

# FUNDRAISING PACKET

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## T-Shirt Sponsorships and Sales

### ***Description***

Many clubs already utilize t-shirt sales as a fundraiser, but few clubs solicit sponsorships for those t-shirts. Selling a club t-shirt to club members, the Tulane community, parents, and alumni is a great fundraiser. Clubs can also approach businesses to sponsor the t-shirts with the business donating money in exchange for the company logo on the t-shirt.

### ***Donor Benefit***

Businesses will want to sponsor your club t-shirt to increase exposure of their company. T-shirt buyers will receive your club t-shirt at a low cost.

### ***Possible Profit***

**\$100 - \$500+** The potential profit depends on how many sponsorships your club secures and the number of t-shirts sold. The club should try to solicit the sponsorships to pay for the cost of the t-shirts. Remember to ask for more money for larger or more prominent company logos. If successful, the sponsorships will cover the cost of the t-shirts.

### ***Items Needed***

- ***Volunteers:*** A committee of 5 members can be in charge of soliciting sponsorships. All club members should participate in selling t-shirts.
- ***Letter to the Potential Sponsor:*** Draft a letter to the potential sponsor on letterhead giving them information about your club such as its history, schedule and goals for the upcoming year, and explain your intentions of creating a sponsorship opportunity. Visiting these companies may help secure the sponsorship, however please respect their rules on solicitation.
- ***T-shirts:*** Contact a supplier and submit the company logos and designs to the manufacturer.
- ***Thank you letter:*** Write a thank you letter to your sponsors and include a couple of t-shirts. Continue to develop this sponsorship relationship by inviting them to club games and allowing them to promote their business at your events.
- ***Permits:*** For all Tulane related logos special permission must be obtained through the Office of Student Programs. Please refer to appendix C or <http://www.studentprograms.tulane.edu/Designs/index.php> for further details.

### ***Time Frame***

- ***Pre-Event:*** Contact local businesses about one month before distributing the t-shirts. Allow the company to see the t-shirt design and where their logo would go on the t-shirt. Gather your sponsors and contact the t-shirt manufacturer such as Faux Pas. Contact Faux Pas at (504) 834-8342.
- ***Event:*** Distribute your t-shirts where there is heavy pedestrian traffic such as at a club event. This can probably be a semester to year long fundraiser, or specialty t-shirts for a specific event. Please refer to appendix A or <http://www.studentprograms.tulane.edu/Designs/index.php> under fundraising policies for further information including vending policies.
- ***Post-Event:*** Remember to thank your sponsors.

## Candy Sales

### *Description*

This fundraiser involves selling candy to students and the community. See the Miscellaneous Fundraisers page in this handbook for candy company websites.

### *Donor Benefit*

Hungry donors will be willing to buy candy for a good cause.

### *Possible Profit*

**\$100** This fundraiser takes a lot of time and effort to generate a small profit. Purchase only the amount you expect to sell. Also, find out if you can return unsold merchandise.

### *Items Needed*

- **Volunteers:** If you plan to set up a booth, only a few members are needed for this fundraiser. However if you want a broader campaign, more volunteers will be needed. As an incentive, the club can offer rewards to the top seller with prizes such as reduced dues, certificates of appreciation, or prizes.
- **Supplies:** Table and chairs, cooler to keep the candy bars from melting, cash box with a ledger, and a small amount of change.
- **Advertising:** Provide a sign showing the sale. Also, provide information about your club, its events, and other related information.
- **Permits:** You must reserve booth space in the LBC, <http://www.universitycenter.tulane.edu/>. Please see appendix A or go to <http://www.studentprograms.tulane.edu/Designs/index.php> and click on Fundraising Policies for information on concession permits.

### *Time Frame*

- **Pre-Event:** Choose which product you want to sell. Look for a quality product. When ordering, contact the supplier at least one month in advance when ordering the product. Allow 2-3 weeks for delivery. Make sure it is a reasonable amount, so you can make a profit. Also, set goals such how much each member should sell and how much profit the club should make.
- **Event:** If using a booth, the sale should be in high traffic areas during meal times. Even if our club does not use a booth, the fundraiser should not last more than two weeks.

## Magazine Sales

### *Description*

This fundraiser involves selling popular magazine subscriptions to students and the community. If using a booth, a permit or reservation will be needed.

### *Donor Benefit*

Donors will be able to subscribe to their favorite magazine while helping fund your club at a fraction of the cover price.

### *Possible Profit*

**\$500 - \$1,000** Amount raised depends on the number of subscriptions sold and how motivated club members are to sell subscriptions.

### *Items Needed*

- **Volunteers:** All members will be needed to sell subscriptions. As an incentive, the club can offer rewards to the top seller with prizes such as reduced dues, certificates of appreciation or prizes.
- **Supplies:** The magazine company will provide your product. Here is a list of some fundraising companies:
  - [www.campusfundraiser.com/makemoney.asp?source=googlePPC](http://www.campusfundraiser.com/makemoney.asp?source=googlePPC)
  - [www.easy-fundraising-ideas.com/products/magazine-fund-raising/](http://www.easy-fundraising-ideas.com/products/magazine-fund-raising/)
  - [www.fundsnetsservices.com/Fundraising/magazine\\_fundraisers.htm](http://www.fundsnetsservices.com/Fundraising/magazine_fundraisers.htm)
- **Permits:** You must reserve booth space for the LBC at <http://www.universitycenter.tulane.edu/>. Please see appendix A or go to <http://www.studentprograms.tulane.edu/Designs/index.php> and click on Fundraising Policies for information on concessions permits.

### *Time Frame*

- **Pre-Event:** Contacting the supplier should be done at least one month in advance. Allow 2-3 weeks for delivery. Look for a product that will most likely accumulate subscriptions among college students. Set goals for each club member to sell a pre-set number of subscriptions.
- **Event:** If using a booth, the sale should be in high traffic areas and club members should also solicit subscriptions on their own. Check with the company to see how they want you to send in the subscription money.

## Discount Cards

### *Description*

Discount cards are cards that have an assortment of local businesses giving discounts for their goods and services in exchange for advertising and exposure. Depending on the discount card company, the club might be responsible for negotiating discounts with the local businesses to include on the card.

Potential fundraising companies can be:

[www.thediscountcard.com](http://www.thediscountcard.com)

[www.varsitygold.com](http://www.varsitygold.com)

[www.helpkidsplay.com](http://www.helpkidsplay.com)

### *Donor Benefit*

Donors can use these cards to their advantage in reducing their expenses.

### *Possible Profit*

**\$500 - \$2,000+** Some of the fundraising companies on the internet charge a small percentage per card while others do a straight cost per card. It depends on the company and how they structure their fundraiser.

### *Items Needed*

- **Volunteers:** Once the card is created, all club members contribute to this fundraiser by selling a certain number of cards. (For example each member might be required to sell 10 cards.) A committee should be set up to recruit local businesses to offer discounts on the card, if that is the way the discount card company operates.
- **Supplies:** The card company will supply the discount cards. The club can set up a table in a high traffic area and also have each member sell the cards to their friends.

### *Time Frame*

- **Pre-Event:** Contacting the supplier should be done at least one month in advance. If necessary, start contacting local businesses to be included on the discount card. Allow 2-3 weeks for delivery.
- **Event:** Make sure club members sell their discount cards by the deadline set by the club.

## Scratch Cards

### *Description*

Scratch cards are basically reverse lottery scratch-offs, with the donor paying the club the amount they scratch off (typically an amount under \$5.) Basically, you go to your friends asking them to scratch two or more spots on the card, and they will donate the amount they scratch off. Some companies offer coupons to give to the donor in exchange for their donation and others do not offer the donor anything. For more information please refer to the companies websites.

- [www.fundraising.com](http://www.fundraising.com)
- [www.scratchcard.com](http://www.scratchcard.com)
- [www.scratchandhelp.com](http://www.scratchandhelp.com)
- [www.savingsunlimited.com](http://www.savingsunlimited.com)
- [www.fundraisingweb.org/listings/scratchcard.htm](http://www.fundraisingweb.org/listings/scratchcard.htm)

### *Donor Benefit*

Instead of being asked to donate a lot of money or sign up for a magazine they don't want, donors just give their pocket change in a fun way. Depending on the scratch card company, the donor might also receive coupons for their donation.

### *Possible Profit*

**\$800+** Most cards earn about \$80 per card (\$100 profit from the card with a card costing \$20), so depending on the amount of cards bought, the profit could be a substantial amount of money.

### *Items Needed*

- **Volunteers:** All club members will have a scratch card that they will be responsible for finishing.
- **Supplies:** The company will supply the cards.

### *Time Frame*

- **Pre-Event:** Contact the supplier at least one month in advance. Allow 2-3 weeks for delivery.
- **Event:** The fundraiser should have a set deadline in which all club members turn in their money from the scratch card.

## Rummage Sales

### *Description*

A rummage sale involves selling quality donated items to students and locals. This will be a perfect fundraiser at the end of the semester or school year when students are leaving town for the summer and need to unload their excess items. Examples include furniture, bikes, electronics, and other items.

### *Donor Benefit*

Donors will be able to quickly get rid of items they do not have time to sell themselves. If the items are larger, the club can offer to give a percentage of the profit back to the donor.

### *Possible Profit*

**\$100 - \$500+** Expected costs are relatively cheap, about \$50 for advertising.

### *Items Needed*

- **Volunteers:** This fundraiser must include help from your entire club. All club members should focus on contacting people on and off campus and businesses to donate new or gently used items. On the day of the event, make sure you have enough volunteers.
- **Facility:** This can be held inside or outside in a large area easily accessible by heavy pedestrian traffic. Also, storage space may be necessary to store the items. Please refer to appendix A, or go to <http://www.studentprograms.tulane.edu/Designs/index.php> for additional information.
- **Supplies:** A truck rental may be required to pick up bigger items such as furniture. Along with the goods, tables will be needed to display sales items, a cash box with \$100 change, receipt book, and record book. Tents or tarps may be needed in case of inclement weather.
- **Advertising:** Advertise with flyers throughout campus and on the street that the sale will occur. Information can also be posted on the web.

### *Time Frame*

- **Pre-Event:** Start asking for donations a couple of months in advance. The actual event planning should take about a month to obtain the proper space and permits.
- **Event:** One or two days.
- **Post-Event:** Arrange to donate unsold items to a local charity.

## Raffles

### *Description*

Raffles can be a stand-alone fundraiser or in conjunction with another club event. Having the raffle in conjunction with another fundraiser or club event may interest local businesses to donate significant items. This can increase the profit of the raffle by having minimal start-up costs.

### *Donor Benefit*

Local businesses would want to donate an item if you can offer marketing during the raffle to highlight their business. People will buy raffle tickets for the chance to win good items and to support your club.

### *Possible Profit*

**\$100 - \$300** Profit depends on the number of people participating in the raffle and the raffle items. Such items can be trip packages to a professional sport contest, televisions, cars, etc. The money collected in the raffle cannot be above \$4,500 per event including potential winnings.

### *Items Needed*

- **Volunteers:** Only a few volunteers are needed if the raffle is held in conjunction with another event. If it is done separately, all members should be expected to sell tickets.
- **Facility:** Determine your market audience and obtain proper facility/booth space.
- **Permits:** A permit must be obtained from the Louisiana State Police. Go to the Student Programs Office for an application. The permit fee is \$50. Also, you must obtain a \$10 permit from the City of New Orleans with additional documentation. Please see appendix A or go to <http://www.studentprograms.tulane.edu/Designs/index.php> and click on Fundraising Policies for information concerning raffles.
- **Advertising:** This should focus on clearly explaining who the raffle proceeds will benefit and prominently display sponsorship information for the company that donated the raffle item.
- **Supplies:** Raffle tickets, raffle items, collection bowl or envelope.

### *Time Frame*

- **Pre-Event:** Plan early enough in advance to secure the raffle item. This might take a couple of months to accomplish. Allow time to secure the raffle permits.
- **Event:** The raffle can take place during the club event, which would last all day, or over a designated period of time.
- **Post-Event:** After the raffle, be sure to send a thank you letter to the raffle sponsor explaining the success and exposure the company received from the event.

## Hosting an Event or Tournament

### *Description*

A tournament or event takes a lot of hard work by many individuals, but it can be worth the profit and exposure your sport or club will receive.

### *Participant Benefit*

A tournament would provide participants the opportunity to compete in the city of New Orleans.

### *Possible Profit*

**\$100 – \$2,500** Your profit will depend on the scale of the event, the sport, your target audience, and your expenses.

### *Items Needed*

- **Volunteers:** All club members will be needed and committees should be formed to delegate the various tasks. Depending on the scale of the event, you might restrict club members from competing so they can help run it. The day of the event, you might need referees, scorekeepers, tournament supervisor, medics, etc.
- **Facilities:** Reserve the Reily Center and on-campus field through the Club Sport Office. Make sure you have adequate facilities to accommodate all your volunteers and participants. Obtain the necessary permits. For more information please see appendix A, or go to <http://www.studentprograms.tulane.edu/Designs/index.php>.
- **Advertising:** Determine your target audience. Decide if you want to promote on-campus or to other universities/community. Before advertising the event, make sure you have proper approval and the facilities reserved. For university advertisement approval please see appendix A, or go to <http://www.studentprograms.tulane.edu/Designs/index.php>.
- **Supplies:** Provide tables, signs, event rules and regulations, water, etc.
- **Risk management:** Have participants sign waivers as a part of the entry form to protect the club from liability.

### *Time Frame*

- **Pre-Event:** Set up time should take about six months to plan.
- **Event:** This can be an all day or weekend event.
- **Post-Event:** It may take a few hours to clean up.

## Hosting an Alumni Weekend

### *Description*

Having an alumni weekend is a great way to get alumni of your club to come back to the university and further contribute to your club. This can be a great fundraiser if planned well because it has the potential for your club to develop meaningful relationships with your alumni. You can decide what events to include in your alumni weekend with events such as socials, around athletic events, or an alumni game (alumni vs. current club.)

### *Donor Benefit*

It will give an opportunity for alumni to come back to campus and meet with old teammates, meet new club members, and reconnect with Tulane University.

### *Possible Profit*

**\$100 – \$2,500** Amount earned depends on the scale of the event and your alumni's generosity. Even if the club loses money in the first year, this annual event has the potential to generate increased revenue each year through better alumni networking.

### *Items Needed*

- **Volunteers:** Volunteers will be needed to send out invitations, plan the game or tournament, and set up and clean up afterwards. Invite alumni to help, especially with the planning and invitations.
- **Facility:** Reserve your facility and/or fields before sending out invitations
- **Supplies:** Refreshments, t-shirts, pictures, etc can be given to alumni during this event. You might want to create a hotel block to accommodate the out-of-town alumni.
- **Advertising:** Start an alumni listserv if your club does not already have one. Visit the Club Sport Office for possible alumni lists as a starting point.

### *Time Frame*

- **Pre-Event:** Planning and advertising to alumni should take place in the semester prior to the event. Then, establish some goals and implement a plan to make this a success.
- **Event:** There should be events throughout the weekend to allow alumni the opportunity to enjoy club activities and to visit Tulane and New Orleans.
- **Post-Event:** Send out thank you letters to alumni and place them on a mailing list for the next newsletter and fundraiser.

## Hosting a Parent / Family Weekend

### *Description*

Having a club event during Tulane's Parent/Family Weekend is a great way for parents to better understand and appreciate your organization, and hopefully contribute to your club. Your club can choose from different events such as a dinner, socials, or home games.

### *Donor Benefit*

This is a great time for parents to bond with their children, and for them to witness first hand their involvement in the Club Sport.

### *Possible Profit*

**\$100 - \$1,000** Amount earned depends on the scale of the event. The club may lose money in the first year, but the event can grow in numbers and the club can become more proficient in organizing the event.

### *Items Needed*

- **Volunteers:** Your entire club will need to be involved to invite their parents, send out invitations, plan the event, and clean up afterwards.
- **Facility:** Be sure to reserve the facility in advance, provide refreshments, and reserve hotels to accommodate the out-of-town parents and family.
- **Advertising:** Spread the word among club member to invite parents and family and follow up with a mailed invitation.

### *Time Frame*

- **Pre-Event:** Planning and advertising should take place in the semester prior to the event. Then establish some goals and implement a plan to make this a success.
- **Event:** The club can decide to have one event or multiple events throughout the weekend.
- **Post-Event:** Send out thank you letters to parents and place them on a mailing list for the next newsletter and fundraiser.

## Sport and Activity Clinic

### ***Description***

A sport and activity clinic is typically a one day event promoting and teaching your sport to participants.

### ***Donor Benefit***

The participant will learn about the sport and develop new skills. This offers the participant an introduction to the sport without the commitment of a club membership.

### ***Possible Profit:***

**\$0 - \$500** Amount raised depends on how popular your sport is and how much you can charge for admission. Even if there is no profit, the event can be successful as a recruiting tool.

### ***Items Needed***

- ***Volunteers:*** Make sure you have enough volunteers to teach participants. All members in your club can help with the event.
- ***Facilities:*** Reserve the Reily Center and on-campus field through the Club Sport Office. Make sure you have adequate facilities to accommodate all your volunteers and participants. Obtain the necessary permits. For more information please see appendix A.
- ***Equipment:*** Be able to provide all or most of your equipment. Do not rely on participants to bring their own.
- ***Advertising:*** Promote your clinic through flyers that can be seen by your target audience in places such as the Reily Center, around campus, and other gyms and community centers.
- ***Refreshments / Prizes:*** Be able to provide drinks and maybe an event t-shirt.
- ***Risk Management:*** Have participants sign waivers and have at least one or a few members certified in first aid and CPR.

### ***Time Frame***

- ***Pre-Event:*** Depending on the scale of the event, you may need a few weeks or months to prepare.
- ***Event:*** The event should be no longer than 1 day.
- ***Post-Event:*** Clean up time should take anywhere from one hour to a couple of hours.

## Sponsoring a Meal

### ***Description***

This fundraiser can be held in conjunction with an existing tournament, event, alumni or parents' weekend or as a stand alone event. Your club can cook the meal or hold the meal at a restaurant.

### ***Donor Benefit***

The participants will get an inexpensive, no hassle, and quality meal. This can also be a great social event for club members and a potential recruiting tool.

### ***Possible Profit***

**\$100 - \$500** Amount raised will depend on venue, participation, and the cost of the meal.

### ***Items Needed***

- ***Volunteers:*** Get your entire club involved in advertising, cooking, setting up the venue, and organizing the event.
- ***Facility:*** Reserve a big enough facility to accommodate all your guests
- ***Advertising:*** Determine your target audience for this dinner and advertise throughout the campus accordingly.
- ***Food Items:*** If your club plans on cooking the meal, choose something easy to cook such as a hot breakfast with eggs, bacon, sausage, pancakes, or a spaghetti dinner. Remember to provide enough plates, plastic wear, cups, napkins and serving utensils.

### ***Time Frame***

- ***Pre-Event:*** Planning and advertising should take place a month to two months prior to the event.
- ***Event:*** This event should take no longer than 2 hours.
- ***Post-Event:*** Clean up time should take anywhere from 1-2 hours.

## Fun Run

### ***Description***

A fun run can be as short as 1 mile or as long as a 5K run/walk in a local park or running track. Audubon Park or the track behind Reily can be a great and safe place to hold this event. Sponsoring a Fun Run is a great way to gain exposure for your club, while making a profit at the same time. Your club might want to co-sponsor the fun run with a charity organization or another club sport.

### ***Donor Benefit***

Participants would be able to run or walk the distance, receive a t-shirt, and support your club.

### ***Possible Profit***

**\$100 - \$500** Amount depends on the number of people participating and your operating costs.

### ***Items Needed***

- ***Volunteers:*** Your entire club must offer their services. Set up committees to manage different areas such as the registration table, start and finish line, and along the course. Have senior members coordinate the event.
- ***Facility:*** This area must be in a protected space free from vehicle traffic such as on a running track or park. The track behind Reily or Audubon Park will be an excellent choice. For more information on obtaining permits, please refer to appendix A, or go to <http://www.studentprograms.tulane.edu/Designs/index.php>. Also check with the City of New Orleans and Orleans Parish to obtain necessary permits if your route is on a street.
- ***Advertising:*** Display flyers in high traffic locations and also where many runners frequently train.
- ***Supplies:*** First aid supplies and people trained in first aid and CPR will be needed. Water, cups, and fruit are good items to provide the runners.

### ***Time Frame***

- ***Pre-Event:*** This will take about at least a month to prepare.
- ***Event:*** This would take no longer than 2 hours.
- ***Post-Event:*** Clean up time should take no more than 1 hour.

## Car Wash

### *Description*

A car wash is an easy way to generate some quick revenue on a sunny weekend. You can do this multiple times throughout the academic year.

### *Donor Benefit*

The donor will support a great cause while having a clean car.

### *Possible Profit*

**\$100 - \$500** Remember that the amount of supplies you purchase will cut into potential profit.

### *Items Needed*

- **Volunteers:** Need at least 5 volunteers. Hopefully, your entire club can attend in shifts.
- **Facility:** Need a place that has sufficient parking and a water source, usually gas stations and fast food restaurants are very accommodating
- **Advertising:** Usually someone standing on a busy street corner holding a sign.
- **Supplies:** Need plenty of soap, many sponges, several buckets, brushes, shop vac, two to three hoses with sprayers, many towels, cash box, \$50 change, posters, and sunscreen.

### *Time Frame*

- **Pre-Event:** After booking the site and making sure you have the proper supplies, set up time should take no more than 30 minutes. If you want to post sign advertisements prior to the event, they should be placed one week in advance.
- **Event:** This can be an all day event, or just a few hours.
- **Post-Event:** 15-30 minute clean up.

## Working Concessions at a Sporting Event

### *Description*

At many sporting events, teams hire organizations to run their concession stands for a percentage of the profit. Talk to the Assistant Director of Club Sports for contact information on working at the Superdome, New Orleans Arena, and Zephyrs Stadium.

### *Donor Benefit*

Professional teams and universities sometimes need people to work in their concession stands during games.

### *Possible Profit*

**\$1,000 - \$2000+** This can be a huge money maker for your organization if you have the volunteers.

### *Items Needed*

- **Volunteers:** 5+
- **Transportation:** Remember to provide transportation to the venue.

### *Time Frame*

- **Pre-Event:** Contact the team or venue before their season starts.
- **Event:** This depends on how long the game lasts, typically over 4 hours.
- **Post-Event:** 1 hour clean up time.

## Letter Drive

### *Description*

Making a donation letter to alumni, parents, family and friends is a fundraiser that takes minimal club effort. The mailing packet typically includes a club newsletter informing donors of your club's past success, current goals, schedule, and club budget. This newsletter can also mention the goal of the letter drive and how this money will support the club.

One successful way of requesting donations is to offer different donation tiers. For example, give the donor the option of donating \$50, \$100, \$200 or other; with donations \$100 and over receiving a t-shirt. If you plan on asking for donations of \$1,000 or greater from donors, it must be submitted in writing to the Associate Vice President for Development. Please go to following website for all the rules with donations over \$1,000: <http://www.studentprograms.tulane.edu/Designs/index.php>. In the donation packet, please include a donation intention letter that the donor will mail back with their check. You may also want to include a self-addressed stamped envelope to promote donations.

### *Donor Benefit*

The donor can have the satisfaction of being informed of the club's activities and goals making them a partner in your club's success. Their donation is also tax deductible.

### *Possible Profit*

**\$100 – \$2,000** The potential profit may be small in the first year, but as you build a database of names your donations will increase. The quality of your letter can significantly impact your response, so be sure to make it as professional as possible.

### *Items Needed*

- **Volunteers:** A few people are necessary to draft, proof read, gather materials, and send out the letter. All club members should supply 3-5 names and addresses of family and friends that might donate.
- **Stationary with Letterhead:** This will make your letter seem more professional. Come to the Club Sports Office to get the letterhead.
- **Envelopes**
- **Business Reply Envelopes:** Make sure it is a self-addressed stamped envelope for returning donations. On the reply envelope, it should include the following address: Tulane University, Name of Club, 115 Reily Center, New Orleans, LA 70118.
- **Computer:** Type the letter in Microsoft Word or use a newsletter format.
- **Envelopes and stamps:** To reduce costs, see if you qualify for bulk mailing. Contact the U.S. Postal Service at [www.usps.com](http://www.usps.com).
- **Ledger:** Keep track of the donation amount, names, and addresses of the money you receive. This will help you in writing thank you letters as well as providing a database for future fundraising efforts.

## Letter Drive (continued)

### *Time Frame*

- ***Pre-Event:*** Allow a couple of weeks for collecting contact information and drafting the letter. This should all be done at least 3 weeks before your season starts. After you draft the letter, please submit the letter to the Assistant Director of Club Sports for approval.
- ***Event:*** Allow 2-3 weeks to mail letters and for donations to start coming in the mail. After you start receiving donations, please account for them accordingly.
- ***Post-Event:*** Write a thank you letter to all your supporters and invite them to come to your events. For donors to receive the tax deduction the money should be mailed to the above address and the Assistant Director of Club Sports will process it through the Tulane Foundation.

## Restaurant Sponsorships

### *Description*

Local or chain restaurants may be interested in sponsoring your club. The restaurant can either give you a small percentage of sales on a given evening or sales from customers who mention your club when they come into their establishment.

### *Donor Benefit*

A restaurant will want to partner with your club to provide them patronage on a slow night. Patrons to the restaurant will help contribute to your club and receive a good meal.

### *Possible Profit*

**\$100 - \$500** Amount depends on the number of people visiting the restaurant that evening.

### *Items Needed*

- **Volunteers:** The entire club must be willing to attend and recruit others to attend to make this event a success.
- **Advertising:** Display club information at the restaurant if allowed, to tell about your club and fundraising efforts.

### *Time Frame*

- **Pre-Event:** Contacting the restaurant or venue should be done at least a month in advance.
- **Event:** Typically restaurants will give organizations a percentage of the sales for one slow evening during the week.
- **Post-Event:** Write a thank you letter to the restaurant for allowing your club to do this fundraising opportunity.

## Local Business and Corporation Sponsorships

### *Description*

Businesses and corporations may be willing to sponsor your club during larger events and tournaments. To secure their sponsorships, the club will need to have a good idea of the nature of the event and what the business would get out of the sponsorship.

### *Donor Benefit*

Most likely a business would be looking for an event to sponsor so they can advertise to the participants who could be potential customers.

### *Possible Profit*

**\$100 - \$1,000** The profit will vary depending on the partnerships your club can establish. The club can establish a tier sponsorship program with different sponsorship amounts earning the business more advertising opportunities.

### *Items Needed*

- **Volunteers:** You must have a few members with selling instincts to meet with business owners and public relations departments to secure the sponsorship.
- **Advertising:** Proper marketing to the businesses is critical. This information must effectively explain your club, what your club represents, your successes and goals, and a high profile schedule that would give the business advertising exposure.

### *Time Frame*

- **Pre-Event:** Developing advertising materials such as brochures will take time and money. A selling strategy should be established at the end of the season, so you can focus on obtaining new sponsors over the off season.
- **Event:** All agreements should be finalized and implemented by the start of the first game, match, or tournament of the season.
- **Post-Event:** Continue to develop the sponsorship relationship throughout the year.

## Miscellaneous Fundraisers

The following are miscellaneous fundraisers and more fundraising websites.

- Mardi Gras Sales
  - Beads
  - King Cakes
- Valentine's Day Sales
  - Flowers
  - Chocolate
- Exam Care Packages
  - [www.examcarepackage.net](http://www.examcarepackage.net)
  - [www.giddygiftbox.com/college-care-packages.html](http://www.giddygiftbox.com/college-care-packages.html)
  - [www.alumni.mcgill.ca/?id=NzU2](http://www.alumni.mcgill.ca/?id=NzU2)
  - [www.hipkits.com/main.aspx?catid=3](http://www.hipkits.com/main.aspx?catid=3)
  - [www.collegegear.com/sf/stores/1435/](http://www.collegegear.com/sf/stores/1435/)
- Pizza Sales
  - Domino's Pizza
    - [www.buyforcharity.com/pizzacard.asp?gclid=CNS-tvDOmYgCFRorWAodI18hXQ](http://www.buyforcharity.com/pizzacard.asp?gclid=CNS-tvDOmYgCFRorWAodI18hXQ)
  - [www.joecorbi.com](http://www.joecorbi.com)
  - [www.tjspizza.com/](http://www.tjspizza.com/)
  - [www.efundraising.com/PizzaFundraiser.aspx?partner=efundraising](http://www.efundraising.com/PizzaFundraiser.aspx?partner=efundraising)
- Candy Sales
  - [www.ozarkdelight.com](http://www.ozarkdelight.com)
  - [www.darnallfundraising.com](http://www.darnallfundraising.com)
- Catalogue Sales
  - [www.fundraiser.net](http://www.fundraiser.net)
- Cookbook Sales
  - [www.cookbookpublishers.com](http://www.cookbookpublishers.com)
  - [www.fundcraft.com](http://www.fundcraft.com)
  - [www.custom-cookbooks.com](http://www.custom-cookbooks.com)
  - [www.morriscookbooks.com](http://www.morriscookbooks.com)
- Miscellaneous
  - [www.ezfund.com](http://www.ezfund.com)
  - [www.savingsunlimited.com](http://www.savingsunlimited.com)
  - [www.easy-fundraising-ideas.com](http://www.easy-fundraising-ideas.com)
  - [www.schoolfundraiser.com](http://www.schoolfundraiser.com)

## **Appendix A**

### **General Fundraising and Event Planning Information**

If you need more information on Tulane University's policies on fundraising and planning event, please refer to the following web site. <http://www.studentprograms.tulane.edu/Designs/index.php>. This web site includes all information needed concerning fundraising, programming, and other policies needed to run a successful fundraiser. On page 25 of this handbook, you will find a Programming Checklist that will also help you.

Links involving fundraising include:

- [Fundraising Policies](#)
  - Fundraising Policy - Tulane Alumni
  - Raffles and Fundraisers
  - Vendor Policy

Links involving programming include the [programming policies](#) and other areas such as:

- [Planning an Event](#)
  - Pre-planning checklist
  - Organizing the event
- [Booking an Act](#)
  - Preliminary Research
  - Negotiating Terms with a Group
  - Making a Bid
  - Staging Requirements
  - Providing Transportation and Lodging
  - Providing Meals and Refreshments
  - Processing a Contract
  - Types of Fee Payments
  - Miscellaneous Tips
- [Spreading the Word](#)
  - Campaign Planning
  - Publicity Methods
  - Campus Publicity
  - Community Publicity
- [Publicity Resources](#)
  - [Posting Policy](#)
  - Tulane Hullabaloo
  - Gambit
  - Inside Tulane
  - Flyers for bulletin boards and kiosks
  - Banners to run across McAlister Drive
  - Facebooks
  - Lagniappe
  - Mailbox Stuffing
  - New Orleans Times-Picayune
  - TSTV
  - WTUL-FM

## **Appendix B**

### **Room Reservation Policy**

Student organizations in “good standing” and registered with the Office of Student Programs may use the LBC and other campus facilities. Only executive board members and advisers are permitted to schedule LBC facilities.

#### ***Requesting a Room***

To request a room, you must do the following:

- Go to the LBC and complete a reservation request form or go on-line at <http://www.universitycenter.tulane.edu/>.
- Have your request approved by the Club Sports adviser and return it to the Reservations Office.
- If there are any cancellations, changes, or additions contact the Reservations Office at ext. 5196.

#### ***Student Organization Under Review for Provisional Recognition***

Student Organizations under review by the Student Body Administrative Council of the Associated Student Body for provisional recognition are permitted to reserve one room, one banner space, and one booth.

#### ***“No shows”***

If a student organization does not arrive after 30 minutes of the scheduled time, they will be considered to be a “no show.” “No shows” will be monitored on a semester basis. The following sanctions will take effect.

- The first “no show” will result in the student organization receiving a written notice of warning from reservations staff via the adviser.
- The second “no show” will result in the student organization losing its scheduling privileges for a period of two academic weeks. During the time of suspension privileges, all previously approved scheduling requests will be canceled.
- The third “no show” will result in the organization losing its scheduling privileges for a period of eight academic weeks. During the time of the suspension of privileges, all previously approved scheduling requests will be canceled.

## **Appendix C**

### **Use of Tulane Name Copyright Policy**

#### ***Copyright Policy***

Tulane University has a copyright policy pertaining to student organizations in using the university's registered names and logos. This policy also applies to any use of Tulane's name, or the use of any logo identified with Tulane University, including but not limited to the following:

- The Tulane University of Louisiana
- Tulane University
- Tulane
- T.U.
- The Green Wave
- Lady Green Wave
- Newcomb
- Green Wave Logo
- Rolling Wave Logo
- Newcomb Oak Tree logo
- Tulane seal
- Newcomb seal

#### ***Item Submission for Approval***

If a student organization wants to use these registered names and logos, they must submit a design of their item to the Office of Student Programs for approval by the Assistant Dean of Students. Designs will be rejected if they contain the following:

- References to alcohol or drug use
- Sexual references or insinuations
- Racist, sexist or heterosexist overtones; or
- Any other matters not in good taste.

***Goods Sold for Profit*** – If the item is intended to create a profit, the student organization must pay Tulane University a rights fee of \$50 at the time they submit their item for approval.

***Goods Sold Not for Profit*** – If the item is being sold strictly to members of the organization producing the goods, there will not be any rights fee.