

How do I raise money for my club or program at Humboldt State?

This document will provide you with what you need to ask for donations and hold fundraisers at HSU. The Advancement Foundation is the philanthropic arm of HSU and oversees all philanthropic activity for the Campus. The Philanthropy Department is the office that raises money for the Advancement Foundation. They also enforce the rules and regulations that come with soliciting donations and having fundraisers. Instead of telling you what you aren't allowed to do we hope to provide a guide for what you can do to raise funds for your cause.

Before you get started there are some important things to consider:

- Where is the money going to go? You will need an account with the Advancement Foundation to deposit your money. Don't have one? Call our Budget/Finance Analyst in Advancement 707 826 5103.
- Do you have an online giving page? If you have an Advancement Foundation account, you can have an online giving page. Email giving@humboldt.edu to get one started if you don't have one.
- Who is going to handle the money? The University has authorized the HSU Cashiers Office to be the department responsible for processing incoming payments and enforcing the CSU policy. Any department or organization interested in promoting an event must submit a request Student Financial Services. Review the [HSU Special Event Cash Handling Procedure](#).
- Have you allowed enough time to properly plan? Depending on your activity, you may have to coordinate with several departments on campus, (Philanthropy Department., Risk Management, Student Financial Services, UPD, and Facilities Event Coordinator). Typical lead time for planning can range from 2 weeks, (direct solicitation) to 3 months, (auction)
- Do you have a case for support? A case for support is a statement that says why a donor should give to your project or group. To develop one, start by answering these questions:
 - What are you trying to do with your club or program?
 - Why is your group or project important?
 - What difference will your group or project make on campus or off campus?
 - How will the donor's gift make a difference? Can you provide examples?
 - Using the answers write a personal letter that confidently asks for donors to make their gifts. Even if you're not sending a letter, writing it can be useful to focus your efforts and communications.

Ways to Ask for Money

From simple to complex

1.) Just Ask For It – Direct Solicitation

Direct solicitation is the preferred method to solicit funds at HSU. This includes sending letters, sending emails, and making phone calls. The lead-time of a direct solicitation is 2-3 weeks. Here's what you need to do for direct solicitation:

- A.) Write your letter. Don't know how to get started? There are a lot of online resources and we are always happy to help. Call 5200 or email giving@humboldt.edu if you need help getting started.
- B.) Determine whom you're going to ask.
- C.) Plan how you will say thank you.
- D.) Fill out this [form](#) and send it with your proposed letter and gift form to the Philanthropy Department in NHW 201 or email it to them at giving@humboldt.edu.
- E.) Contact the Director of Annual giving at 5200 or giving@humboldt.edu if you are interested in Phone Solicitations.

Once we receive your solicitation request we will talk with you about your plan and if it looks good we will approve it. At that point you'll be all set to get started raising money.

Throughout this process the Philanthropy Department is available to offer our advice and provide you with best practices but you will still own your project.

2.) Work For It - Do a Fundraiser

Fundraising is raising money by offering premiums, services or benefits in exchange for gifts. Examples of fundraisers are car washes, bake sale, discount card sales, T-shirts sales, donation box, etc. This can be an effective way to raise funds but requires more planning and oversight than direct solicitation.

Here is what you need to do to do a fundraiser:

- A.) Put together a fundraising plan.
 - a. Decide what type of fundraiser you are going to do.
 - b. Figure out who is going to handle the money. All cash handling will require 2 people collecting the funds. (see the [business services procedures](#)).
 - c. Check in with [Risk Management](#) to make sure everyone is covered and safe.
 - d. Determine the Fair Market Value (FMV) of what you are providing. This [form](#) has a FMV budget guide for help.
 - e. Decide how much will you charge. Most items will require sales tax to be collected and paid to the State of California. The sales tax can be included in the sales price of the item. ([more info](#))
 - f. Figure out the start and stop dates.
 - g. Decide how you are going to market the fundraiser.

- B.) Fill out this [form](#) and send it with your plan to the Office of Philanthropy in NHW 201 or email it to them at giving@humboldt.edu.

3.) Really Work For It – Have an Event

Events are another way to raise funds but are not for the faint of heart. Events include things like dinners, performances, golf tournaments, dances and community gatherings. These can be a great way to gather a lot of support and raise funds but they are also resource intensive, risky and require a great deal more oversight. Lead time for one of these events is 2-3 months. To have an event, here is what you need to do:

- A.) Put together an event plan.
- a. Decide what type of event you want to have.
 - b. Figure out who is going to handle the money. All cash handling will require 2 person collecting the funds. How will the money be transported and stored? Are change funds needed? (see the [Special Event Cash Handling Procedure](#)).
 - c. What type of revenue will you be collecting at the event? Gate receipts, pre-sale tickets, concessions, retail merchandise and donation box.

Each type of revenue requires unique guidelines for the collection of cash and storage of the money. Utilization of pre-number tickets will be required and inventory of all tickets and sales merchandise will be the responsibility of the events coordinator.

- d. Do I have to pay sales tax on the retail items I sell at my event? What items are taxable in my concession stand?
 - e. Decide if people can pre-register/buy tickets ahead of time. If so, how will you handle this? On-line ticket sales. Assign pre-numbered tickets to staff? Who will keep the inventory of the tickets?
 - f. Where will your event be held? On-campus or off-campus?
 - g. Do we need liability insurance? Contact [Risk Management](#)
 - h. Are we having an off-campus vendor providing services at the event? Do we need proof of insurance? What type of contract is needed with the vendor?
 - i. What is the budget for your event? [Click here](#) for an example
 - j. How will the event be marketed?
- B.) Fill out this [form](#) and send it with your plan to the Philanthropy Department in NHW 201 or email it to them at giving@humboldt.edu.

4.) Raffles, Giveaways, Contests – Check the Rules Before Planning

Raising funds using these techniques can be tricky because there are a lot of rules. Please review this document - [Guidelines](#). If what you want to do is allowed by these guidelines, you can move forward with your plan. Here is what we need from you:

- A.) Put together a plan for your raffle, giveaway, or contest.
- a. Follow all of the steps listed in Item 3 above.
 - b. Utilization of pre-numbered tickets will be required for any raffle tickets sold. The Event Coordinator will be required to maintain an inventory of all tickets and sales

- merchandise to be sold. (Marcom, ext. 3321, can produce pre-numbered tickets for you, just make sure you have enough lead time)
- c. Determine the rules for your raffle, giveaway, auction, or contest.
 - d. Decide who is going to enforce the rules.
 - e. Decide where you are going to get the prizes, promotions, awards.
 - i. If they are to be donated, please get solicitation approval from the Philanthropy Dept. prior to collecting donated items.
 - ii. Fill out this [form](#) for each donated item.
 - f. Who is going to be responsible for storage of the donated prizes and where are they going to be stored. How will they be distributed?
 - g. Determine a budget.
 - h. Figure out how you are going to market your raffle, giveaway, auction, or contest.
- B.) Arrange a meeting with Advancement and the Cashiers Office. If revenue to be collected at the event is over \$2000, an HSU Cashier will need to be present at the event to supervise cash collection activities.
- C.) Fill out this [form](#) and send it with your plan to the Philanthropy Department in NHW 201 or email it to them at giving@humboldt.edu.

5.) Auction – Check the Rules Before Planning

Raising funds by an auction is the most complex form of fundraising. Auctions require the collaboration of several departments on campus. These events are only approved if the estimated revenue generated is greater than \$5,000. The timeline for planning an auction is 3-6 months. Please review this document - [Guidelines](#). If what you want to do is allowed by these guidelines, you can move forward with your plan. Here is what we need from you:

- a. Follow all of the steps listed in Item 3 above.
- b. For auctions, cash handling will require 2 trained cashiers. Supervising will be performed by the HSU Cashier's Office. How will the money be transported and stored? Are change funds needed? (see the [Special Event Cash Handling Procedure](#)).
- c. Decide where you are going to get the auction items.
 - i. If they are to be donated, please get [solicitation approval](#) from the Philanthropy Dept. prior to collecting donated items.
 - ii. Fill out this [form](#) for each donated item.
- d. If you are auctioning alcoholic beverage items you must obtain a one-day special events liquor license from the Alcohol Beverage Control Board. Check with [Risk Management](#) about obtaining this.
- e. Arrange a meeting with Advancement and the Cashiers Office.
- f. Fill out this [form](#) and send it with your plan to the Philanthropy Department in NHW 201 or email it to giving@humboldt.edu.

Phew! That last bit got a bit complicated didn't it? Might I suggest we "just ask for it" ;)

If you want to do something that isn't covered above to raise money for your club, group, or program, you need to schedule a meeting with the Philanthropy Department. Call 5200 or email giving@humboldt.edu to discuss your options.