

RAISING MONEY

IN THIS SECTION

Execute a Successful Philanthropy Event

Manage Your Finances

Cultivating Donor Relations

How can we move the ball forward for tiger conservation? Money. Collectively, Tigers for Tigers clubs can raise public and private funds to support tiger conservation efforts abroad and in the United States. Within this section of the resource guide, we will inform you on how to develop a successful philanthropy event, manage your finances and develop relationships with potential donors.

EXECUTE A SUCCESSFUL PHILANTHROPY EVENT

Why Is This Important?

Philanthropy events are a great way to:

- Support meaningful conservation efforts
- Raise awareness about the plight of tigers and the issues facing them both in the wild and the U.S.
- Increase awareness about your organization and its efforts in your community
- Increase membership and increase community involvement

Hosting a philanthropy event is one of the most effective ways to participate in tiger conservation. By supporting on-the-ground conservation work, you provide your club with a great resource. Such organizations are always grateful for help, and are thus usually happy to support volunteers, speakers, internships, etc. Both your organization and theirs will gain much from a philanthropic relationship.



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Rachel LaRue and Iqra Wani of Clemson T4T serve breakfast at a 5K event.

FUNDRAISER IDEAS

Doggie Play Day: Join with a local animal shelter to “rent” dogs to students for 15-20 minutes

Local restaurant fundraisers

Host a concert

Silent auction

Holiday themed events: pumpkin carving & painting, wrapping presents, selling flowers, etc.

Mascot Smash: Papier-mâché the other team’s mascot and have people pay to take a hit at it

Baked goods/hot chocolate sales

Contests: “Pie a Professor” or host a wing eating contest

5k run

Pancake breakfasts

Recycling drive/Trash pick-up

Car washes

Face painting

Sell club/tiger related merchandise: T-shirts, pens/pencils, koozies, mugs/glasses, bags, etc.

Raffles (check with your college to see if club raffles are permitted)

Identify Your Goals for the Project

Before you determine the type of event you wish to host, consider the following:

- Who is your target audience?
- How much money do you have to allocate to the event?
- How much money do you want to raise?
- How to get your community involved?
- How can you get your messages out effectively?
- Is your event novel in your area, or are there many others like it?
- What day will attract the most participants? (Be aware of other events going on, particularly similar ones.)

Recognize Your Limitations

If you are a small organization with only several members, maybe a 5K shouldn't be your first choice. Instead, try fundraisers that don't require much manpower, such as a cupcake sale or a restaurant fundraiser.

Keep Your Members Involved

Ask members to provide their input and brainstorm specifics for the event. The more ideas you have, the stronger you can make your event and the more willing members will be to help make it a reality. Everyone wants to be able to see their idea through to completion and to personally be involved in their own vision. Doing so will help increase the number of active members to whom you can delegate activities.

Delegate Responsibilities

While it is possible to organize and coordinate a philanthropy event on your own, this is generally not a good idea. Learn to delegate tasks to individuals. Below we provide a few examples:

Logistics Team (2-3 People) - This team will focus on the overall mechanics of the event to make sure that everything runs smoothly. Responsibilities include securing the venue, coordinating the event with the venue, event operations, cleanup, etc.

Advertising Team (2-3 People) - For this team, you're looking for creative individuals who will be responsible for the development of themes, slogans, and copy text to advertise for the event and to execute it. Importantly, this team must also determine places on campus where you will have optimal vis-

ibility. Try to recruit a student with a graphic design background on your team.

Social Media Team (2-4 People) - This team is responsible for all communication on social media - before, during, and after the event. The social media team should include a photographer for social media posts.

Create an Agenda

Make a list, calendar, and timeline outlining specific deadlines for completing tasks, and make it available for everyone involved in the event. Have each member highlight their responsibilities and their deadlines. No matter how small the task, write it down. With so much going on, it can be easy to overlook little details, or even larger ones.

Advertise for Your Event

Work with Your University Administration

Reach out to your university president, public relations director, and other contacts you have at your university. It's always good to introduce your organization to the university president. Ask for any available support, such as getting you in touch with the right administrators. These people will continue to be important contacts for your T4T club, so be sure to create healthy relationships with them.

Social Media

If your club does not already have a Facebook and/or Twitter account, create one! This is the easiest and least expensive way for your organization to advertise. Create social media content for a week or two building up to the event, during the event, and a week after the event. You want to inform your community about upcoming events, current programs, and your efforts to save tigers. You can tweet several times a day, while one Facebook status a day will usually be enough. Pictures work well on Facebook and Twitter. Always have a call to action. What are you asking of them? Are you asking them to come to your event? To share or tweet something you posted? To donate? Your university's marketing staff can be very helpful in developing a social media strategy for your event.

Campus Newspaper and Radio

Contact your university newspaper and radio station to advertise for your event. They may write something for you or conduct an interview, so make sure that you have all of the details of the event ready for them. You may wish to send them a one pager as well.

Local Media

Contact your local newspapers and radio stations. The worst that could happen is they say, “No thanks, we’re not interested.” Be sure to have the details of your event ready; they will most likely want to do an over-the-phone interview, and because this is a more professional setting, be sure to stay in touch with them constantly. Do not forget to email or call them back!

Flyers and Merchandise

Flyers are still important in this digital age, but they have to be done correctly. Make sure your flyer design is eye-catching, easy to read, and includes all of the necessary information. Try to only put them in high-traffic areas on campus. Make sure that your flyers have been approved by your university.

If you expect a lot of people to attend your event, it may be worth creating new merchandise to sell that commemorates the event. This merchandise can be anything from t-shirts to stickers. Not only will you make money by selling the merchandise, but also, you will receive free advertising as people wear your shirts or use your stickers.

Tabling

Use mini-flyers taped to candy during your table event. Do not just hand out a flyer; it’s easy to ignore and will most likely be thrown away. Attach candy, buttons, or even make a sticker instead of a mini-flyer. Make your table fun; conduct contests, play games, provide free giveaways, or bring food. College students love two things: food and free stuff. Don’t be shy: to get out there and start conversations with people!

Have an opportunity for students to sign up or commit to your upcoming event at your table. You may lose out on potential participants if they forget to sign up later.

Make Some Friends!

The more, the merrier! Try partnering with another on-campus organization for your fundraiser. Use the connections you already have. For example, your best friend is secretary of the Habitat for Humanity club; see if they would be interested in partnering with T4T’s upcoming fundraiser. You will reach a whole different audience that you probably weren’t reaching before, and attract new members into the tiger tribe.



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A tiger fan participates in RIT Tigers for Tigers’ hockey silent auction fundraiser at the Gene Polisseni Center.

Obtain Sponsors for Your Upcoming Event

A great way to raise funds is to seek corporate sponsors from chains and or local businesses around campus. Below, we provide a few tips:

Develop a PowerPoint to show T4T members how to ask businesses to sponsor an event. This PowerPoint should include:

- How to approach potential sponsors
- What to say
- What to wear
- What to do
- What not to do

What to ask for:

- Products to support your event like food, art, prizes, and supplies
- Donations

Who to ask:

Reach out to companies that have connections to the university. Consider these tips:

- **Businesses around campus** – Many of these businesses are solicited frequently, so plan ahead and ask early in the semester, way before your event
- **Fast food companies** – They may sponsor food or drinks for a specific event; however, they usually have to ask their district manager to sponsor the event, so ask them early

- **Real estate companies** – Real estate companies or apartment complexes with investments in college dorms or residential areas provide great places to seek sponsorship. The more advertising they get, the better!
- **Companies with tiger mascots** – Many companies and businesses surrounding our schools have tiger mascots as well! Ask them to join your efforts

How to ask for funding from a sponsor

- Target a company that would align with your event or cause. For example, if you wish to host a 5k event, seek sponsorship from local sporting goods stores, gyms, or running companies.
- Learn about the company. The more you know about the company, the more effectively you can target your pitch to the individual in charge.
- Prepare a proposal. It is best to have a letter in writing of what you are asking of the company and to explain what you wish to accomplish. Make it a “win-win” situation.
- Meet with the individual in charge to talk about the opportunity (manager, owner, representative, etc.) Give them the pitch letter and then give them the pitch out loud. Allowing them to have the letter in their hands allows them to reference it as you’re speaking and better remember points you made.
- Be prepared and ask them ahead of time. Many chain stores/restaurants allocate funding to six to twelve months in advance.

Tips for Your Meeting with Potential Sponsors

You want to put your best foot forward, so members seeking sponsors should:

- Dress nicely with T4T’s attire
- Introduce yourself to the manager
- Shake hands
- Explain the event and why you are asking for them to sponsor you
- Be polite
- Provide them with a flyer
- Thank the potential sponsor whether they agree to sponsor you or not

Promote Success at the Event

Be proactive. Do as much ahead of time as possible. Make sure that you show excitement about the upcoming event. On the day of the event, let everyone know your T4T club is contributing to save your tiger mascot.

Thank Your Volunteers and Supporters

This is absolutely critical. Be sure to thank all club members, volunteers, sponsors, and participants at the event. You can do so in person at the event, and with a thank you card sent individually to all of your sponsors. You can also consider sending a thank you card to companies that did not sponsor your event – this may set you up for success with them at your next event. Sending a thank you card is the best way to show how much you appreciate their support.

After the Event

Be sure to keep everything you used during the event: your agenda, contacts, calendar, timeline, list of sponsors, etc. Write down what worked and what did not work. Go over things that could be changed next year with club members, and write them down. Organize all of this information into a booklet. The more you document about this year’s event, the better off you, or the next Philanthropy Chair, will be the following year.

FUNDRAISING DO’S

- Have a concrete goal
- Do your homework and plan early
- Keep records of everything
- Get as many donated supplies as possible
- Provide a comments/suggestions slip for participants
- Be positive, creative and have fun
- Take advantage of the opportunities and resources on your campus

FUNDRAISING DON’TS

- Don’t rely on membership dues to pay for the event
- Don’t wait until the last minute; be prepared and plan accordingly
- Don’t expect members to pay out of their pocket to sponsor the event
- Don’t get discouraged if sponsorships are difficult to find or an event is not a huge success; view everything as a learning experience!

MANAGE YOUR FINANCES

The treasurer has a very important role in your club's success. It is vital for the treasurer to keep accurate financial records, create a reasonable budget, and be transparent. The treasurer's records should always be open to assessment by the club's officers, club members, and your faculty advisor. All club activities should be dependent on the budget.

Duties and Responsibilities of the Treasurer

- Collect member dues and bill members for unpaid dues
- Prepare the club's budget
- Maintain accurate financial records throughout the year
- Transact business through a bank or your university account
- Inform the club of its financial strengths and weaknesses
- Keep the National T4T Coalition updated on the amount of money your club has raised
- Disperse funds and pay bills promptly as approved by the officers and/or president
- Reconcile bank statements
- Deposit club funds
- Understand school and club policies regarding student financial accounts

“A great treasurer has great organizational skills, considering all of the documentation that goes along with the position. A treasurer’s job never really ends either. You have to be willing to keep your eye on everything to make sure that you stick to the budget.”

Kaitlin Carter, Clemson T4T

The Basic Components of a Budget Include

- A statement of the organization’s goals, objectives, and priorities
- An outline of how much the program will cost, how it will be funded, and when it will be accomplished
- A specific time period of when the budget will be allocated
- A breakdown of income and detailed expense for each officer position

How to Develop a Budget

As the treasurer, you can request individual budgets from each officer, and then compile them into a larger budget for the whole club. If you decide to do this, be prepared to assist the officers with the process. For any budget created, whether for an individual officer or for the club as a whole, the following steps should be followed:

- 1 Prepare an outline of the organization’s activities for the upcoming year
- 2 Determine your current bank balance and cash on hand
- 3 Determine your fundraising opportunities, and detail your expense costs for the year’s events, fundraisers, club trips, merchandise, marketing materials, etc
- 4 Prioritize your estimates and ask yourself if the activities are the wisest use of funds and resources
- 5 Revise, review, and edit your budget. Assemble your budget into a final budget with your members

It is important to be realistic about your proposed activities and prioritize them.

“Make sure that you have a cushion of funding set aside in case something comes up,” said Kaitlin Carter, Clemson T4T.

Manage Your Budget

You’re going to need to learn how to manage your budget once it has been established. You should monitor your budget closely and create procedures to allocate funding. Keep an accurate log of your financial records. Learn to control your budget with previously approved expenses. At the end of the academic year, review the outcome of each expense, compare it to your budget line item, and determine where you can make improvements for next year.

Maintain Accurate Financial Records

It is important to keep an account of all transactions as they are made and to obtain a receipt. An individual should not be reimbursed without first presenting a receipt. All receipts should be kept in an organized filing system. Other important financial documents such as bank statements and tax ID numbers, should be kept in these files. When you receive money, always issue a receipt, especially when you receive cash (i.e. dues and fundraiser money). Ideally, you should purchase a book of cash receipts so the club can maintain copies of the receipts.

Practice Financial Safety

As a good rule of thumb, no more than two club members should have the authority to write checks. Typically, the faculty advisor, club treasurer, and president are authorized to write checks. If the club decides to have a debit card, the same guidelines should apply.

It is important to make sure none of the financial statements or documents that are shared with the club have the bank account number, check numbers, or other details that could present a security threat. If using the club debit card online, make sure to only use secure, credible sites to avoid possible fraud.

Cash Receipts Best Practices

- Secure checks and cash in a locked area before you deposit them in the bank
- Maintain a cash receipts log and record your receipts in a checkbook
- Make frequent deposits to the bank

Financial Reporting Best Practices

- Organize your expenses by category
- Prepare financial reports throughout the year and share them with your club members
- Meet periodically with each officer to discuss their expenses and budget

“All of the treasurers are required to do a reconciliation document at the end of each month. We would also keep all of the officers updated on how much money we were spending,” said Kaitlin, Clemson T4T.



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FAQ

ABOVE: Kelly Ryan and Chloe Christopher of Clemson T4T work the merchandise table at their Wing Eating Contest fundraiser.

What should we do with money raised?

First and foremost, make sure that you cover your expenditures; then you can put half back into your savings, which you place the other half towards meaningful tiger conservation efforts. If you have a decent amount of money in your bank account, feel free to put more towards your cause and less in savings.

What do I do if people don't pay their dues?

Always reiterate that your dues are used to support the operational costs of your T4T club. Provide specific due dates for the dues. Mention it at every club meeting and provide reminders via email or phone. Most people should pay their dues; if a couple people don't, don't let it upset you. A good rule of thumb is that paid members get to go on club trips while unpaid members do not.

Who do I reach out to for advice on managing our club's finances?

Reach out to your Student Life and Activity Offices for information on how to best manage your club finances.

CULTIVATING DONOR RELATIONS

Donations are critical for a successful Tigers for Tigers club. This source of income is essential to managing overhead costs and executing successful events. The more donations you receive, the bigger and better your initiatives and events will become.

University Alumni

Your university's alumni represent your largest and most accessible donation pool. Just like your fellow students, your alumni already have a connection to your university and your mascot. Unlike your fellow students; however, they have much more disposable income. Most alumni are always happy to support initiatives of their alma mater, and a student-led program dedicated to saving their mascot should not be too hard of a sell!

There are several ways to reach out to alumni of your university. First speak with your faculty advisor and department head about reaching out to alumni from your college. They can put you in touch with these alumni, who have a history of supporting initiatives from their department.

Additionally, your university will have an alumni relations department. Reach out to them to see how you can tap into your university's extensive alumni network.

Alumni groups will often have social media accounts to communicate with one another and coordinate their events. Consider contacting these alumni groups via social media to introduce your organization and familiarize them with the work you do.

Club Alumni

Club alumni represent a small subset of your school's alumni base; however, they are highly educated and passionate about the work you do. As your club grows, you will steadily amass a significant number of T4T alumni. As they succeed in their careers, they will become a valuable resource for both networking and raising money for your T4T initiatives. Be sure to keep them involved and engaged in your Tigers for Tigers club after they graduate.

The following information will provide insights on how to successfully develop and maintain good relationships with donors.

Identify and Cultivate Donors

Once your organization begins to achieve success, you will begin to attract potential donors. These individuals will be your biggest supporters, not just financially but also through participating in your events. Over time you will build relationships with these people, who will continue to support your club as long as they feel their money is being utilized effectively and you continue to do great work for tigers.

“Just do it. I was always very nervous to ask people to help our causes. This changed when one of our members wrote a carefully-worded letter describing the nature of our fundraising event and who T4T was. Then all of our members sent it out, and just from that we raised about \$500! It’s crazy how simply a kindly-worded letter can really reach people and make them want to help you out! Don’t be afraid, the worst that could happen is they say ‘No!’”

Katie Iser, Towson T4T

A Healthy Fundraising Organization

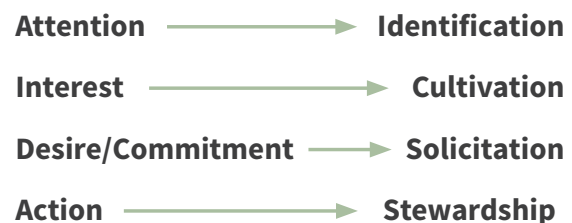
Your organization needs to have clear, realistic, and compelling fundraising goals, and the money you raise should be invested appropriately according to your club’s budget. How much of the money is going toward offsetting club costs? How much of the money will you put toward a philanthropy project?

Your donors are valued stakeholders and should be actively engaged in your mission. Your members working to fundraise and coordinate with donors must always be professional. Donors want to be sure they are distributing their money wisely to a responsible and effective organization. Your club president provides fundraising leadership.

Prepare to Fundraise

Be enthusiastic about the project the money is going toward! Donors will feed off your enthusiasm and will be more inclined to donate.

Before you begin asking for money, it is important that you are well prepared. Examine your project and make any quick and easy adjustments as necessary. Your goals and strategies for achieving them should be clear and understood by all members so they can be clearly communicated to potential donors. Evaluate your project/program to identify areas that can be improved. Remember that when dealing with potential donors it is important to exhibit professionalism so they feel comfortable giving you their hard earned money. People work with people they like.



WHY PEOPLE DON'T GIVE ?

- Absence of a personal experience
- History of neglect
- Disjointed messages
- Lack of leadership commitment
- Little or no voice
- Inconsistent and multiple appeals
- They are never asked!

WHY PEOPLE DO GIVE ?

- To make a difference
- Because they are asked
- There is a relationship between the donor and the organization
- To experience the joy and happiness of giving
- To enact their values and priorities
- For public recognition
- To honor someone
- To be part of the community
- For tax benefits
- To care for others
- To demonstrate power and influence
- Self-gratification

FUNDRAISING DO'S

- Know your prospective donors
- Use donated resources as you said you would
- Ask for the donation/gift
- Thank donors repeatedly; donors will give again if they are valued
(A physical thank you note should be sent any time you receive a donation)
- Remind your donors how their support impacts your beneficiaries

FUNDRAISING DON'TS

- Apologize for asking
- Promise what you cannot deliver
- Take money that will require additional resources from your organization
- Take money for something you can't, shouldn't, or don't want to do

Thoughts to Keep in Mind

- Engagement yields giving
- Small gifts lead to large gifts
- People give to winners...cross the line!
- People give to people...tell the stories
- You are asking on behalf of Tigers for Tigers, not yourself
- Be prepared to hear "no"
- Be prepared to say "no"
- Do your homework: analytics, evaluation
- Campaigns never stop being special when they never stop
- Priorities are set by your organization
- Stewardship is everyone's business
- What you do in fundraising will be an important part of your T4T legacy

SPOTLIGHT

RIT Tigers for Tigers Raised Over \$5,500 for Tiger Conservation Efforts

On October 18th 2014, RIT T4T raised over \$5,500 for conservation efforts at the sold out Brick City Homecoming men's hockey game against Boston College in Rochester, NY.

Prior to the game, RIT Tigers for Tigers produced one of a kind warm-up jerseys for the men's hockey players that would be auctioned off throughout the game. In conjunction with the jerseys, RIT T4T produced a Jumbotron asset and scripts for the announcer that was shown to more than 10,500 tiger fans to generate mass awareness for tiger conservation and their club.

Despite the loss to Boston College, the morale and spirit of the fans was alive! Jersey bids started at \$100 but quickly soared! Within the first period RIT's starting goalie, Jordan Ruby's jersey sold for \$500! By the

beginning of the second period, every jersey had a bid. Throughout the game, alumni, families and fans kept checking back in. By the end of the auction, fans were fighting over the pens to get their last bids in, proving their RIT Tiger spirit.

No matter where you are in the country, the tiger spirit is there! Tigers for Tigers elevates school pride and provides opportunities for tiger fans to do something positive for their mascot. "It's cool to channel all of the positive energy we have for our athletic teams to see the bigger picture," Matt Miles, RIT T4T, President. This connection of the spirit we share for our mascot, to making a difference for our mascot in the wild is what Tigers for Tigers is all about.

At the same time, our students are building a foundation for critical job skills and experiences necessary for future careers. Peter Couttes of RIT T4T said, "It was great to see something go from an idea to a finished product. As a mechanical engineering major, engineering is all about coming up with an idea to solving a problem and implementing a solution. I definitely saw a similar pattern here." Students are recognizing that Tigers for Tigers is more than an on-campus organization, Tigers for Tigers is a movement that is truly making a difference while preparing them for their future.

