

## FUNDRAISING

Here are some guidelines to follow and cool ideas to use when fundraising for your GSA. If your club has other good tips or ideas for raising money, let us know!

1. Become familiar with your school's system for financing student organizations. How do clubs set up bank accounts? Where will donations go? Who will donation checks be made out to? Who has the power to sign checks? Talk to other student leaders at your school, your advisor, and an administrator to get ideas and advice.
2. Explore the funding avenues at your school. Ask your advisor, or meet with the Dean of Students/Activities director to see if there are ways your club can get access to school funds or resources (such as photocopying and mailing).
3. Have GSA members do individual fundraising among relatives, family friends, co-workers, etc. See the back of this sheet for a sample donation request letter and a script to use when asking for money over the phone.
4. Engage in fundraising as a club activity.
  - Have a bake sale or car wash - it's not very original, but it usually works. Or add your own twist - instead of selling just cookies, sell cookies with rainbow chocolate chips.
  - Sponsor a play, concert, or other cultural event to benefit your GSA.
  - You might also consider donating part of the proceeds to a community organization or charity.
  - Get a local business to help you raise money by donating a portion of their profits (from a given block of time) to your GSA. One high school did this at Ben & Jerry's one evening. For every customer that mentioned the GSA that night, it got a percentage of the money.
5. Look into community programs that offer grants.
  - Be SPECIFIC about what you plan to do with the grant - what activities your group will do and how you will spend the money (research your budget and make it realistic!).
  - Be clear WHY you want to do the project described in your grant. For example, how will the project benefit your group? Your school? The community? What is the effect your project will have? It is important to describe the activities you will do, but also explain why your group wants to do the project and why it is important.
  - Be YOURSELF. Don't try so hard to make your application sound "professional" that it doesn't sound like anything you would ever say. The people reviewing your application will usually be more impressed if you keep it real than by big words.
  - Be THOROUGH. Always double-check that you included all the information requested, whether it is filling in a form, writing on a separate sheet, or attaching a list, budget, or other info. When you are providing a phone number/address for a contact person, it is usually helpful to indicate if it is a youth or an adult, and to provide contact info for one of each.

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