



STUDENTS' ASSOCIATION
OF MACEWAN UNIVERSITY

A Student Groups' Guide to... **Fundraising**

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What is Fundraising?

Fundraising is one of the best ways for your group to make money! While SAMU does provide various grants to help cover the cost of group operations and events, groups are limited in what they can do with grant funding. However, with fundraising, all proceeds from your efforts, once deposited, go into your group's Regular Account. Regular Account funds do not have the same restrictions that grant funding does. Regular Account funds can be used for any group expenses!

Fundraising events are not eligible for an Event Grant.

Getting Started

A fundraiser is an event. Once your group knows how they want to fundraise, you will need to submit an Event Approval Form on Student Groups Connect. In the form, you will explain the logistics of your fundraiser and indicate if there are any specific requirements such as needing a display table or a classroom.

Planning a Fundraiser

Fundraisers involve careful planning, budgeting, scheduling and marketing to ensure a successful event that donors can enjoy. Follow these steps to plan your fundraiser:

1. Choose a Goal

Before your group plans a fundraiser, choose a goal for your event by deciding how you plan to use the funds you receive. This goal can provide direction when planning the fundraiser. For example, if your group requires money to continue operating next year, you may focus the event on what your group does and how it affects the community around you. When you market the fundraiser, tell your supporters why you're hosting it. If people understand the reasons for an event, they are more likely to contribute or attend.

2. Consult with Others

If you know other groups who have managed a successful fundraiser, consider asking them for advice. Someone with experience can help you plan a realistic schedule and budget for your fundraiser. They may also have some connections who can help you with sponsors, locations, or catering.

3. Who is Your Audience?

Determine who is likely to be interested in supporting your cause or group. You may already know about current supporters, but if you are a new group or are seeking one-time donations for a cause, do some research to determine your target audience.

4. Determine the Type of Fundraiser

Once you know your target audience, learn about their demographics and plan an event they may enjoy. For example, if your cause appeals to specific cultures or religious consider

hosting an event near a holiday or special occasion those cultures. If your target audience is university students who like to socialize, consider hosting an event such as pub trivia, game nights.

Fundraising Ideas

- Bake Sale
- Event ticket/registration fees
- Candy grams
- Sticker sale
- Bottle Drive
- Wake-A-Thon or other creative marathons
- Specialty food sales (ex. bacon, cookie dough, popcorn, doughnuts, pizza, chocolate)

5. Find a Location

The ideal location depends on your audience and the type of fundraiser you want to host. Groups may want to host fundraisers on or off campus.

There are various places on campus that groups can use to host their fundraisers, such as classrooms, special function spaces, or tables in corridors.

For groups who want to host off campus fundraisers, visit various places in your area to determine the best venue for your event. Depending on the size of your fundraiser and your expected attendees, you may consider nontraditional venue options, such as parks or arcades, to generate interest. Tell the staff about your event and let them know how your group plans to use fundraised proceeds. Some companies may offer discounts to support a charitable cause.

6. Set a Schedule

Once you have a location, set a date for your fundraiser. The date may depend on the location's availability. If you have some flexibility, aim for a day and time that may be ideal for your intended guests. During the day may be suited for students who will be on campus and can come by after class, however an evening fundraiser may better suit working professionals, for example. If your venue is outdoors, consider the weather when you plan your event, particularly during a season with a high chance of rain or extreme temperatures.

7. Market Your Fundraiser

Consider the best way to communicate the details of your fundraiser to your target audience. For example, students may find your event information on posters/TVs around campus. While other donors would more easily see your advertisements on websites, social medias, or emails. Use several marketing channels to reach a wide audience.

To request advertising through SAMU's channels, complete the Advertising Request Form on Student Groups Connect.

8. Partner with Sponsors

Meet with local businesses and ask them to sponsor your fundraiser. If they can cover the costs associated with your event, you can use more money to fund your cause or group operations. Emphasize to business owners that consumers like to support companies that contribute to charitable groups, especially if those groups are improving the local community. Companies can use this sponsorship as advertising for their business. Ask the members of your group and your volunteers if they know any business owners who might be interested in sponsoring your fundraiser.

9. Establish a Way to Accept Funds

Consider your target audience as well as the expected size of contributions when determining a method to accept funds. For example, cash may be better for small contributions, while cheques or credit cards may be better for large contributions. Whether you prefer to receive funds via cheques, cash, or card, be sure you set up a simple way for people to contribute. If you choose to receive cash during the event, consider using a lockbox or a similar secure option for storing cash. You may also wish to store cheques in a secure location or provide an address for individuals and organizations to mail cheques in advance. You may also consider accepting credit card payments using a POS Machine.

10. Thank Contributors and Volunteers

During and after the fundraiser, ensure you thank contributors and volunteers for being part of the event. Contributors and volunteers are more likely to continue to support your group in the future if they felt appreciated for their previous efforts. You may also want to offer volunteers and guests the chance to offer feedback after your fundraiser is over. Consider sending out an anonymous survey to learn about any areas of the event you could improve for the next fundraiser.

Measuring Fundraiser Success

There are several ways to measure your group's success after a fundraiser:

1. Number of Transactions

How many people/organizations was a part of your fundraiser? This differs from the overall amount, as it measures the number of people who have engaged in your fundraising efforts. The higher the number of people/organizations, the more successful the fundraiser.

2. Average Amount

What is the average amount people/organizations contributed to your group's fundraiser? Some individuals and organizations may give significantly more or less than this amount, this is the average your group can expect to receive from an individual. This helps you determine the

donor value. For instance, if a bake sale raises \$525.00 and had 100 transactions, you would divide \$525.00 by 100 to determine an average transaction of \$5.25.

3. Cost Per Dollar Raised

Calculating the cost per dollar raised can help your group determine if your fundraiser is successful or causing you to lose money. Your fundraiser is net positive if the cost per dollar is less than one dollar because it means it costs less to generate proceeds. To find this value, divide your total costs for fundraising operations by the total amount you raised. For example, if your group spent \$100 to run their fundraising activities and made \$525, they would divide \$100 by \$525, and their cost per dollar raised would be \$0.19.

4. Fundraising Return on Investment

Fundraising return on investment lets a group know how successful its fundraising efforts are. This is like the cost per dollar raised metric, but instead of dividing your expenses by your revenue, the return on investment involves dividing your revenue by your expenses. If this value is greater than one, it means you have made a profit, and if it's less than one, it means you lost money.

For instance, if your group spent \$100 on the bake sale and raised \$525, your return on investment would be 5.25. This means that for every dollar your group spent on the bake sale, your group made \$5.25 or increased their funds 5.25 times the starting amount.

Additional Considerations

- **Bake Sales**
 - Food must be low-risk according to [Alberta Food Safety Guidelines](#) and prepared hygienically in a clean kitchen with gloves and hair nets.
 - All items must be individually wrapped and not require refrigeration. Groups that do not wrap their items will be required to purchase packaging from the Student Groups Department.
 - Bake sale items require approval from the Manager of Student Groups and may be denied if they compete with SAMU or MacEwan vendors.
 - Bake sales in MacEwan must not contain meat, nuts, nut oils, eggs, or dairy products
- [Alberta's Food Safety Basics](#) (if needed)
- **Commitment**
 - There are many diverse types of fundraisers requiring varying levels of commitment. It is important to consider how much time you and your team have before you begin organizing the fundraiser. For example, with a bake sale there is not only commitment required on the day of the sale but also before with regards to purchasing ingredients, baking the foods, and transporting them to the location.
- **Competition**

- Are there similar fundraisers going on? A fantastic way to check upcoming fundraisers is by going onto Student Groups Connect and viewing upcoming events. Multiple fundraisers occurring at the same time can compete and make it difficult for either one to succeed, especially if they are similar in nature.
- **Logistics**
 - Every fundraiser will have different logistical needs. For example, with a bake sale, who is transporting the items to school? Do you have somewhere to store the items? Do the items need to be kept warm/cold? Do you have sufficient volunteers to work at the fundraiser?
- **Relevance**
 - Is your fundraiser relevant? Is it providing a good or service your target audience is interested in? Is it addressing a cause your target audience cares about? Is it something that your audience would spend their money/time on?

Resources Available

As a Student Group, there are several resources available to you when hosting a fundraiser, Additionally, never hesitate to reach out to the Student Groups Department for assistance.

General Equipment Booking Form

The Student Groups Department has a variety of equipment your group can borrow to help you host a successful fundraiser. Equipment requests must be made **by 4:30pm, two business days** in advance, via QReserve.

Available Equipment Includes:

- Tablecloths
- Poster frames
- Ballot boxes
- Prize wheel
- POS Machine
- Cash box

Advertising Request Form

SAMU can help your group advertise your fundraiser through our various advertising channels, allowing your group to reach a larger audience. To request advertising support, complete the Advertising Request Form on Student Groups Connect.

Advertising Channels:

- Poster boards around campus
- Student Groups Area poster frames
- TVs in the SAMU building
- SAMU Newsletter
- MacEwan Residence TVs, Newsletter, and Discord Server
- MacEwan International Newsletter
- The Griff