



FUNDRAISING

Fundraising which encourages social responsibility and community involvement. Learn creative ways to fundraise while being socially responsible and supportive to your campus community. This workshop will discuss fundraising opportunities, how to think outside the box and tips on how to solicit. Also, there will be an opportunity for you to share some of your successful and unsuccessful fundraising.

Trisha Albertsen & Ashira Murphy

June 20, 2014

WAYS TO RAISE FUNDS...



- **Raffle or Opportunity Drawing?**

- ❖ A **raffle** is a type of lottery in which prizes are awarded to people who pay for a chance to win. Each person enters the game of chance by submitting a detachable coupon or stub from the paper ticket purchased. A raffle must be conducted under the supervision of a natural person age 18 or older. At least 90 percent of the gross receipts from raffle ticket sales must be used by the eligible tax-exempt organization to benefit or support beneficial or charitable purposes in California.
- ❖ It is an **opportunity drawing** under Penal Code section 320.5, subdivision (m) states that a raffle is exempt from registration with the Attorney General's Office and become an opportunity drawing if **all** of the following are true:
 - ☑ It involves a general and indiscriminate distribution of the tickets
 - ☑ Tickets are offered on the same terms and conditions as the tickets for which a donation is given
 - ☑ The scheme does not require any of the participants to pay for a chance to win

ELIGIBLE TAX-EXEMPT ORGANIZATION?



- Where are the funds going?
 - ❖ All of our funds go into the Chaffey College Foundation which is a 501(c)(3) non-profit organization



THE CHAFFEY COLLEGE FOUNDATION

FUNDRAISING OBJECTIVES



CHAFFEY COLLEGE MISSION AND CORE VALUES

MISSION

- Chaffey College improves lives within the diverse communities it serves through equal access to quality occupational, transfer, general education, and foundation programs in a learning-centered environment where student success is highly valued, supported, and assessed

CORE VALUES

- **Student Success**

Chaffey College fosters a climate of inquiry, promotes evidence-based decision making, and provides access to essential learning support.

- **Educational Excellence**

Chaffey College supports a spirit of innovation and excellence in teaching and learning as reflected in the core competencies.

FUNDRAISING OBJECTIVES



CORE VALUES *continued*

- **Climate of Inclusion and Respect**

Chaffey College honors representative voices and collaboration in a respectful and professional learning environment.

- **Dynamic Student Services**

Chaffey College integrates comprehensive support services into a seamless, accessible, and sensitive network.

- **Responsiveness to the Community**

Chaffey College develops community partnerships, unique learning opportunities, and outreach programs to meet the needs of the community.

- **Environmental Responsibility**

Chaffey College commits to the preservation, conservation, and responsible use of its resources.

FUNDRAISING OBJECTIVES



The Classified Senate's mission is to provide Classified Professionals with a formal participatory voice in supporting the College's mission, vision, core values and promoting a successful learning environment for students." As an integral part of the college community, the Classified Senate shall actively contribute to the growth and success of the College.

Accreditation Standards for Classified Senate

Standard	Description	Item
III.A.5	All employees have opportunities for growth and development	2, 7, 14
IV.A.1	Institutional leaders create supportive and inclusive environment	5, 6, 7, 12, 18
IV.A.2	Faculty, staff, administrator, and student participation in governance is established by policy	1, 13, 15
IV.A.3	All constituencies work together for the good of the institution	9, 10, 16, 17
IV.A.4	Honesty and integrity in relationships with external agencies; relationship with the Commission	8, 11
IV.A.5	Role of leadership. Governance decision-making evaluated; results used for improvement	3, 4

FUNDRAISING OBJECTIVES



- III.A.5.

Senate created a supportive and inclusive environment by:

- ❖ Opening the opportunity for Senators to participate in one of the main events on campus and to serve as a representative on Classified Senate.
- ❖ Working collaboratively with other committee or departments with the objective of benefiting students or classified staff.

- IV.A.1.

Classified Senate creates a supportive and inclusive environment in the following ways:

- ❖ Meetings are open to all classified professionals.
- ❖ Host events that are open to staff, faculty, and administrators.
- ❖ Have assigned area representatives to communicate information
- ❖ Posts information on the Classified Senate website and the public folder on the z drive.
- ❖ Sends out a monthly newsletter.
- ❖ Embracing newly selected senators as well as assisting continuing classified professionals in connecting with one another to continue planning and working together.

FUNDRAISING OBJECTIVES

- IV.A.2.
 - ❖ Classified senate participates in shared governance by approving classified representation/participation on district committees. This includes all standing committees, as well as hiring committees.
- IV.A.3.
 - ❖ Classified senate works for the good of the institution by funding student and staff scholarships, offering morale building events to classified professionals, Collaborating together or through representation with other departments/programs (such as the Bookstore and One Book, One College), and donating to various district-supported events.
- IV.A.4.
 - ❖ Classified Senate demonstrates honesty and integrity in relationships with external agencies by honoring all commitments it makes.
- IV.A.5.
 - ❖ Classified Senate evaluates its leadership, governance, and decision-making for improvement by sending out surveys after events, and with an end of term survey.

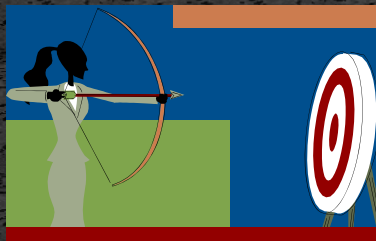
WHERE TO BEGIN



- **Know Your Objective** – To meet the mission of our college, senate and accreditation standards by raising funds for classified and student programs.
 - ❖ State what specific purpose for your fundraising or make a broad statement
 - ❖ Be prepared to state purpose, if requested
 - Scholarships, Book Grants, Student Food Pantry, etc.

Donor Stipulations:

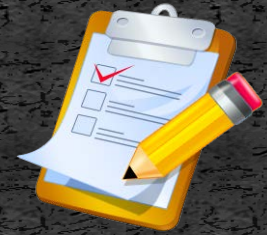
- ❖ Schools First FCU Donations - only use funding for professional development



WHERE TO BEGIN



- Develop subcommittees for fundraising
 - ☑ Chair
 - ❖ If a large event, have smaller groups working on different areas within subcommittee
 - ❖ [Event preparation form](#)
 - ☑ Determined by type of event
 - ☑ Event Contacts
 - ❖ At least 2 people (chair and co-chair)
 - ☑ Event Procedures & Timelines
 - ❖ Follow procedures & timelines (adjust as needed)
 - Event date, time and location
 - Assign task or take volunteers for items that need to be done



WHERE TO BEGIN



CELEBRATING EXCELLENCE TOGETHER

Classified Senate Event Preparation Form

Event/Activity:

Date:

Chair(s):

Subcommittee

Flyer:

Food:

Collection of Donations:

Decorating:

Room Set-up:

Room Clean-up:

Ticket Sales:

Opportunity Tickets Sales:

Notes for next year:

Steps For Requesting Cash Donations and In-kind Donations



- **Initial Contact Letter** (mail or in-person)
 - ❖ Detailed relative to the event
 - ❖ If possible, have Superintendent/President & CS President sign
 - ❖ Include a self addressed envelope and offer to pick up items that can't be mailed

- **Follow Up Contact Letter** (if no correspondence by the requested date)
 - ❖ No later than one week after the requested receive date for items



Sample Donation Request Letter



October, 2013

Dear Community Member,

The Classified Senate of Chaffey College is planning its annual Holiday Luncheon on Friday, December 6, 2013. During the luncheon, the Senate will be hosting an opportunity drawing to raise money for student scholarships and other campus events held throughout the year. On behalf of Classified Senate, we are looking for donated items such as gift certificates, gift baskets, or any other gift items you would like to donate for the opportunity drawing to help support our efforts. Senate recognizes the challenges businesses are facing in these hard economic times; however, any donation you make will be very much appreciated and is tax deductible. The Chaffey College tax ID# is 95-4095445. Once we receive your donation, our Foundation office will send you paperwork for your tax deduction.

We are accepting all donations until October 30, 2013. Please send your donation to the following address:

Chaffey College
Attention: Classified Senate, AD-102
5885 Haven Avenue
Rancho Cucamonga, CA 91737-3002

Please contact Alice Soto at 909.652.8215, if you would like us to pick up your donation or if you have any questions. Classified Senate appreciates your contributions and thanks you for your continued support of the Chaffey College Classified Senate Fundraising Program.

Sincerely,

A handwritten signature in black ink that reads "Henry D. Shannon".

Henry D. Shannon, Ph.D.
Superintendent/President

A handwritten signature in black ink that reads "Trisha A. Albertsen".

Trisha Albertsen
President, Classified Senate

Steps For Requesting Cash Donations and In-kind Donations



- **Thank You** - always acknowledge every gift; no matter the value.
 - ❖ Complete a donor receipt/recognition form once a donation is received, this is for internal purposes only.
 - ❖ Phone call -1st choice – verify contact & mailing address to send acknowledgement letter to.
 - ❖ Letter – No matter what always send an acknowledge letter, to address where donation request was sent to if you can't verify by phone.
 - ❖ Email - last choice – use when mailing address and phone number are not available



ON-CAMPUS FUNDRAISING



- **Make-A- Difference Month**
 - ❖ Buck-A-Month/United Way Drive
- **Holiday Luncheon**
 - ✓ Over 200 staff/faculty enjoy end of semester luncheon together
 - ✓ Opportunity drawing raises over \$2,000 for classified/student programs (this year \$2,700)
 - ✓ Buffet from local business to support our community and upper administration serves as a way to give back to staff / faculty
 - ✓ \$25 donated gift from each senate member
- **Classified Appreciation Week**
 - ❖ Breakfast/Elections

ON-CAMPUS FUNDRAISING



- **Graduation**

- ❖ Snack Bar – Bookstore provides food/beverages we work the snack bar and give 25% of sales



- **Cell Phone Collections**

- ❖ Collect used cell phones and turn them in to the recycling company for funds



- **Halloween**

- ❖ Request each contestant to bring a bag of food for the student food party



OFF-CAMPUS FUNDRAISING



- **Goodwill Drive - \$ 9,300 (Four years)**
 - ✓ Event is done on a Saturday, normally during June
 - ✓ We do pre-collections for those who can't bring items that day
 - ✓ Morning of event we have a group who goes out to surrounding area and looks for community members having yard sales and we offer to come and pick up what they have left and they will receive a donation slip from the Goodwill.
 - ✓ 28' trailer 100% full of donations we receive \$1,500
 - ✓ 28' trailer 100% full of bulk or e-waste we receive \$900
 - ✓ Advertise in local newspapers community linkage page, facebook, school newspaper , Twitter, etc.

OFF-CAMPUS FUNDRAISING



- **Flapjack Fundraiser**
 - ❖ Applebee's – sale \$10 per ticket (\$5 of proceeds go to college)
 - ❖ This year we raised \$535
- **Stateline Trips**
 - ❖ Charter bus – Charges \$5pp, we charge \$10pp and give them drinks/donuts
 - ❖ Do a 50/50 drawing on the way up and the winner is picked on the way home
 - ❖ Do an opportunity drawing for a gift basket donated from either bookstore/foundation
- **Dinning for Cash**
 - ❖ HK's Bar & Grill - \$100 (percentage of sales)

COMMUNITY OUTREACH FUNDRAISING



- **Susan G. Komen 5k Walk/Run**
 - ❖ Classified Senate participated in our first “PAWS for a Cause” community outreach event. In support of Breast Cancer Awareness, Team Chaffey’s Pink Panthers participated in the Susan G. Komen Inland Empire Race for the Cure in Temecula, CA. The event had over 10, 270 participants including Chaffey’s team of 27 which included family and friends.
 - ❖ Chaffey’s Pink Panthers have fundraised over \$4,300 and was first in the school category for a team and sixth in overall donations by a team.
- **Walk4Kids (Ronald McDonald House)**
 - ❖ Classified Senate participated in our second “PAWS for a Cause” community outreach event. In support of the families of seriously ill and injured children who are receiving care, Team “Chaffey College Cubs” participated in the Loma Linda Ronald McDonald House Walk for Kids at the Citizen’s Business Bank Arena in Ontario, CA. Chaffey’s team of 29 included family and friends. Out of over 150 registered teams, Chaffey College Cubs was in the top 20 teams of highest fundraising by a team.
 - ❖ The Chaffey College Cubs team fundraised \$2,121.

COMMUNITY OUTREACH FUNDRAISING



- **Revlon Walk/Run**
 - ❖ Made a donation of \$100 and some senator participated or worked the event.
- **Walk4Wishes (Make A Wish Foundation)**
 - ❖ **Classified Senate** led a team of 15 members to participate in the 2014 Inland Empire Walk for Wishes. The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy. Our team the
 - ❖ “Chaffey College Panthers” were able to raise over \$1,800 which also earned us a place on the events “Wall of Fame.”

COMMUNITY OUTREACH FUNDRAISING



- **Cards 4 Soldiers (United Way Partnership)**

- ❖ Operation Community Cares is an organization that proactively supports the health and welfare of our American Servicemen and Women across the globe. The troops love to hear from all of us and mail brightens their days. These are the most important items we can send the troops & we can never have too many letters of support. Supplies to create the cards were provided by United Way and by many Classified Senate members. We sent over 370 cards.
- ❖ Through the organization, Soldiers' Angels, Classified Senate has adopted a Marine Corp staff sergeant currently stationed in Afghanistan. This adoption includes the commitment of sending the minimum of one letter a week and one care package a month through April 2014

COMMUNITY OUTREACH FUNDRAISING



- **Cards 4 Kids (United Way Partnership)**

- ❖ For many kids, the hospital is a home away from home. The children are patients with illnesses that vary from mild to terminal and they often undergo long uncomfortable treatments and recovery periods. These cards can be the perfect distraction to help them through the difficult time. Through the efforts of United Way, the cards that were created at the events will be distributed on the lunch trays of children at Loma Linda University Children's Hospital and Pomona Valley Hospital. We sent over 230 cards from Chaffey College

COMMUNITY OUTREACH FUNDRAISING



- **House of Ruth – Domestic Violence**
- **Foster Homes – Foster Youth**
- **Food Pantries – Within the community and on campus**
- **Teddy Bears for Hugs (Loma Linda Children’s Hospital)**



FRIENDRAISING



- **Developing relationships w/ possible donors in the community**
 - ❖ Ex. Any business manager (decision maker) recognition
 - ❖ Ask letters (personal delivery)
 - ❖ Visit location and spark conversation, just say hi!, introduce your guest, etc.
 - ❖ Find out about their upcoming & past events and follow up with them
 - Ask if they need any volunteers
- **Personal friends w/ own business express the benefits of donating**
 - ❖ Self-promotion
 - ❖ Tax write-off
 - ❖ Helping a friend 😊

Open Discussion...



- Any Questions
- Share Your Fundraising Experience (Good or Bad)
- Trisha.albertsen@chaffey.edu or 909-652-6033
- Ashira.murphy@chaffey.edu or 909-652-6036

