Raffles, silent auctions, golf outings, OH MY!

Fundraiser/event best practices

Ohio State Alumni Clubs and Societies
Overview:

• Purpose and brainstorming
• Establishing planning timeline
• Create an outline for the event
• Delegating the details
• Executing the event
• Post-event wrap up
• Ways to raise money
Purpose and Brainstorming

Questions to ask:

• Why are we having this event
• Who is our audience
• What are our goals and objectives from having this event
• What are the different types of events that could be held to meet our goals and objectives?
Purpose and Brainstorming

Tips to consider:

• Are you trying to accomplish too much in one event?
• Multiple events for multiple audiences?
• What are the different types of fundraising we could use to accomplish our goals?
Establishing Planning Timeline

Questions to ask:
• When is a good time for your audience to have this event take place?
• What conflicts could potentially be with the date chosen?
• What deadlines exist for planning (ie- food counts, RSS, etc.)?
• When should you send confirmations?
• Does your timeline also include after-event follow-up?
Establishing Planning Timeline

Things to consider:
• Work backwards with dates!
• Have you considered having a calendar for the year- advertise in a “digest” format
Creating an Outline for the Event

Questions to ask:

• What time should the event start (where will people be coming from)?
• How long will the event last?
• How much time does each component of the event need?
Creating an Outline for the Event

Things to consider:
• Have you been doing this event the same way every year? Is it time to switch it up?
• Did you incorporate feedback from last year’s event to change up this one?
• How far do people have to travel for the venue?
• Is the event near holidays, school vacations, etc.?
• How late will the event go?
• How many different fundraising components are there within the event?
Delegating the Details

Questions to ask:
- Who will be the event point person?
- What are the different tasks that need to be accomplished?
- Who will make sure everything is paid for?
- Will you have a registration table?
- Do you have any outside presenters? Who be in charge of communication?
- Who will be in charge of technology
- What can your OSUAA Staff help with?
Delegating the Details

Things to consider:

• Do you want the same group planning every event or different committees for each event?
• How you split up the workload to be fair
• If you’re collecting money, how will it be handled
Executing the Event

Questions to ask:
• Who will be your master of ceremonies?
• Who will show up early to set up?
• Who will collect money (if that is a component)?
• Who will clean up after?
Executing the Event

Things to consider:

• Have volunteers sign up for shifts at your board meeting prior
• It may be helpful to have a time keeper. Also make sure any outside presenters know their time limits
• Think about ways to keep the event engaging, like doing a small give away in between portions of the evening or serving a special food or drink
• Make sure everything looks “nice”- leave yourself enough time in set up and such to make sure everything is executed at a high level
Post-Event Wrap Up

Questions to ask:

• Who do you need to thank?
• Will you send a survey?
• Were you able to advertise your next event?
• Who will be in charge of doing the post-event form for reporting to OSUAA?
Ways to raise money

- Dues/membership (donating to the club versus donating directly to the fund)
- Silent auctions
- Registration costs
- 50/50 raffles
- Live auctions
- Prize raffles
- Direct donations (iGive - tax credit for individual)
- Pass the bucket
- Peer to peer fundraising
Testimonials from current Clubs!
(Western MI & Sarasota)