



STUDENTS' ASSOCIATION
OF MACEWAN UNIVERSITY

A Student Groups' Guide to... **Fundraising**

Fundraising is one of the best ways for your group to make money! All proceeds from your efforts, once deposited, goes into your group's Regular Account. Regular Account funds do not have the same restrictions that grant funding does. Regular Account funds can be used for any group expenses!

Getting Started

A fundraiser is an event. Once your group knows how they want to fundraise, submit an Event Approval Form on Student Groups Connect. In the form, you will explain the logistics of your fundraiser and indicate if there are any specific requirements such as needing a display table or a classroom.

There are tables in the SAMU Building and throughout campus that your group can use for fundraising. For a detailed list of locations please contact the Student Groups Department.

You are also allowed to go door to door to fundraise. When you submit your event form, please include which area/neighborhood you plan to fundraise in and any associated risks.

Fundraising Ideas

- Bake Sale
- Event ticket/registration fees
- Candy grams
- Bottle Drive
- Wake-A-Thon or other creative marathons
- Bacon Sales
- Cookie Dough Sales
- Popcorn Sales
- Doughnut Sales
- Pizza Kits
- Chocolate Sales

Hosting a Successful Fundraiser

There are several ways to measure your success in a fundraiser:

- Was there lots of interest?
- Did you sell out? Were your profits higher than your expenses?
- Did you achieve your goals?

Things to Consider When Planning:

- [AHS Guidelines](#) (If applicable)
- Commitment
 - There are many diverse types of fundraisers requiring varying levels of commitment. It is important to consider how much time you and your team have before you begin organizing the fundraiser. For example, with a bake sale there is not only the commitment required on the day of the sale but also before with regards to purchasing ingredients, baking the foods, and transporting them to the location.
- When is my fundraiser taking place?
 - Students are more likely to be on campus and active at the beginning of the semester. By the end of the semester, students are likely to be tired and stressed due to finals. Therefore, if your fundraiser involves an event depending on ticket sales, the timing of the event is crucial to ensure adequate attendance.
- Are there similar fundraisers going on?
 - A fantastic way to check upcoming fundraisers is by going onto Student Groups Connect and viewing upcoming events. Multiple fundraisers occurring at the same time can compete with each other and make it difficult for either one to succeed, especially if they are similar in nature.
- How am I advertising my fundraiser?
 - There are many avenues for your group to advertise your fundraiser, for a full list, view the Advertising Request form on Connect. Also consider advertising your group's fundraiser off campus to reach a larger audience.
- What are the logistical needs of my fundraiser?
 - Every fundraiser will have different logistical needs. For example, with a bake sale, who is transporting the items to school? Do you have somewhere to store the items? Do the items need to be kept warm/cold?
- Is it relevant?
 - Is it something that your audience would spend their money/time on?

Resources Available

As a Student Group, there are several resources available to you when hosting a fundraiser, including things such as a POS machine, cash boxes, display signs, tablecloths, and more. Additionally, never hesitate to reach out to the Student Groups Department.