

## Chapter Fundraising Guide

### YOUR CHAPTER'S FUNDING

Each semester you chapter has access to \$150 in Student Activism Funding (SAF.) SAF can be used to cover all event-related costs (i.e. food, papayas, printing materials, etc.) and replenishes on Jan. 1st and again on July 1st. Unused funds do not roll over. We recommend using your funding to cover at least 3 events.

Chapters also have the option of opening a Trust Account to hold any fundraised money. If unused, funds are held in this account for up to 5 years. Trust Account funds can cover attendance and travel to our annual Conference on Family Planning or for any event-related costs.

Access funding by submitting itemized receipts along with the Reimbursement Form.

### BUDGETING YOUR EVENTS

Create a budget plan for your semester including the events you will host, groups to collaborate with, attendance goals, advertising strategies, and a breakdown of costs for each event. Calculate your total spending budget for the semester including your \$150 in SAF, school funding, and funding from donors and partner organizations.

Make a chart with clear budget goals for each event your chapter is planning. If SAF will not cover all events costs, start a fundraising plan! This guide includes strategies for securing in-kind donations, individual solicitations, and fundraising events.

If you need help planning a fundraiser or want to know more about your chapter's funding, email us at [students@msfc.org](mailto:students@msfc.org)

# In-Kind Donations

## WHAT IS IT?

An in-kind donation is the gift of services or products. It is a non-cash gift that has a cash value. An in-kind donation can be food, meeting space, materials for creating posters, advertising, or a presentation (speech/lecture).

## WHY SHOULD I DO IT?

In-kind donations save costs by securing free food for your events! You can save money on catering by asking local business to support your chapter through in-kind donations. In-kind donations will allow your SAF to cover more events.

## HOW DO I GET IT?

Many local business will want to support your cause and display community engagement. They'll be further encouraged to do so if you offer free advertising. A small sign at your event stating "Food donated by Bob's Deli" is a selling point for that business.

If requesting food from a chain or grocery store, contact their store manager a month or more in advance to ask if they donate food to non-profits. They may have you fill out a sponsorship form or letter. Many chains will donate to receive tax incentives. If they can't contribute in-kind donations, they may have fundraising events where 5-10% of profits under a certain code can be donated to your chapter.

If requesting donations from a local business ask to speak to the manager, tell them your chapter is hosting an event with X number of people, and that you're looking for catering donations. Bring a solicitation letter ([click for template](#)) in case they need it for their records.

MSFC can issue tax receipts for donations. Request an itemized receipt for the donated items, and send it along with contact information for the donor to [students@msfc.org](mailto:students@msfc.org).

# Fundraising Events

Fundraising events are a great way to engage your university and local community in MSFC's mission. Successful fundraisers require time and some upfront costs to ensure you meet your funding goal! Here are some event ideas chapters have used before:

- Sell MSFC t-shirts (All t-shirt ideas must be approved by MSFC HQ before printing).
- Sell candy and condom-grams for Valentine's Day/National Condom Day.
- Sell coffee before 1st and 2nd year morning lectures (get coffee donated from a local café or on campus coffee shop).
- Hold a bake sale (many bakeries will donate "day old" goodies).
- Hold a happy hour at a local bar—you collect admission the bar collects drink money or a percentage of the proceeds will go to your chapter.
- Sell exam stress kits (bottled water, popcorn, chocolate, energy drinks, condoms etc.).
- Organize a scrub sale.
- Run an event to inform pre-med students on getting into medical school, being a pro-choice medical student, etc.
- Co-host a fundraising event with other student groups or local pro-choice organizations.
- Sell pro-choice buttons or lapel pins.
- Sell tickets to a Quizzo/Trivia Night with questions about reproductive topics and give away inexpensive gag gifts or donated prizes.

\*Important Note: MSFC cannot reimburse for any alcohol expenses. However, many groups receive alcohol as an in-kind donation by asking their local wine shop or grocery store.

# Individual Solicitations

## WHO TO ASK?

Friends  
Family  
Family Friends  
People you volunteer with  
Professors  
Religious congregation members  
MSFC Alumni  
Local Ob/Gyns  
Local health clinics

## HOW TO ASK?

There are two ways to attain individual solicitations: a letter writing campaign and face-to-face solicitations. Asking is the hardest part of fundraising, but the most important part as well! Click here to get access to our letter templates that you can use to send your potential donors!

## HOW GIVING WORKS

Donors mail their donations to MSFC headquarters and must include a note indicating your chapter as the intended beneficiary. Donations will be applied to your chapter's Trust Account. MSFC will issue tax receipts via thank you letters to donors. We highly recommend that your chapter personally thank donors as well.

Donors may also donate to your chapter online at <https://donatenow.networkforgood.org/MSFC>. Donors must include your full university name in the dedication line. Your Trust Account will be credited with the amount MSFC receives after the online transaction fee is paid, based on Network for Good's fee for services. Tax deduction letters for online donations are issued based on the amount of the gift before the service fee.