WAGNER COLLEGE

Student Fundraising Handbook

INTRODUCTION TO FUNDRAISING

Let's get to it! Fundraising is defined as the organized activity of raising funds. Effective fundraising significantly increases the ability to raise necessary funds to maintain and enhance student organizations on campus. It's important to follow the appropriate steps to ensure success while fundraising for your organization.

Step One: Brainstorm Ideas!

Schedule a meeting with your respective student organization, and discuss fundraising ideas that are fun and innovative, but also realistic.

Step Two: Strategize

- Establish a realistic fundraising goal and timeline for your organization.

- Make a case to support this goal that emphasizes the need for fundraising through use of data and research, historical information, and personal testimonials.

- Specifically outline what it is that your organization plans to fundraise for, and why this is essential to the maintenance and improvement of your student group on campus.

- Identify the target audience for your fundraising effort – alumni, parents, friends, classmates, etc. and how to communicate effectively with each group.

- Evaluate the resources available to you to that will help to spread awareness, and promote the advertisement of your fundraising effort.

- Draft various templates that can be used for fundraising purposes – emails, personal letters, social media messaging, promotional materials etc.

Step Three: Execute the Plan

- Once you have gathered all the necessary materials and have established a clear fundraising goal, designate a member from your organization to oversee the fundraising effort, and serve as the liason between the group and your on-campus advisor, in addition to the fundraising team within the Office of Institutional Advancement.

- Complete and submit a student fundraising request form to the Office of Institutional Advancement. Please allow 5-7 business days for review and approval.

- Once your student fundraising request has been approved, the student fundraising respresentative will meet with a staff member from the Office of Institutional Advancement to review the fundraising goals, timeline, and strategic plan.

- Throughout the student fundraising process, be sure to remain consistent in your efforts with all Wagner College rules and regulations.

WHY FUNDRAISE WITH WAGNER?

With so many different fundraising and crowdfunding platforms available to students these days, you're probably wondering why it would be beneficial for your student organization to fundraise with Wagner. Here are the reasons why!

- Keep every gift!

As opposed to other fundraising platforms such as Kickstarter, which follow an "all-or-nothing" policy, fundraising with Wagner will allow your organization to utilize every gift that is made as a result of your fundraising efforts, even if the overall goal is not met.

- It's free!

Beware of hidden fees. Many fundraising and crowdfunding platforms that claim to be "100% free" are actually not. Many of these outlets will charge your prospective donors up to 15% in addition to their donation, and will charge your organization 3% for processing.

While it is free to launch your campaign on online fundraising websites such as GoFundMe, these platforms still deduct fees from every donation made to your organization.

- Wagner Resources

By fundraising through the Wagner College student fundraising program, your organization will have the opportunity to work closely with the professional fundraising staff within the Office of Institutional Advancement, and the Wagner community consisting of alumni, parents, and friends – including past members and supporters of your particular organization.

As part of your organization's approved strategic plan, the Office of Institutional Advancement will work with your group to contact potential donors through targeted email correspondence.

The Wagner College student fundraising program will advertise and promote your fundraising effort on the Wagner College website, as well as all official Wagner College social media outlets via Facebook, Twitter, Instagram, etc.

The student fundraising program will provide your organization with the opportunity to utilize on-campus resources such as the Wagnerian, the Phone Program, and the Wagner College Broadcast Group to further promote your fundraising initiative.

By fundraising with Wagner, your student organization will also receive an exclusive landing page on the Wagner College website, as well as a dedicated donation page.

- Tax-Deductions

Wagner College offers an additional incentive of a tax deduction made available to donors for the calendar year in which the donation is made. A written acknowledgement will be sent from the Office of Institutional Advancement to the donor for their personal records and tax purposes.

CRITERIA NEEDED TO FUNDRAISE

The following criteria will be used in evaluating all requests for student organization fundraising:

- The student organization must be currently recognized, and in good standing with the College.

- The proposed fundraising timeline and goal must be stated clearly, and must be in compliance with the mission of both the College, and that of the student organization.

- The proposed fundraising effort must be realistic, and should target individuals and/or organizations related to the student group.

- The student organization fundraising request must be approved by both the faculty advisor, and Curtis Wright, Dean of Campus Life and Chief Diversity Officer prior to submission to the Office of Institutional Advancement.

RULES AND REGULATIONS

- All funds raised as a direct result of the student fundraising program must be expended consistent with the stated purpose of the intial fundraising request.

- All fundraising solicitation and appeals must be sent from the Office of Institutional Advancement on behalf of the student organization, with the exception of social media outreach.

- All funds collected through the student fundraising program will be processed by Advancement Services, and will be designated to the respective organization's restricted fund within the Wagner College Business Office.

- Funds raised as a result of the student fundraising program can not be used for illegal substances, or items to be used only by the student group i.e. t-shirts, snacks, etc. All purchases made as a result of fundraising efforts must be submitted to the Office of Campus Life for confirmation.

- All student organization fundraising requests must be submitted to the Office of Institutional Advancement for approval at least four (4) weeks prior to start of fundraising initiative and must first be approved by the faculty advisor, the Dean of Campus Life, and the Office of Institutional Advancement.

- Student fundraising projects may not in any way interfere with normal academic programs or functions. Student fundraising programs must abide by local, state, and federal laws and regulations. Wagner College will not accept any type of financial liability with reference to the student fundraising projects.

CAMPUS LIFE FUNDRAISING APPROVAL PROCESS

In an effort to encourage student groups to achieve their maximum potential, Co-Curricular Programs and Institutional Advancement have teamed up to create an avenue for students to fundraise while strengthening and forging new bonds between student groups and alumni.

Once you have created a plan of action for fundraising, set up a meeting with CCP to review your fundraising plan. Depending on your proposal, CCP will approve your project as-is or tweak the proposal such that it better adheres to the fundraising criteria. The president and any appropriate officers should attend the meeting (i.e. if the funds are for a project, the officer in charge of the project should also attend). Your group's advisor should have signed off on the proposal prior to the meeting.

You should bring your proposed fundraising plan including:
- A detailed description of your project and how the funds will be used
- A timeline of the project including when, if any, purchases will be made

At the meeting, the following will be discussed:
- Does your fundraising project fulfill Institutional Advancement's criteria/fundraising guidelines?
- Does your fundraising project adhere to your organization's mission and values?
- How will your fundraising project benefit your organization/the Wagner community?

If it is determined from this meeting that the fundraising project is in keeping with CCP's expectations from student group fundraising projects, the group will be directed to Institutional Advancement to seek their final approval.

GOOD examples of fundraising proposals:
- Raising funds to pay for the registration fees/travel expenses for a student group to attend a leadership conference
- Raising funds to purchase equipment/supplies to perform the function of your club (i.e. if a theater group needed lighting equipment or a publication needed printing materials)
- Raising funds to pay for a philanthropic endeavor

BAD examples of fundraising proposals:
- Raising funds so group members can go on a spring break trip to Cancun
- Raising funds for an end-of-semester party or formal
- Raising funds for an event/project that is not fully planned, or that the group does not have time to properly execute

SPENDING INSTRUCTIONS

At the conclusion of the fundraising project, students will be able to spend funds from the account by submitting check requests, or by purchasing goods and then requesting a reimbursement from the Business staff.

To generate a check, students must obtain an invoice for the purchases he/she wants to make, and then fill out a check request form with that invoice attached.

To process a reimbursement, a student must keep all receipts from the purchase they made, and fill out a reimbursement form with the receipt attached.

For more information about any of these spending options, please set up a time to meet with a member of the CCP staff and they can talk you through the methods.

TOOLS OF THE TRADE

The student fundraising program offers many benefits, similar to that of the crowdfunding platforms that are available online. Through the Wagner student fundraising program, your organization's initiative will be advertised on the student fundraising landing page of the Wagner College website, and will contain a link to a dedicated online giving page, to make the donation process easy, and convenient for prospective donors.

-Exclusive Landing Page

The student fundraising program landing page will exist within the "Alumni and Friends" portion of the Wagner College website, and will be listed as an option under the "Giving" heading. The landing page will outline all the student organizations that are actively fundraising within the program, and will provide both a group description with images, as well as the fundraising mission, as an added incentive for prospective donors to make a gift. All gifts made online will be managed by the Blackbaud Netcommunity, an innovative fundraising tool used by the Office of Institutional Advancement to generate greater success in online initiatives.

- Gift Acknowledgement Process

Once donors have successfully made a gift online directly to the student organization's restricted fund, they will be automatically redirected to a personalized gift confirmation page. Additionally, all donors will receive an email generated receipt of their donation to use for their personal records, and tax purposes. Donors that make a gift in the form of a check through the mail will receive a mailed acknowledgement of their gift by the Office of Institutional Advancement.

-Wagner Advertisement and Promotion

Student fundraising efforts will be promoted through both the Wagner College Office of Campus Life, and the Office of Institutional Advancement. The professional fundraising team within the

Office of Institutional Advancement will work closely with the Communications staff to develop a social media promotion schedule that is competitive with that of other crowdfunding sites available online. The Communications team will advertise your organization's fundraising initiative across all official Wagner College social media platforms to ensure that that your efforts are reaching a wide audience of Wagner alumni and friends. The Office of Alumni Relations will do so on all alumni social media platforms, respectively. The student alumni association will be able to promote your efforts on campus using peer-to-peer solicitations, and will help to spread awareness to the student population at Wagner.

TIPS FOR SUCCESSFUL ADVERTISING

Exhaust your resources! Successful fundraising is produced as a direct result of effective advertising, so be sure to utilize all of your available resources within your advertising plan. Once you've established your target audience, make sure to identify the most productive way to communicate with them. Younger audiences tend to be more responsive to social media promotion, and email messages, while more mature audiences tend to prefer mailed correspondence.

- Spread the word! Maximize your organization's presence on-campus by posting flyers in a highly-trafficked area, distributing pamphlets, or holding an informational session open to all students.

- Create promotional materials such as informational one-sheets, pictures, pamphlets, videos, etc. that can be distributed at student events or online.

- Social media promotion is key. These days, social media is one of the most direct and immediate ways to advertise while reaching a wide audience. Make sure to utilize personal social media platforms of all respective group members to increase awareness of your fundraising efforts.

- When using social media to promote your fundraising efforts, make sure to update information regularly across all platforms.

- Be sure to maintain consistent branding and language to ensure a strong message. Make sure to distribute the advertising plan to all group members prior to the start of the fundraising initiative. Authenticity is important while using personal social media platforms, but remember that all members need to ultimately relay the same message.

- Be creative, and have fun! Successful advertising is often associated with strong images, engaging language, and/or personal testimonials.

SUCCESSFUL WAGNER FUNDRAISING EFFORTS

There have been many on-campus organizations that have reaped the benefits of fundraisng through the Office of Institutional Advancement at Wagner. Various examples are included below:

Alpha Delta Pi Sorority   WCBG

Alternative Breaks Program   Wagner College Choir

Hormann Library   Wagner College Theatre

STUDENT FUNDRAISING REQUEST FORM

Date of Request:_____

Organization Name:_____

Student Fundraising Representative:_____

Contact Number:_____Email Address:_____

Faculty Advisor:_____

Contact Number:_____Email Address:_____

Provide a brief description of the student organization and its mission:

Briefly outline the purpose for the student fundraising request:

Please outline the proposed fundraising goal, target audience, and timeline below*:

*Please attach any promotional materials, and submit with request form

Student Signature:_____ Date:_____

Faculty Advisor Signature:_____ Date:_____

Dean of Campus Life/Chief Diversity Officer Signature_____ Date:_____

Chief Development Officer Signature:_____ Date:_____

The above Student Organization assumes all responsibility for conducting the proposed fundraising project in compliance with the policies and regulations of Wagner College, and agrees to fundraise in compliance with the Wagner College Office of Institutional Advancement. Please sign and submit to the Office of Campus Life, and allow up to four (4) weeks for processing and approval.