



# STUDENT ORGANIZATION FUNDRAISING GUIDE

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## Fundraising, Donations, & Sponsorship

Registered student organizations are encouraged to seek outside financial support in order to meet their programming needs. The following are a few guidelines and resources for participating in activities used to raise funds.

### Types of Fundraising

#### Sponsorships

Outside organizations may sponsor clubs or club events either through monetary or in-kind donations.

All sponsorships must be approved through the university Sponsorship Review Committee. The entire process generally takes about 60 days, so your organization will need to take timelines into account when planning an event or sponsorship. Information about the sponsorship process can be found online on the [Trademarks & Licensing website](#).

#### Donations

Donations can be made to clubs by alumni, faculty, family, or community members.

It is encouraged that clubs accepting donations receive them through a UC Foundation account. UC Foundation is able to setup individual foundation accounts per organization to assist with the donation and monies to organizations.

Benefits to having a Foundation account:

- Donations to the account are tax deductible, which is an incentive for donors.
- The UC Foundation is able to provide a pre-populated link that can be placed on your website, GetInvolvedUC page, or social media accounts where donors can donate money directly to the club.
- The UC Foundation provides donor acknowledgement and stewardship
- The UC Foundation's Business Office can generate donor reports and history.

Requirements of Foundation accounts:

- Donations in the form of checks must be made payable to University of Cincinnati Foundation and in the memo line, the donor should indicate which organization they wish to support.
- Foundations accounts must have \$5,000 in the account before withdraws can be made by the organization.
- This \$5,000 does not need to be made in one donation but must be present before funds can be utilized. There is a one-time 2.5% handling fee per donation of the funds.

#### Earned Income

Organizations can utilize a variety of fundraisers that allow them to earn income for their organization. It is highly suggested that organizations have an off-campus bank account in order to deposit and manage earnings from fundraisers. To open an account, an organization needs to obtain a Tax ID through the IRS and complete a request form through the Center for Student

Involvement. Review the Treasurer's Handbook found on the Center for Student Involvement GetInvolvedUC page for more information on off-campus bank accounts.

## Fundraising Philosophy and Ethics

Student organizations at University of Cincinnati are not legal entities of the university and should not represent themselves as such. Fundraising is an opportunity for student organizations to supplement their on-campus funding. Funds raised should be used to support the mission of the student organization. Student organizations are encouraged to safely and ethically manage their own money.

### Fundraising vs. Philanthropy

- Fundraising is the raising of funds for the organization to use, to further the organization's mission. Funds raised directly benefit the organization.
- Philanthropy is the support and promotion of the welfare of others. Money raised in the name of philanthropy is used to benefit a nonprofit or large group dedicated to a specific cause, often through donation.

### Ethics of Fundraising

- The purpose of the fundraiser should be clearly and publicly stated.
- Funds raised should only go toward the stated purpose.
- Respect gift restrictions from donors.
- Thank donors for their contributions in a timely and appropriate manner.

## Steps to Successful Fundraising

- Set Appropriate Goals
  - Determine how much your organization needs to raise based on what events and activities your organization plans to participate in during the year. Make sure you have a good understanding of your budget and planned expenses.
- Advertise
  - Reach out to groups on campus and in the community to spread the word about your fundraiser. Consider using GetInvolvedUC, social media, print advertisements, email and phone calls.
- Organize
  - Plan all portions of your fundraiser before you begin. It is important that your organization has a plan moving forward so that you can adjust for unexpected changes.
- Understand the Cause
  - Make sure your organization has a good understanding of why you need to fundraise. That way you can target appropriate individuals and organizations that may have an interest in contributing to your fundraiser.
- Elevator Pitch
  - Make sure every member can explain the organization and cause using an "elevator pitch" – a 30 second to 2 minute explanation of the reasons behind why your organization is raising money. Every member should have this basic knowledge ready if they encounter potential donors.
- Be Creative

- Consider fundraisers or activities that are not already popular with other groups. Having new and exciting fundraisers is a great way to stand out and encourage participation in the campus community.
- Say Thank You
  - Make sure to properly thank all of those who contributed to your fundraiser after completion. Consider sending or sharing updates on what your organization was able to do with the funds raised thanks to their generosity.

## Fundraising Opportunities

### Concessions

#### UC Football Game Concessions

- Fundraising is organized through Aramark.
- Aramark needs groups of 6-8 or more from each organization who can commit to at least 5 games per season.
- Each participant must go through a training session before the season begins.
- Organizations receive 10% of concession and beverage cart sales and 6% from beer sales. Groups average about \$40-\$50 per person each game.
- A Tax ID number is required for this fundraiser
- Contact Bill Hibbitt at [bibbitt-bill@aramark.com](mailto:bibbitt-bill@aramark.com) or call (513) 856-6100 to sign up.

#### Cincinnati Reds Concessions

- Delaware North Companies Sportservice is the food, beverage, and retail provider for Great American Ballpark.
- Sportservice will partner with your organization to operate concessions stands during games.
- Your organization will staff the concession stand, including cashiers, support personnel, cooks and runners. This includes set-up and clean-up before and after games.
- Groups must commit to at least 12 games.
- Groups are guaranteed a minimum of \$65.00 per volunteer.
- Groups must attend a one-time 5 hour training sessions per season.
- A Tax-ID and group insurance are required for this fundraiser.
- If you have questions or to sign up, please contact Delaware North Companies at [cincygrp@dncinc.com](mailto:cincygrp@dncinc.com) or call (513) 765-7585

#### Cincinnati Bengals Concessions

- Fundraising is organized through Aramark.
- Groups can commit in either groups of 10, 15, or 20 members.
- All organizations must commit to a 2 hour concession and alcohol service training.
- Organizations receive 10% of total sales for the stand or a minimum of \$500 per game.
- A Tax ID number is required for this fundraiser.
- To register, contact Cheryl Ann Bredestege at [bredestege-cherylann@aramark.com](mailto:bredestege-cherylann@aramark.com) or by phone at (513)-455-4900

## Ticket/Raffle Sales:

### Piggest Raffle Ever

- Fundraiser for any non-profit organization.
- Tickets can be purchased online and sold by club members or sold at an upcoming event.
- Your organizations name will be posted on the Flying Pig Marathon and the Piggest Raffle Ever websites.
- Tickets sold for \$5.00, your organization keeps every penny.
- Sign up at the Piggest Raffle Ever website.
- Questions? Contact Joel Barnhill at [joel@flyingpigmarathon.com](mailto:joel@flyingpigmarathon.com) or call (513) 721-7447

### Cincinnati Cyclone Tickets Fundraiser

- Cyclones will provide your organization with a minimum of 50 tickets for the game of your choice.
- Tickets are purchased from the Cyclones for \$9, and you sell them for \$15-\$16 - \$6-\$7 profit per ticket for your organization.
- Interested? Call the Cyclones at (513)-421-PUCK or email Michael Zwilling at [mzwillling@usbankarena.com](mailto:mzwillling@usbankarena.com)

### Florence Freedom Tickets

- Sell Florence Freedom tickets for a specific game of your choosing. The Freedom play May through September.
- Your organization keeps 50% or profit on ticket sales for SUN-WED games, 20% for THU-SAT games.
- To register, contact Matt Johnson by email at [mjohnson@florencefreedom.com](mailto:mjohnson@florencefreedom.com) or call (859) 594-4487
- Please include Team Name, League, Age Group, Primary Contact Name, Email Address, and Phone Number when you reach out.

## Fundraising Sales:

### Greater Cincinnati Go Card

- The Go Card is a discount card that is sold at a fundraising price.
- Organizations make a minimum of \$5 per card
- Customers can easily make back the cost of the card by using the coupons.
- Visit [Go Card Greater Cincinnati](#) to learn more.

### Larosa's Buddy Cards

- Groups sell cards that contain 14 coupons for "buy one large pizza, get a large cheese pizza FREE" deals.
- Buddy cards sell for \$10, and your group keeps \$5 from each card sold.
- Fill out the [Buddy Card Interest Form](#)

### Entertainment Books Fundraiser

- Groups sell books containing hundreds of coupons for local and national businesses.
- When groups sell a book, they receive a portion of the profits.
- There is no upfront cost to your group, no minimum sales commitment.
- Fill out the [Entertainment Book Interest Form](#)

### World's Finest Chocolates

- Organization sells candy bars.
- Bars come in a case, organizations must front the cost of the bars.
- WFC offers fundraising consultation for all fundraisers.
- Potential to earn up to a 50% profit.
- Visit [World's Finest Chocolate](#)

### All Star 1 Fundraising

- Organization sells a variety of items like gourmet snacks, cookie dough, candles, etc.
- Items are available at a variety of dollar levels.
- Ability to earn up to 60% profit if organizations can sell a large amount of products.
- Some sales like cookie dough or candles may work best around winter holidays.
- Visit [All Star 1 Fundraising](#) for more information.

### Restaurant Fundraising Events

#### Dewey's Pizza

- Offers profit-sharing events
- Visit [DewMore](#)
- Local Contact: 513-221-0400, 265 Hosea Ave.

#### Chipotle Mexican Grill

- Offers profit-sharing events
- Visit [Chipotle Fundraising](#)
- Local Contact: 513-281-8600, 2507 W. Clifton Ave.

#### Raising Canes

- Offers profit-sharing events
- 15% of all sales brought in by your fundraiser are donated directly to your organization.
- Visit [Canes Fundraising](#)
- Local Contact: 513-401-8309, 237 Calhoun St.

#### Pieology Pizzeria

- Offers profit-sharing events
- Fill out the [Fundraising Request Form](#)
- Local Contact: 513-221-1300, 128 W. McMillan St.

#### Buffalo Wild Wings

- Offers profit-sharing events
- Visit their [Community Giving](#) page
- Local Contact: 513-281-9664, 200 Calhoun St.

#### Panera Bread Co.

- Offers profit-sharing events
- Visit the [Panera Fundraising page](#)
- Local Contact: 513-961-6300, 120 Calhoun St.



### Toppers Pizza

- Offers profit-sharing events
- Visit the Toppers Fundraising page to fill out the Doughnation Form
- Local Contact: 513-475-9999, 345 or 120 Calhoun St.

### BiBiBop

- Offers profit-sharing events
- 15% of all sales brought in by your fundraiser are donated directly to your organization
- Local Contact: 513-498-7450, 228 Calhoun St.

### Elephant Walk

- Elephant walk has participated in a variety of fundraising events in the past.
- If your organization is interested in partnering with Elephant Walk, reach out to management using the local contact information.
- Local Contact: 513-526-1555, 170 W. McMillan St.

### Insomnia Cookies

- Insomnia Cookies offers both fundraising events, and in-kind cookie donations
- For information about cookie donations, visit the [Cookie Donations](#) page
- To request information for a fundraising event, email [marketing@insomniacookies.com](mailto:marketing@insomniacookies.com) and be sure to include the city and contact information for your organization.
- Local Contact: 513-434-3781, 216 Calhoun St.

### Subway

- Subway may be able to provide donations of food, gifts, or door prizes for your event.
- Fill out the [Donation Request Form](#)
- Local Contact: 513-961-1030, 205 Calhoun St.

### Off-Campus Fundraising Events

#### Kings Island Fundraiser

- Your organization can volunteer to work at Kings Island on busy operating days during the spring, summer or fall.
- Your group will be compensated with wages paid directly to your group.
- Your group is limited to 13 shifts per season.
- Clubs must be a registered non-profit or tax exempt organization with a Tax-ID number to qualify.
- Email [volunteers@visitkingsisland.com](mailto:volunteers@visitkingsisland.com)

#### Stone Lanes Bowling

- Your organization can host a night at Stone Lanes Bowling Alley (3746 Montgomery Rd. Cincinnati, OH 45212)
- Organizations select a Thursday night to promote bowling and activities at Stone Lanes.
- Organizations receive 50% of bowling sales as well as a portion of pizza and soda sales.
- Stone Lanes offers support on social media, their webpages, and will cover the cost of printing for up to 50 flyers. Flyers must be approved by Stone Lanes, Center for Student Involvement, and the University before they can be used.
- Groups can bring raffle items to help raise additional funds.

- Contact general manager Matt Terry at 13-396-7003 or email [matt@stonelanes.com](mailto:matt@stonelanes.com)

### Community Reward Programs

#### Kroger Community Rewards

- Supporters of your organization can raise money for your organization just by shopping at Kroger with their Kroger Plus Card.
- If they use their card while shopping, a portion of what they spend will be donated to your club.
- Checks for your organization are mailed on a quarterly basis.
- Your organization or supporting organization must have 501(c)3 tax status to qualify.
- Visit [Kroger Community Rewards](#) to register your organization.

#### Amazon Smile

- Amazon will donate 0.5% of each supporter's qualifying purchase back to your organization.
- Supporters just need to select your organization when purchasing through Amazon.
- Your organization must have a 501(c)3 tax status to qualify.
- Visit [Amazon Smile](#) to register.

### Community Engagement:

#### Silent Auction

- Organizations can get items donated by alumni, families, or local businesses.
- Items should be relevant to the mission of the organization, or items that would interest the potential donors.
- Can be conducted in person at an alumni or supporter event, or a competition
- Can also be conducted online using a website like [32 Auctions](#).

#### Letter Writing Campaign

- Write letters to family, friends, alumni, or community members that you believe may support your organization's cause.
- Make sure correspondence is polite and professional.
- Explain the cause, what donations will be used for, and why your organization needs the letter receiver's help.
- It is suggested that you include a stamped and addressed return envelop to make it easy for potential donors to send donations.

#### Crowdfunding – Impact UC

- Student organizations now have the ability to create crowdfunding projects through the University of Cincinnati Foundation's crowdfunding platform, Impact UC.
- All groups must [submit a proposal](#) to Impact UC before beginning a project.
- Donations over the fair market value of any perks received are tax deductible.
- Projects that are not completely funded can still use the money raised for the original purpose.
- For more information visit the [Impact UC website](#).

### Phone Call Campaign

- Call family, friends, alumni, or community members that you believe may support your organizations cause.
- Make sure correspondence is polite and professional.
- Explain the cause, what donations will be used for, and why your organization needs the letter receiver's help.
- Be sure to make phone calls when you are likely to reach potential donors, avoid standard work hours.
- If fundraising for a specific event, call at least 2 weeks in advance.

### Bake Sale

- Groups can rent space in CRC Breezway, Main Street, TUC Steps and others in order to sell items.
- Items must be baked at home and can be sold on campus.
- All items must be individually packaged.
- Make sure to market the event before it takes place in order to increase awareness.

### Yard Sale/Rummage Sale

- Students are often looking for furniture for apartments, houses, and residence halls.
- Collect furniture and decorations from parents, family members, or supporters that are no longer needed.
- Rent a space on campus, or in the surrounding area to sell items to students.
- Make sure to market the event before it takes place to increase awareness.
- Students often need items the most in the fall, but get rid of items in the spring, so consider collecting items over the spring/summer and selling them in the fall.

### Sports Tournament

- Rent a local space and host a sports tournament.
- Volleyball, Softball, Dodgeball, and Cornhole can all be very successful.
- Charge and entry fee for each team and give a prize to the winner.
- Be sure to market the event in advance to get as many entries as possible.