



# Fundraising Toolkit 2016



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## Chapter Fundraising Overview

Fundraising is an integral aspect of a chapter's contribution, as the money a chapter raises helps to keep FIMRC initiatives in motion, medical supplies stocked, and partnerships thriving. Fundraising doesn't have to be a chore; we want you to have fun! Chapters have a few options once they have raised money as to dictating where the funds will go. Your chapter can commit to an Adopt-a-Project initiative, or you can identify a project site to which your funds would be donated. In order to get you started, we have created this toolkit with a compiled list of fundraising ideas and helpful tips. However, this list is by no means definite, as there is no single "right way" to fundraise, so feel free to get creative!

## General Suggestions

Large chapters should especially focus on larger fundraising events. One or two big events can gross much more money than multiple small bake sales. Look for donations wherever possible, using FIMRC's mission and your chapter's goals to aid in securing those donations. Fundraising events are great opportunities to increase awareness as well. Incorporate speakers, trivia, or photos from past Global Health Volunteer trips into your fundraisers to raise awareness and gather support. Lastly, have fun! Planning a fundraiser is a lot of work, but the end result should be a great event that raises money and make your chapter even stronger.





# Fundraising Ideas

## Common FIMRC Fundraisers

Below are some of the most common and successful fundraisers that FIMRC has seen chapters complete over the years. What will your chapter come up with?

### Bake Sales



Selling baked goods to fellow students is the tried and true way of getting donations! Consider selling in busy areas and times.

### Trivia Night



Have participants donate \$10-\$20 per team to join. Get food and drinks from local vendors and a gift card for the grand prize!

### Performance Night



Host a showcase event of your school's acapella, dance, or comedy groups! Food can be donated or made by chapter members.

### Dance Marathon



Host a dance marathon! Have members get donations for who can stay on their feet the longest (\$1 per 30 min and \$5 to request songs)!

### Shave/Cut It



Have your hairiest chapter member pledge to shave their head, beard, or legs, once you reach your goal! Film it and send it to FIMRC!

### Restaurant Night



Many restaurants are happy to give a % of sales for a night! Past partners include Chipotle & Insomnia Cookies! Email us at [Chaptership@fimrc.org](mailto:Chaptership@fimrc.org) for info!

### Polar Plunge



Live by the water? Host a polar plunge! Have chapter members pledge to jump in the winter water once a goal amount is raised! Film it and send it to FIMRC!

### Pub Crawl



Collaborate with one or multiple bars to coordinate a pub crawl! Get them to donate a portion (or all!) of their cover charge that night!

### Professor Dance Off



"Hoo" doesn't love humiliating their professors? Get a group of (willing) professors and have students pay \$1 to vote for the best dancer! Be sure to have prizes for their bravery!

## Fundraising Inspiration

There are infinite fundraising possibilities for chapter to support FIMRC! Here are some additional ideas to help your chapter get started or to help brainstorm future events!

### o **Exam Care Packages!**

Sell gift bags full of pens, pencils, scantrons, Easy Mac, and Candy.



### o **Zumba/Yoga Classes!**

Work with your school's fitness center to host a healthy event with a \$5 entrance fee.



### o **Movie Nights!**

Reserve a room on campus and host a movie night with snacks and drinks.

### o **Lawn Game Tournament!**

Set up cornhole, giant Jenga, or water pong games and charge a team admission fee.

### o **Rock-a-thon!**

Set up several rocking chairs and have "sitters" get pledges for every 30 minutes they stay sitting in the chair. Play music and get your rock on!



### o **Jewelry Sale!**

Chapter members can make necklaces, bracelets, or earrings, and sell them. Customers can also make their own.

### o **Post-It Note Wars!**

Students pay \$10 to let chapter members in their room when their roommate is gone. Members will place sticky notes on the victim's belongings. Students should add a special message with their post-it prank!



### o **Casino Night!**

Set up a casino night in your student union. Complete with dress code, fake tokens instead of money, grand prizes, and refreshments!

## Feeling inspired?

Get those creative juices flowing with a bonus list of some more awesome fundraising ideas!

- Penny Wars
- Pie-A-Professor
- T-Shirt Sales
- Flamingo Fundraiser
- "Sweet Tea Tuesdays"
- Lemonade Stand
- Organize a Talent Show
- Open Mic Night
- Poetry Slam
- Cooking Challenge
- Sell Late Night Coffee during Exam Weeks
- Collaborate with other Student Organizations
- Cook-Off
- Bucketing at Sports Games
- 50/50 Raffle
- Organize a 5K through your school campus
- Silent Auction
- Campus Lawn Yard Sale
- Ultimate Frisbee Tournament
- Kickball Tournament
- Dorm Storming Cookie Sale
- Dorm Storming Trash Removal Services
- Create Your Own!



## Past FIMRC Chapter Fundraisers

Once the type of fundraiser is chosen, FIMRC Chapters mold their event to fit the interests of their campus or community. Tailoring your event and using the resources you have available to fit a niche in your campus community can make your fundraiser even more successful! It can even help to establish your fundraiser as an annual or biannual event! Below are some highlighted chapters, who have done an excellent job with their fundraising events in the past. If you have any questions about a specific chapter's event, we have listed their contact email as a resource. You can also email FIMRC HQ at [chaptership@fimrc.org](mailto:chaptership@fimrc.org)



University of Illinois: Urbana-Champaign Chapter  
Organized a 5K Race "Miles for Medicine" to support the Belen Water Adopt-A-Project! They raised \$2,500.00! Registration for the event was \$15.00 and included a T-Shirt they created!  
**Email UIUC:** [fimrc.uiuc@gmail.com](mailto:fimrc.uiuc@gmail.com)



McGill University Chapter  
Hosted an auction fundraiser where they partnered with Kaplan Testing to auction off a full MCAT course! They raised over \$1,300.00 from this event!  
**Email McGill:** [maria.berseneva@mail.mcgill.ca](mailto:maria.berseneva@mail.mcgill.ca)



University of Michigan: Ann Arbor Chapter  
Hosted their annual "Mr. Michigan" beauty pageant! The guys have so much fun participating and the event raised \$1,300.00 this year!  
**Email U Michigan:** [zhoualan@umich.edu](mailto:zhoualan@umich.edu)



Temple University Chapter  
Collaborated with other student organizations to put on the South Asian Fusion Dance Competition in Philadelphia! They raised \$1,000.00 for FIMRC!  
**Email Temple:** [haritha.reddy@temple.edu](mailto:haritha.reddy@temple.edu)

## Even More Fundraising Resources

In addition to all the examples above, we have listed links to several websites which feature lists of fun, resourceful, and exciting fundraising ideas, to help your chapter get started. Anything can be a fundraiser! Get creative and have fun! See what your chapter can come up with that is not listed here!

Description	Website
<b>SignUpGenius – 50 Fundraising Ideas</b> A list of FUN-draiser events with engaging titles to hook your audience!	<a href="#">SignUpGenius</a>
<b>Fundraiser Insight</b> Fundraising ideas that range from a “Dessert Dash” to an “All You Can Eat Potato Bar” to “Butler Auctions”. Check them out!	<a href="#">Fundraiser Insight</a>
<b>Salsa Labs</b> This list of fundraising events is categorized by annual events, events for K-12 <sup>th</sup> grade students, and college students!	<a href="#">Salsa Labs</a>
<b>Madison Area Technical College</b> The fundraisers listed on this site feature longer descriptions and details about the suggested events!	<a href="#">Madison Area Technical College</a>

## Global Health Volunteer Program Fundraising

Our Global Health Volunteer Program is the heart of FIMRC's fundraising. It is our goal to host as many Global Health Volunteers at our sites as possible, but we understand that costs and separate airfare are of concern, especially to full-time students.

Focus your fundraising around spreading the mission of FIMRC and your chapter's goals for your Global Health Volunteer trip. If you show passion for your cause people are always more than willing to help! Be sure to follow up with any donors after your trip to reiterate how much you appreciate their contribution. Checking out FIMRC's social media outlets or website is also a great way to gather information such as pictures or previous testimonies which may also compel others to be just as interested as you are – they say a picture is worth a thousand words!

You can also use FIMRC Give – our fundraising platform to create a team page for your Chapter and share it on Facebook and via E-mail!





## A Guide to Fundraising

Once your chapter decides on a fundraiser, the next step is to set the plan in motion! Below is a step-by-step guide to organizing a fundraising event on your campus.

1

### Set a Fundraising Goal and Purpose!

- Set a purpose and a goal to help orient the focus of your fundraiser.
- Decide what aspect of FIMRC your fundraiser will contribute to (Adopt-a-Project? Chapter Trip? Etc.)

2

### Choose an Event!

- Decide with your chapter what type of fundraiser will best fit your purpose and how you are going to reach your goal.
- Review the multiple fundraising ideas in this toolkit or come up with something “off-list”!

3

### Logistics and Promotion!

- Make it happen! Create a timeline and consider everything that needs to get done before the event. For example, you might need to reserve a space on campus in advance, or need time to fill out paperwork for a restaurant night.
- Promote your event! Advertise your event by creating a Facebook page and posting flyers around campus! Tag us in your event so we can stay updated!

4

### Day of the Event!

- On the day of the event, give all chapter members involved a task to be focused on, whether it's the entire time or in shifts. This can be anything pertaining to your event: selling tickets, running a registration table, being in charge of food, etc. Remember to take pictures and videos and have fun!

5

### Follow up!

- After the event, fill out a FIMRC Chapter Event Form you can find on the Chapter Resources page and let us know how it went! Don't forget to attach pictures or videos! Send out thank you notes to any donors if necessary. Discuss with the chapter how they think the event went and how it can be improved!

## Additional Resources

For more help, feel free to email [chaptership@fimrc.org](mailto:chaptership@fimrc.org) with your questions! Here are some articles of interest that deal with helpful tips, tricks, and things to keep in mind when fundraising!

- **Student Organization Fundraisers – Mountainview College**
  - This article describes different fundraising strategies and methods for planning a fundraising event. There is also a fundraising checklist and a section on how to deal with paperwork – remember the paperwork procedure may not be exactly the same as your school's procedure.  
[Click Here to View this Article](#)
- **Fundraising Tips for Clubs**
  - This article contains a lot of information to help your chapter get started with the fundraising process. It features a "Fundraising Basics" section and an "Assessing Fundraiser Needs" section to help you define your goal and purpose for fundraising.  
[Click Here to View this Article](#)
- **The Value of Peer-to-Peer Fundraising – Terri Harel**
  - This blogpost highlights the different methods of collecting donations; crowdfunding and peer-to-peer fundraising. Peer-to-peer fundraising can be a great way to increase your network beyond your campus community and reach your fundraising goal amount quicker!  
[Click Here to View this Blogpost](#)
- **How to Build an Event Budget – Planning Pod**
  - This blogpost features an infographic that shows how to plan a budget for a fundraising event. This may be helpful to larger schools with larger club budgets. It breaks down possible items you may need for certain events as well as how much percentage of the budget you should be spending.  
[Click Here to View this Blogpost](#)
- **FIMRC Chapter Resources!**
  - Don't forget you have access to FIMRC's resources such as "Planning a Successful 5K", sample donation lets, and how to fundraise with FIMRC Give on the chapter resources page!  
[Click Here to View the FIMRC Chaptership Page](#)