

CAMPAIGNS HANDBOOK

GlobeMed



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GlobeMed Vision, Mission, Theory of Change, Core Values

Vision

We envision a world in which health – the ability to not only survive but thrive – is possible for all people.

Theory of Change

GlobeMed was founded by a group of students who refused to accept the massive differences in health around the world. Today, despite much progress, people in the wealthiest countries still live twice as long as those in the poorest. All human life has equal value, yet health and survival continue to be determined by wealth and geography.

But change is possible. By 2035, we can close the gaps in health equity. This is the possibility that *our generation*, the leaders of tomorrow, is inheriting. How do we do it? **By building a movement of people working together for lasting change.** No one person or organization can tackle these challenges alone. Only by uniting our talent, passion, power and resources can we create a world where every human being has a chance to live a healthy life.

GlobeMed strengthens this movement for health equity by:

- **Developing Leaders for Global Health:** GlobeMed provides a platform for students to gain hands-on leadership experience in social change. Students develop the skills, commitment, and relationships to become lifelong leaders for global health.
- **Supporting High-Impact Grassroots Organizations:** All over the world, local changemakers are working to improve the health of their communities. In partnership, we walk together to realize their communities' vision for health and wellbeing.
- **Building a Global Network:** Collaboration is the core of social change. When we work and learn together, we move faster from challenge to solution, from idea to impact.

Mission

GlobeMed aims to strengthen the movement for global health equity by empowering students and communities to **work together** to improve the health of people living in poverty around the world.

Core Values

Dig Deep - To cultivate wisdom, we approach ourselves, our communities and the world with openness and curiosity.

See Possibility - In all people and situations, we see the ability to learn, connect, grow and contribute to positive change.

Grow Together - We accompany each other, cultivating a global community that inspires, challenges, and sustains us.

Be Bold - We put mission in front of ego and fear, doing what it takes to make the change the world needs.

Stay Authentic - We let ourselves be known, remaining grounded and humble even as we aim for the boldest vision.

Campaigns: Purpose & Goals

Purpose

There is no denying that the way in which resources are distributed in our world is unequal. As students lucky enough to pursue a higher education in the United States, most of us fall on the side of excess when it comes to this distribution. Campaigns are our way of standing with our partners and slowly tipping this scale. It really comes down to a belief in pragmatic solidarity: we all know that the solidarity component is important, but standing with someone in solidarity does not mean much unless there is a pragmatic component in which tangible change is made. Dr. Paul Farmer describes this as “the rapid deployment of our tools and resources to improve the health and well-being of those who suffer the violence of poverty.” As college students, we have these tools and resources in abundance.



Goals

1. Equip members with necessary skill-sets to continue the fight for global health equity after graduation

Working in campaign teams provides a unique opportunity to gain tangible skills in event-planning and non-profit management that will hopefully be easily translated into their future work.

2. Work across chapter programs to create a holistic campaign strategy.

Success entails working across sectors, borders and generations. Work across your chapter's sectors to take advantage of everyone's expertise and to ultimately succeed in your Campaign. Campaigns relationship with Finances and Communications will be vital to the chapter.

3. Meet the MoU goal that your chapter committed to fundraising for your project (s) with your partner organization.

Results matter in fundraising, as you have made a commitment to your partner and they depend on your help for a portion of their funding. When you do honor your commitment, it hurts other people.

Campaigns: Roles and Responsibilities

Campaigns Role

A campaign is a series of coordinated activities, such as public awareness events and fundraisers, designed to achieve a goal. Your GlobeMed Campaign is a year-long campus movement that mobilizes funds and support for grassroots projects to improve the health of those living in the community your Partner serves.

Campaigns Responsibilities

As Campaign Coordinator, you play a critical role in leading your chapter to meet the fundraising goal in a way that reflects the GlobeMed vision. The relationship between the chapter and partner organization goes far beyond an exchange of money; however, your partner depends on the MOU goal for a portion of their budget. Results matter when it comes to your fundraising.

The way in which Campaigns are conducted as a chapter is important to developing not only leadership skills among members, but creating leaders who are conscious of their personal values and have a deep understanding the impact their work has. Campaign time is the only time during a chapter meeting where everyone has a distinct role and should take ownership of that role. Ultimately, what everyone should take away from their experience with Campaigns are the tools necessary to enter the “real world” and continue in the fight for health equity in any field.



Campaigns

What is a Campaign?

A GlobeMed Campaign is a yearlong campus movement that mobilizes funds and support for grassroots projects in the communities your partner works in. There is a difference between teams that conduct fundraisers, those that are meant to raise awareness, and teams that play supportive roles. All teams serve the purpose of furthering the goals of your chapter and keep people actively engaged in your work. Your job is to foster collaboration between teams in order to fulfill the campaign goal. It is also important to remember that fundraising and awareness events are not always mutually exclusive – it is possible, often desirable, to hold events that serve the dual purpose of raising money and awareness. Go on and kill those two or three birds with one stone!

Fundraising Teams – Your babies

Fundraising teams are where you will put most of your energy – just like a child you want them to flourish and are meant to support them and help ensure milestones are met. However, like any good parent you want them to be able to function independently and only come to you for big needs. Fundraising teams can include:

- 1) Staple Events—Medium-large, independent fundraisers Ex. 5K, Benefit Dinner
- 2) Individual Giving—Donations from individuals Ex. Global Giving, Holiday Cards
- 3) Small business—Long-term student run ventures that generate funds by providing a product or service to the campus/community Ex. GlobeMed Café, Crepes for KWAT
- 4) Special Purpose Programs—Gifts from, or partnerships with, governments, organizations, foundations or businesses Ex. Grants, KAPLAN, Partnership with Local Restaurants

Other Teams – Your nieces/nephews

Other teams you can think of as nieces/nephews – you have a vested interest in their thriving so they can support your children and vis versa, but their success is in the hands of your brothers/sisters on the eboard. Other teams can include, but are not limited to:

- 1) Awareness—Events with the sole intention of raising awareness for our cause/your partner Ex. Public ghU Team, HillTop Team
- 2) Supportive Teams—Teams that support your Chapter's goals Ex. Communications/Marketing Team, Finances Team, Community Building Team

The Players

In order to make a positive contribution to your partner, it is critical that all GlobeMedders are actively engaged. This will be accomplished by having everyone participate in a campaign, awareness or supportive team. By making sure every single person has a role and feels ownership over that role, the impact, effectiveness and productivity will increase.

Campaign Coordinator

As Campaign Coordinator, you are responsible for leading and managing your chapter's fundraising teams and ensuring they are effectively collaborating with teams in supportive roles (Communications, Finances). This role is essential in affording staff an opportunity for direct positive impact on the partner by fully funding the project(s). Your job is not to micromanage the teams, but is instead to empower team leaders and team members to take ownership over their event – shared responsibility is no responsibility. Delegate and have faith in your peers to come through!

Responsibilities within Campaigns

- Work with the eboard to develop a yearlong timeline including all fundraising and awareness events
- Work with eboard and all of staff to create campaign teams
- Ensure all teams work with the Director of Finances to develop a budget for their event
- Ensure all teams work with the Director of Communications to develop a marketing strategy / marketing materials for their event
- Select and work with campaign team leaders (CTLs) to coordinate and oversee fundraising efforts
 - Ensure each team develops a timeline for their event and check in regularly to make sure milestones are met
- Inspire and maintain enthusiasm among members and the community for the Campaign and your Partner's project(s)
- Ensure that CTLs and Teams know their responsibilities
- Transition new Campaign Coordinator(s)



The Players

Responsibilities beyond Campaigns

- Support every other eboard member
 - Eboard is a family and each individual is there to support every other individual when necessary; be prepared to help out in areas beyond the Campaign
- Be a role model for the chapter
 - You are a leader in the eyes of the chapter and must maintain a certain level of professionalism; have fun, but always remember your role
- Support for teams beyond management and leadership
 - Being an eboard member does not exempt you from volunteering to help out with events, including tabling and manual labor for events; a part of empowerment is reaffirming to chapter members that we are all on the same level
- Advocate for global health equity and health as a human right and spokesperson for GlobeMed at your chapter
 - As a leader in this group, you will often meet people who are potential partners in this movement and it is your job to represent your chapter and our cause

Campaign Teams

A campaign team plans, executes, and evaluates an event. Each team is led by a campaign team leader (CTL) and has anywhere between 2 and 10 staff members, depending on the goal of the team. You will work with the E-Board, with input from your staff, to create teams.

Fundraising Teams

Your fundraising teams should be diverse – variety signifies strength of a chapter and fosters creativity and innovation among members. Some of your teams will be recreating past events and some will be starting fresh with new and innovative ideas. Either way, you are responsible for supporting them along the way.

Other Teams

Many chapters have discovered the benefits of creating teams outside of those rooted in fundraising in order to support fundraising efforts and as a way to build awareness and reputation as chapters. As Campaign Coordinator, you will work with the eboard to decide which teams are necessary or desirable for the success of your chapter.

The Players

Main Responsibilities

- Generate an idea for an event (if applicable) or work on improving upon a past event
- Plan event
 - Create timeline, ensure key milestones are met, involve whole chapter in promoting event
- Implement event
 - Ensure event runs smoothly, delegate and hold each other accountable
- Post-event evaluation
 - What was done well?
 - What needs to be improved upon?
 - Lessons learned?
- Document event
 - If a document already exists, update it based on the team's experience with the event so that the next time a team wants to run the event they know exactly what you did and where to improve
 - If a document does not exist, create one – the amount of detail should be enough for a stranger to come in off the street without any previous knowledge of your event and recreate the event based on your document
 - Put these documents in an easily accessible place (your intranet) so that new teams are not left reinventing the wheel



The Players

Campaign Team Leaders

Recruiting the right people to lead campaigns is crucial to your success. You will be responsible for facilitating the selection and training of Campaign Team Leaders (CTL). Each CTL is responsible for managing his or her respective campaign team towards its goal – which should be projected before they begin. CTLs have a major impact on the success of your chapter's campaign and can show off their leadership skills for a future role on the eboard.

Main responsibilities

- Plan for and lead regular campaign team meetings during or after staff meetings
 - Agenda, minutes, keep people informed on progress
- Inspire enthusiasm within the campaign team for the project
- Communicate regularly with Campaign Coordinator to keep him/her updated with team's progress and ensure milestones are reached in a timely manner
- Work with Campaign Coordinator to develop a timeline for their campaign
- Work with Director of Communications to develop marketing and advertising materials for campaign team's project
- Work with Director of Finances to develop a budget for their campaign
- Assign roles/delegate work to team members
 - It is recommended to give people roles within their campaign team. For example, having a Finances Liaison, Marketing Liaison, Logistics Coordinator, Admin. Assistant (in charge of minutes, etc.) on each team not only gives people roles and a sense of ownership, but can help teams run smoothly
 - We understand not all teams are big enough to foster this; however, it is generally a good rule of thumb that if a person feels as though they are important to the success of an event they are more willing and likely to complete their role to the best of their ability

Selecting and Preparing CTLs

It is your job select CTLs and make sure they feel prepared, confident and empowered to manage a team. Your job is not to micromanage, but rather to empower your CTLs and support their efforts every step of the way. You are cultivating not only potential leaders for your Chapter, but more importantly future leaders in the movement towards global health equity.

Timelines

As Campaign Coordinator, you will be working with the eboard to create a timeline for the entire year that includes all relevant Campaign events (both Fundraising and Awareness). You will also be working with each fundraising team to create individual timelines per event with all relevant milestones.

Year-Long Timeline

All chapters should gather and discuss their overarching Campaign Timeline. Creating this will help you visualize your key milestones and ensure that events do not overlap too heavily. By creating a timeline of all chapter events, you will be able to avert any possible pain points by carefully planning events with ample time for preparation and without having too much overlap. Though it is important to have a visualization of your chapter Campaign timeline, each team will also create their own timeline and workplan so that key milestones are met.

Campaign Team Timeline

In the Resources section at the end of this guide are links to sample worksheets for each type of campaign event that teams may find useful in planning their event. When planning, teams should make sure that their projected timeline does not interfere with major events - Finals, midterms, Holidays, network-wide events, etc. They also need to be conscious of the milestones they need to reach and delegate these with ample time in the beginning stages of planning. It is your job to make sure that teams understand these duties and to direct them to the resources in this manual or on Empowered if they need help in creating a timeline // workplan.



Keeping Everyone Engaged

Keeping Everyone Engaged

To ensure that everyone in your chapter remains dedicated to the end goal throughout the year, be sure to:

1. Hold on to your WHY – stay connected to the bigger picture
2. Demonstrate progress – successes are huge boosts for moral, share these often
3. Show that the goal is achievable – capitalize on progress in the past and challenge members to push the boundaries

Hold on to your WHY by...

- Revisiting WHY you are conducting fundraisers and awareness events weekly – the more people feel connected to WHY they are doing something the more they will care about WHAT they are doing
- Updating the Timeline with upcoming events
- Reiterating the importance of the project(s) and your Partner at all meetings

Demonstrate progress by...

- Working continually with the Director of Finances to regularly update the fundraising total
- Publishing your current total periodically (ex. once a month) at meetings, on your website, on your Facebook group page, etc
- Publicizing your current campaign total at all fundraisers
- Capitalize on the success of current campaigns to maintain momentum in all campaigns

Show that the goal is achievable by...

- Estimating how much each fundraiser will raise
- Projecting how the campaign goal will be reached
- Encouraging students to push boundaries and the possibility of building on and exceeding what the chapter has been capable of in the past

Engaging Others

Engaging staff members is only half the battle - you must also make sure fellow students, friends, family, and community members are aware of your events. In order to do this:

- Work with the Director of Communications to e-mail student groups, professors, and other members of the student body who do or would potentially support GlobeMed
- Work with the Director of Community Building to make sure the local community organizations understand your Campaign.

Evaluating your campaign

Evaluating your campaign

Evaluating your Campaign is an essential part of meeting your Campaign Goal. It is especially helpful for identifying successes and areas for improvement that can be used for the next fundraiser and helping the incoming coordinator hit the ground running in the fall.

Fundraiser/Event Evaluation

After each fundraiser, the Team that ran the event should conduct a thorough and honest evaluation ASAP, while the event is fresh. Successful events will be featured on the “platform”, which will help spread great ideas throughout the network. While it is each team’s responsibility to conduct this evaluation, it is your job to ensure this gets done and that you and the team align on the evaluation.

Check out the Resources: Campaign Team Evaluation Form for an example.

Semester/Year-End Evaluation

At the end of the Fall, as an eboard it is important to revisit your strategic plan and make sure you are on track in terms of fundraising. After the Spring, you will conduct an honest evaluation that will inform your strategic planning process for the next year. This will be completed by everyone in your chapter to help improve campaigns for the following year.

Transition

As part of the transition process, you will meet with the incoming Campaign coordinator to discuss:

- Overall assessment of the campaign
 - What worked?
 - What didn’t work?
 - What would you have done differently?
- Week-to-week schedule and responsibilities of the Campaign Coordinator
- Plans for next year
- What to expect

Their success, and thus the success of the Chapter, depends on a smooth transition – one of the biggest problem our organization faces is turnover. Having proper systems in place for the smooth transitioning of your position is critical – DOCUMENT DOCUMENT DOCUMENT!

TOOLS AND
RESOURCES

Resources

Strategic Resources

- Suggestions for Creating Teams
 - Selecting and Preparing CTLs
- [Effectively Communicating GlobeMed](#)
 - Making sure all members are able to communicate their passion for GlobeMed clearly and succinctly is a big part of successful fundraising
- How to Get In-Kind Donations

Planning Resources

- Overarching Campaign Timeline
 - This timeline is meant to guide your chapter and visualize your overarching campaign
 - You should calendar your events in more detail so as not to overlap with midterms, finals, or other events
- How to Plan a Campaign Event

Fundraiser Ideas

- Fundraiser Idea Generation Activity
- Success Stories from Other Chapters (LINK IDEAS VAULT)

Evaluation Materials

- [Campaign Team Evaluation Form](#)
 - Any team with a major event needs to conduct evaluation immediately after
 - Any other team needs to conduct evaluation at least 2X per year

Suggestions for Creating Teams

Before going into the year, you and your eboard should have an idea of what teams you are going to need for your chapter to thrive (marketing team, grant-writing team, individual giving team, benefit dinner team, 5K team, staple event team, small business team, public ghU team, etc.). You can use the Team Projections Worksheet to help you decide what teams your chapter will have.

[Team Projections Worksheet](#)

Once you have recruited for the year and have a solid idea of the number of people that will be in your chapter, your eboard can rework teams a little bit to reflect this. For example, if you get more members than you originally planned, you may be able to create a grant team on top of what you already planned. If you get less people than you wanted, you may have to reduce numbers on teams or cut that extra person you were going to put on the marketing team. Be strategic in the way you form teams so that every member is set up with a defined role in the chapter.

There are many ways you can break your chapter into teams. We recommend that you give each member a say in where they will be placed, based on their interests and what they think they can offer a team. In doing this, you will set people up to succeed.

One way to get member input is to create an interest form based on the campaigns you run every year and the one's you hope to run in the coming year. This should be done in the very first meeting so that people can be placed in teams by your second meeting and you can get the ball rolling. For members who miss the first meeting, make sure to send them the form via email. Finally, you may also have a team or two made up of old members that worked throughout the Spring and Summer to throw a Fall event, but adding a new member to this team can benefit you in the long-run by allowing fresh perspective. By allowing members to rank their interests, hopefully everyone can be placed on a team where they will thrive.

Selecting // preparing CTLs

There are many ways to go about selecting leaders for each of your campaign teams. If you have a marketing team, public ghU team, community building team, etc. the corresponding eboard member will serve as the leader. But for other teams, a leader will need to be selected.

An easy way to gauge prospective team leaders is to add a section to your campaign team interest form about if they would like to be a team leader and why. This way, if you have too many leaders, you can interview them and select the best fit for each team, and if you do not get enough interest you can target people. Another way to select team leaders is to target certain individuals. Going into a new year, you probably have a good idea of members who have stepped up and worked hard in the past - but be careful not to discount the potential in new members.

In the end, it is up to you to figure out how to select your team leaders, but once you have, make sure you are there for them every step of the way. Your job is not to run every single campaign, but to empower your CTLs and chapter members to feel confident in planning and executing an event.

For some helpful materials on leadership within the context of a team, follow this link http://leadership.uoregon.edu/resources/exercises_tips and click on “Leadership Reflections” and “Leadership Skills”. On this site you will find everything from conflict management to authentic leadership resources.

Sample Campaign Team Interest Form

Name:

Year:

Major:

Of the following teams, rank the three you are most interested in from 1-3:

Rank (1-3) **Team**

_____ **Staple Event** - You team will come up with an original event that will take place in the Spring. As a part of this team, creativity will be highly encouraged!

_____ **Benefit Dinner** - An annual event, you will be improving upon dinners from years= past. This team will take extreme attention to detail and innovation for it to be successful.

_____ **Grant-Writing** - This team is in charge of seeking out and applying for grants to fund our chapter, as well as for grants to support our fundraising goal. Extreme attention to detail and writing skills are very important on this team.

_____ **Public ghU** - The ghU team will work with the ghU coordinators to create public ghU events on a variety of topics on campus and within our community to help raise awareness for our partner and our cause. This team needs individuals who think outside of the box and who are good at researching and inviting speakers

_____ **Marketing** - This team will work directly with the Director of Communications to promote GlobeMed and create marketing materials and strategies for all events. This team needs people with experience in marketing or creative ideas for spreading the word.

_____ **Community Building** - Are you a real people person? This team will work with the Director of Community Building to plan activities both in and outside of chapter meetings as an opportunity to strengthen community within our chapter. This team will also work to build community within our campus and across the greater community.

Sample Campaign Team Interest Form (Cont)

Campaign Team Leader

Every team needs to have a designated team leader to make sure your everything runs smoothly and nothing falls through the cracks. CTLs work closely with the Campaign Coordinator and will gain valuable experience in managing a team and event planning. Becoming a CTL is also a good way to show off your leadership abilities for a future role on the eboard.

Main responsibilities of Campaign Team Leader:

- Plan for and lead regular campaign team meetings during or after staff meetings
- Inspire enthusiasm within the campaign team for the project
- Communicate regularly with Campaign Coordinator to keep him/her updated with team's progress and ensure milestones are reached in a timely manner
- Work with Campaign Coordinator to develop a timeline for their campaign
- Work with Director of Communications to develop marketing and advertising materials for campaign team's project
- Work with Director of Finances to develop a budget for their campaign
- Assign roles/delegate work to team members

Are you interested in becoming a Campaign Team Leader? **YES** **NO** **MAYBE**

If yes, please use the following space to tell us why we should consider you as a team leader in no more than 5 sentences:

How to get in-kind donations

Whether you're looking for food, silent auction items or materials, you should tap into all available resources, both on-campus and in your community, in order to keep overhead costs for events as low as possible. Most businesses have a philanthropy strategy and are open to donating to student groups. However, they won't just donate to anyone - you have to prove to them that GlobeMed is the right student group for them to work with. Although the specific donation request procedure varies from company to company, these tips can help you ask for in-kind donations:

TIMING is everything: Many corporations require **30-60 days'** notice to review a donation request, so ask about request deadlines well in advance. Requests need to happen during the first part of your planning phase so you can incorporate in-kind donations into your timeline and budget.

Form a PLAN: When you make your budget, decide what items can be donated and then figure out a plan to make it happen. If, for example, you're planning a silent auction, brainstorm the types of things you would like at the auction and then look for businesses that meet your needs. You can't just ask for "stuff," so formulate a general idea of your needs before approaching a business.

Figure out who to CONTACT: First, check the company's website (if it exists) to see if they have a "donation requests" contact or online request forms. If not, you can call the company or visit in-person to inquire about the donation request procedure.

Know your NONPROFIT status: Each chapter has nonprofit tax exemption through their university or GlobeMed's group exemption. It is important to communicate your nonprofit status and your EIN (tax identification number) to corporations because the tax exemption they receive is a motivating factor for donations. If you have nonprofit status through your university, make sure that this is clear in your donation request letter and that you use the university's EIN. [LINK G-MED FORM]

How to get in-kind donations

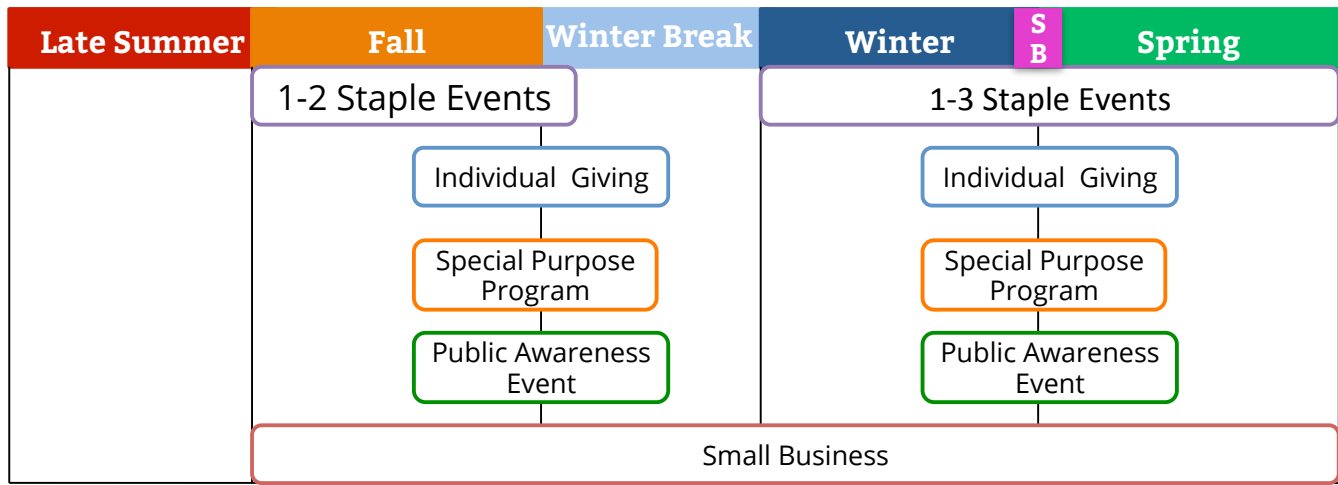
Targeted DONATION LETTER: The companies you approach are for-profit organizations and want their donations to be good business moves and good deeds. Create an official letter with your chapter's letterhead and EIN, a description of your GlobeMed chapter, details about the event, and if necessary what you can offer them in return for their donation. [LINK SAMPLE LETTER]

FOLLOW UP: No matter how much a company donates, send them a thank you with details about the event's success. Some companies may require you to submit an official document recapping the event and their involvement so make sure you know the protocol.

Helpful Hints:

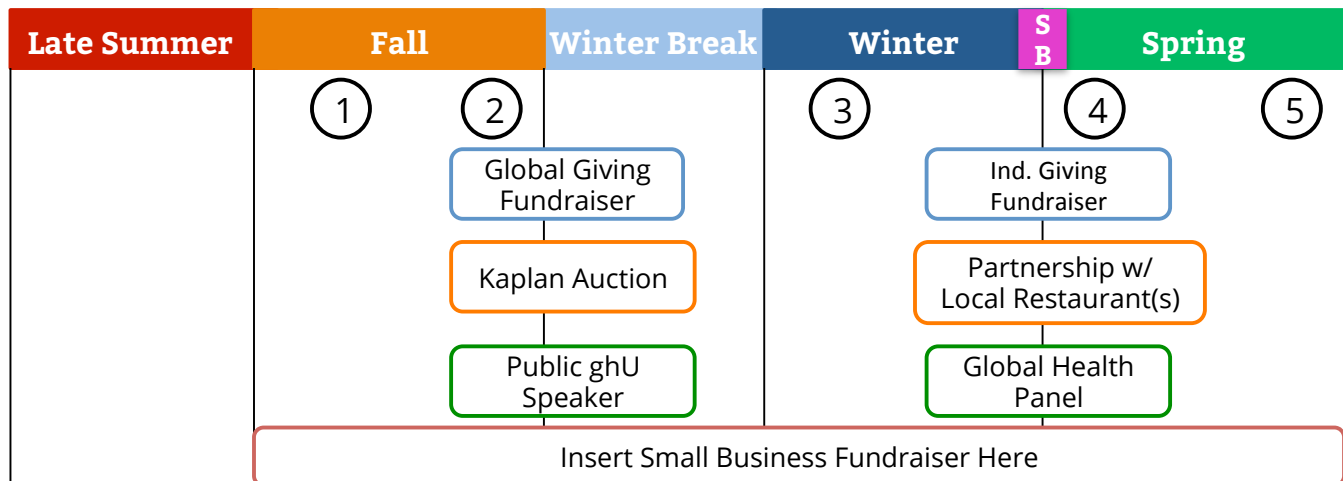
- Wholesale stores like Costco and Sam's Club generally require more advance for donations (~2 months in most cases - prioritize these) - these are useful for reception items, drinks, etc.
- Companies like Target and Wal-Mart also have policies for in-kind donations that usually take time, start these early as well
- Grocery stores are likely to donate gift cards to non-profit organizations in their communities ON THE SPOT as long as you have a copy of GlobeMeds tax exemption and a request letter
 - This is key for last-minute money for food or supply needs
 - King Soopers, Jewel and Dominicks all have such policies
- Restaurants will occasionally donate gift cards or food items (pizza, etc) but you will generally need to speak with a manager
 - Call before you go in-person to find out when a manager will be working
- Businesses will occasionally donate gift-cards or actual items for events such as silent-auctions
 - Hit these up early, as donor-fatigue is common with small businesses and hitting up your target businesses will take time

Campaign timeline



SB = Spring Break

Using the campaign timeline



- ① Insert your event here
- ② Insert your event here
- ③ Insert your event here
- ④ Insert your event here
- ⑤ Insert your event here

SB = Spring Break

Use this template to build your chapter's timeline!

GlobeMed at [Univ] is raising [\$ amt] for [project impact]!

How to Plan a Campaign Event

We have created worksheets that should prove helpful in successfully planning and executing campaign events. Each worksheet will not only help you plan the event, but will help you create a budget and get you thinking about how to create a marketing plan for your event. Through this process, each team should also be able to come up with a timeline for their event and can make sure they allot an appropriate amount of time to make the event as successful as possible. Each event type linked to an excel worksheet that can be used by each team.

[Staple Event / Awareness Event](#)

[Individual Giving](#)

[Small Business](#)

[Special Purpose Program](#)

The following link will take you to resources on everything from planning an event to organizational development. Your CTLs may find it useful: http://leadership.uoregon.edu/resources/exercises_tips/events/planning_an_event

Fundraiser Idea Generation Activity

Materials

- Large sheets (easel-sized) paper or classroom with lots of whiteboard/blackboard space
 - Markers
 - Location to meet for at least 45 minutes
1. Write your Campaign Goal at the front of the room so everyone can see it
 2. Break everyone into groups of 3 to 5, and give each group a sheet of paper and markers
 3. Start brainstorming! Take 15 minutes for every group to write as many crazy ideas for fundraisers as you can. Remember the most important rule of brainstorming: No one is allowed to say “no” to an idea – no matter how outrageous it is – people can only say “and” to build off of that idea.
 4. Now, forget about the ideas you have come up with, and come back together as an entire group. On another sheet of paper, answer the following questions to determine the characteristics of fundraisers that would be most effective for your chapter:
 - What hasn't worked in the past? Why?
 - What has worked in the past? Why?
 - What times of the year are best for the different types of fundraisers (staple events, individual giving, small business)?
 - What do students think is fun?
 - Who can we target on our campus?
 - What other groups can we work with (ex. Greek system)?
 - What raises lots of money (even though it might not be very 'fun')?
 - How can we take advantage of our Campaign 'branding' (name & objective)?
 5. Based on your answers to these questions you should start to notice what sorts of fundraisers can be effective for your chapter, and what ones would not be. Keep these in mind as you go to the last step.
 6. Finally, go through each brainstormed idea and your answers to the above questions to determine whether the fundraiser is effective:
 - Cross out the fundraisers that would definitely not be effective
 - Circle the ones that would be very effective

Use your circled ideas to create your Timeline for the Campaign!

