ideas to help you get started:

1. Contact the Development Office for guidance (especially for large-scale events)
2. Determine your target audience and find companies that have a reason to support your specific project.
3. Set sponsorship levels and benefits accordingly.
4. Do your homework.
5. Try to find a contact within the company.
6. Start very early.
7. Send clear and concise request letters.
8. Follow up with phone calls.
9. Build relationships with sponsors and non-sponsors.
10. Push long-term supporters slightly more each year.
11. Make it worth their while.
12. Send Thank-You Notes and any media releases from the event.
13. You're going to be turned down far more than you will succeed.
14. Take note of what worked and what didn't for future reference.
15. Focus on how the company will benefit.

In-Kind Donations

Many business that could not provide monetary support may be able to help you through donating vital parts of your events such as the use of tools, food, plates and cups, raffle prizes, etc. Treat these donors with the same attention and respect as your corporate sponsors! Both types can be very important to the success of major campus events!

Sample Corporate Sponsorship Letter

Sponsor Company Name

Appropriate Division

Address

City, ST Zip Code

Dear Mr. Sponsor:

The second annual Tech Beautification Day will be held on the campus of the Georgia Institute of Technology on April 12, 2003 as part of National Youth Service Day. National Youth Service Day (NYSD) is the largest service event in the world, engaging millions of young Americans and focusing national attention on the amazing leadership of young people. National Youth Service Day is also an opportunity to recruit the next generation of volunteers while promoting the benefits of youth service to the American public. Tech Beautification Day a local portion of the event focusing on promoting service at the college level.

Tech Beautification Day would not be possible without the assistance of companies like your own. We operate as a student organization on the Georgia Tech campus and must rely on charitable contributions to fund this event. Any assistance your company could offer would be greatly appreciated, whether it be monetary assistance or product donation.

Contributors of \$500.00 or greater are welcome to submit a company logo or graphic to be included on event publicity material and the event t-shirt, which will be distributed to all participants. We would also like to invite all members of your company and their families to participate in this special event where they can experience service learning first hand.

Thank you for your time and consideration regarding this donation opportunity, and I look forward to hearing from you soon.

Respectfully Yours,

George P. Burdell
Director of Fundraising
2003 Tech Beautification Day

Feedback:

- Customize letters if possible
- Offer more sponsorship levels (Bronze, Silver, Gold, Platinum)
- Focus more on benefits to the company
- Tell them you will follow up shortly

Additional Fundraising Ideas

From the standard bake sales and car washes to very non-traditional fundraising events, outside activities can be very profitable if run correctly. For tons of ideas and some very solid advice, check out online guides such as <http://www.fundraising-ideas.org>. Also, keep in mind the following points:

1. Don't do something that will upset your members or friends.
2. If you're selling, make sure it is a product or service that people actually want to buy.
3. Be careful about using fundraising companies. Could you do the same event yourself for less?
4. Think through all costs before selecting an option.
5. Be aware of the campus or community in which you are organizing your fundraiser.
6. Be careful about repeating projects.
7. Develop a combination of approaches.