Alumni Chapter Fundraising ideas old and new

MSU Alumni Association Leadership Conference
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Goals for session

• Provide practical ideas to raise funds for your chapter
• Realize that every idea will not apply to your chapter
  • But at least one will!!!
• Encourage you to try new methods to raise funds
• Encourage chapters that don’t have scholarships to start one
• Chance for you to share successes/challenges
Chapter Sponsorship/Partners

• Get local and/or alumni owned business to participate
• Provide exposure for sponsorship for designated or all chapter events (event marketing, signage, recognition)
• Co-branding on invitations, web, social media
• Many have dedicated budget for community support, why not have those funds support your chapter Scholarship
• They can’t say no, if you don’t ask
Scholarship Golf Tournament

• Sizeable committee to plan and for day of
• Sponsorships is where Money is made
• Advance planning is needed
• Risk vs. Reward
• Long time mainstay of AA Chapters across the country
• Grows over time

Which Chapters host one?
• Birmingham, AL
• Central Mississippi
• Claiborne-Jefferson
• Clay County
• DeSoto County
• Huntsville, AL
• Lincoln County
• Memphis Maroon Club
• Mobile, AL
• Oktibbeha County
• Sharkey Issaquena County
• Tishomingo County
• Warren County
• Washington County

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Dinner/Reception Fundraiser

• Hosted or Presented by Opportunity (let them speak or give out information)
• Sponsors/Corporate Tables
• Try to get food donated or discounted
• Build in profit to ticket price
• Add additional elements (auction, raffle, door prize tickets etc..)

Which Chapters host one?
• Birmingham, AL
• Central Mississippi
• Chickasaw County
• Claiborne-Jefferson
• Covington County
• East Texas
• George-Greene
• Lauderdale County
• Lawrence-Jefferson Davis
• Lee County
• Lincoln County
• Memphis Maroon Club
• Mobile, AL
• Noxubee County
• Oktibbeha County
• Sharkey-Issaquena
• Southeast Mississippi
• Southwest Mississippi
• Tippah County
• Tuscaloosa, AL
• Union County
• Washington, D.C.

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Meal by the plate Fundraiser

- Fish Fry, BBQ plate, Crawfish Boil
- Higher relevance in smaller communities
- Involves larger segment then just MSU Alums
- Entire community can get behind and support
- Have chapter members pre-sale tickets
- Lower risk involved
Revenue Partners / Vendors

- Add to your event for extra revenue
- Limited or exclusive access for % of sales
- No risk to you
- Apparel, Art, Specialty items (MSU)
- Verify with AA staff company is licensed

Which Chapters have done this?
- Central Mississippi
- Tuscaloosa, AL
- George-Greene

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Silent Auction/Raffles/Pools

• Get Auction items donated to generate additional funds at your events
• Get a grand prize item(s) donated or discounted for ticketed raffle throughout the community
• Football Squares or Pick’Em Contests on Chapter Facebook group or before kickoff at Game Watch events
Auction in a box

• Provides auction items without having to get them donated
• No financial risk involved (items on consignment)
• Built in 30% profit in items opening bid price
• Free to ship back any unsold auction items

• American Charity Auctions
  • [http://www.americancharityauctions.com](http://www.americancharityauctions.com)
Online Auction

• Reach a wider audience then those attending your events
• Involves alums through item donations as well as bidding
• Consignment items available through online auction company
• Different up front and processing fees depending on auction size
• American Charity Auctions
  • http://www.americancharityauctions.com
• Bidding for Good
  • http://www.biddingforgood.com

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Restaurant Giveback Nights

- No risk
- Portion of Sales benefits chapter
- Promotion and attending is role of chapter
- Many Chain Restaurant's offer
  - Applebee's
  - Buffalo Wild Wings
  - Chili's
  - Panera Bread
  - Papa Johns
  - Newk's
- Ask other local restaurants to consider

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Other Ideas

• Ask for chapter scholarship contributions at events (pledge or contribution cards)
• Host 5K or fun run (active.com)
• Host a softball, kickball, flag football tournament
• Wine tastings, Food tasting, other unique experiences
• Have a presence at larger community events
  • Vendor at festival, BBQ, pancakes, etc…
  • Setup scholarship donation/raffle tables
A Few Things to Keep In Mind

• What best fits Chapter’s capacity and time commitment available?
• What human, financial and other resources will it require?
  • Does the fundraising potential outweigh the upfront investment?
• What will it cost? Better to overestimate cost and underestimate profit
• Remember that all donations, small or large, are equally valuable and should be recognized!
• Provide several opportunities for people to give at your event
  • Churches are some of the best fundraisers because they ask every week!

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Thank you for all you do to make MSU State Strong!

Questions, Comments?

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