PRSSA FUNdraising Playbook & Sponsorship Guide 2019-2020
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2019-2020 FUNdraising Playbook & Sponsorship Guide

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**Community Media Training**
Inspired by: Greek Media Training by Indiana University
Earned: $1,200

*How to:* Invite local business owners, nonprofit heads and other student organizations to a summit on how to promote their cause/business/club effectively on social media! Charge an entrance fee, network and make the most of the skills you know best.

*Why:* May lead to future presentations/work opportunities with the community. Potential recruitment from other student organizations.

**Oh Snap!**
Inspired by: Oh Snaps! Professional Headshots to Start Your Professional Career! by Sam Houston State University, “Sick of the Selfie?” Headshot Fundraiser by Grand Valley State University, and Headshot Fundraiser by University of Florida
Earned: $210-$520

*How to:* Grab a camera and set up a tripod in front of a cool background, famous university building or a scenic landscape. Charge a fee per headshot

*Why:* Make connections with other young professionals on campus! Spruce up your own Linkedin profile and help a Chapter photographer build their portfolio. This can be used as a recruitment opportunity as well.

**In Their Honor Campaign**
Inspired by: Red Cross Heroes Campaign by SUNY Oswego
Earned: $150

*How to:* Sell cut-outs in a popular university location and add a name or messages to them. Hang them in a very visible space to showcase or promote a message. Original campaign used names of those purchasers wished to honor in the name of the Red Cross.

*Why:* Help your Chapter practice advocacy, bring your campus together for a cause and make a statement!

**Internship Expo**
Inspired by: Internship Expo by Eastern Connecticut University
Earned: $500

*How to:* Find a space on-campus to host a career/internships expo for public relations/communications related majors. Contact recruiters in your area a few months in advance to encourage them to attend and purchase a booth. Optional to charge a fee for student entrance in addition to, or instead, of an exhibitor fee.

*Why:* Practice your pitching skills and get to know recruiters yourself! Scope out internships you’re interested in and give your Chapter members a chance to further their professional development by attending.

**Survey Says**
Inspired by: Hainesport Public School Survey by Rowan University
Earned: $550

*How to:* Identify a business in your community to conduct research for. Contract payment per completed survey. Additionally, you can offer to analyze and provide reports on the findings of your survey to assist the client.

*Why:* Give your experience in research, insights and data-driven marketing. Data and insights are the backbone of all great and successful campaigns!
Media Contact List Fundraiser
Inspired by: Media Contact List Fundraiser by Grand Valley State University and Media Guide by University of Memphis
Earned: $650 - 5,000

How to: Create a Chapter committee of researchers to compile a list of local media contacts to sell to nonprofits, local business, event planners and more! Optional: Instead of just getting the contacts information via an online search, reach out to local media sources personally to form relationships that may further benefit your Chapter!

Why: This fundraiser allows for your Chapter to network with local media outlets. This may help you secure coverage and opportunities in the future!

Intern-for-a-Day Auction
Inspired by: Gold Picks Intern-for-a-Day Auction by Colorado State University

How to: Conduct a live auction, but the twist is the prizes are Chapter members serving as an intern for the day! Invite local businesses, agencies and nonprofits who may need assistance with media, marketing and public relations. Make sure to set clear terms for the intern’s responsibilities and clearly coordinate a day for the intern following the event. Make sure to invite your PRSA Sponsor Chapter!

Why: This is a great opportunity to form relationships with the local public relations community and a chance for Chapter members to get industry experience for their resume!

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Seal the Deal
Fundraising ideas related to sales

Introduction
Selling a product on campus or in the community is a great way to raise funds for your Chapter! Planning a sales-based fundraiser can be done for one day or multiple days and can easily be made in to an annual source of income. To start your sales fundraiser consider these things:

What Will You Sell?
Survey your target consumer, think about what you would purchase and check out what other organizations are selling. See what is being sold and performing well on campus, or maybe go a completely different direction! You want a product that your consumers will be interested in and won’t pass by to buy from another organization. Consider the funds you have to purchase the products you will sell as well. Some idea of what to sell include:
- Baked Goods (Cookies, Donuts, etc.)
- Magazines
- T-shirts
- Flowers
- Holiday Themed Bags
- Candy
- Coffee/Hot Drinks
- Pizza
- Partner with another organization and sell their product/art
- Letters/valentines/notes to send to friends on campus
- Concessions/snack food

When Will You Sell?
Having a holiday themed sale can be a great way to drive sales! Try selling flowers on Valentine’s Day for those who forgot them or coordinate with football season to sell concessions around tailgates. Timing is key for when people are willing to make a purchase. Coordinate your product with the season or if you are selling outside be sure it’s a nice day to get the most customers.
Where Will You Sell?
Make sure you are in an area where your target consumer will see you and can easily access your setup. You want people to pass your product multiple times so they can continue to consider if they want to buy something from you. Make sure your product also fits the environment, again snack sales will be better at a tailgate and coffee might be better sold inside when less people are walking around outside in the winter.

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**Host with the Most**
Fundraising ideas based on hosting events

**Date Auction Fundraiser**
Inspired by: A Match Made on Seventh by the Fashion Institute of Technology, Mr. Millersville by Millersville University, Bobcat Date Auction by Georgia College and State University, Mr. Wildcat 2011 by Indiana Wesleyan University, “Boy Toy” Auction by Rowan University
Earned: $500–$1,000

*How to:* Rally up some volunteers from your Chapter and other student organizations, sports and Greek Life to participate in a date auction! Have attendees bid on contestants for a date with the participants. Have each participant right a little bio/speech about who they are looking for in a date and why people should bid on them. Consider providing food, music and some other raffles as well!

*Why:* Bring campus together for a fun social event that raises money for your organization. Be sure to have a PRSSA booth at the event to promote your organization as well.

**Taste-Off**
Inspired by Hometown Taste-off by Northern Michigan University, Cardinal Chili Challenge by Ball State University
Earned: $800

*How to:* Challenge students’ organizations, local restaurants or the community to put their dish to the test! Either choose one standard dish for participants to prepare, mac and cheese, pizza, etc., or have them whip up their specialty. Sell taste test tickets and have attendees vote for their favorite. Remember participants will need a count of how many mouths they need to feed so make sure to give them enough time to prep!

*Why:* Help your Chapters make connections with local businesses and restaurants. Be sure to have a PRSSA booth at the event to promote your organization as well.

**Silent Auction**
Inspired by: Silent Auction by University of Florida, Silent Auction by Pennsylvania State University, Pass the Pepper, Prezi! By Western Kentucky University, Hockey Jersey and 50/50 Raffle by Northern Michigan University, Blackhawks Raffle by Illinois State University
Earned: $400–$750

*How to:* Reach out to businesses to ask for donation items to be raffled off at a silent auction event. Decide how auctioning off the items will run, will you do a bidding process? Raffle or 50/50 style? Be sure to allow attendees to be able to see all item that are up for raffle to encourage participation!

Consider reaching out to your university to get some university merchandise or auction off something signed by a coach, president or athlete. You may want to consider reaching out about auctioning off a meeting, dinner or event with an important university influencer as well.

**Battle of the Bands**
Inspired by: Fourth Annual Charleston Battle fo the Bands by the University of Charleston
Earned: $1,400
**Fundraising**

**How-to:** Reach out to local bands and your university’s music department to participate in a battle of the bands competition! Find a venue (music hall, performing arts center, local restaurant or bar) for bands to rock out for attendees to vote on their favorite performance. Figure out a prize for the winner from cash to time with a local/university studio.

**Why:** This is a great networking opportunity and can increase exposure for your Chapter to reach into the community and across campus. Be sure to promote PRSSA at your event.

**5K Fundraiser**

Inspired by: The Running Dead 5K by Louisiana State University  
Earned: $1,611.36

**How-to:** Host a mile run/walk on campus, in a local park or around town. Be sure to involve the local community members to ensure you are not disrupting any paths with runners. Give your run a theme such as:
- Zombie Run – Have volunteers dress as zombies and chase runners at parts of the race.
- Color Run – Bring some color to campus with a color run event! Have volunteers stationed at points along the run to throw colored dust at runners. (Be sure the dust is safe and you have permission to make a mess)

**Why:** Planning events is a huge part of public relations. Runs require a lot of unique attention in planning. Your Chapter members will need to recruit and coordinate volunteers, discuss the event with local authorities or university staff and promote the event.

**University Idol**

Inspired by: WVSU State Idol by West Virginia State University  
Earned: $1,375

**How-to:** Organize an “America Idol” style singing competition with local singers. Have a variety of different rounds themed with certain styles of music and have the audience select who they think should be your next university idol star. Offer a prize for the winner such as a slot to sing at a local venue, cash or time at a local recording studio. Charge an entrance fee for attendees.

**Why:** This event can benefit Chapter members interested in entertainment and music PR. The event will need a host and a photographer, be sure to select students who are outgoing and interested in the music industry to add to their resume! This can be a great exposure opportunity to the community as well, be sure to have information about PRSSA there.

**Sports Tournament**

Inspired by: Golf Tournament University of North Carolina at Pembroke  
Earned: $2,275

**How-to:** Determine who is the most athletic group on campus by organizing an intermural sport event! Choose your sport and have other campus organizations make teams. Charge a fee for each team to participate.

**Why:** This is a great networking opportunity with other campus organizations. Focus not only on recruitment from these organizations but potential cross-events you can host, projects you can work on together and opportunities to practice PR for them to allow your members to get more experience.

**Restaurant/Bar Benefit Night**

Inspired by: Downtown Dive Bar Fundraiser by Cleveland State University, Samurai Japanese Steakhouse by Rowan University, Applebee’s Dining to Donate by Southern Illinois University-Edwardsville, Raise a Bunch at Brunch by SUNY Oswego, Kona Bistro Community Night by Miami University Ohio, Mad River Social by Temple University, Big Daddy’s FUNdraiser by Southern Illinois University, Spring Wine Trail Outing by Southern Illinois University  
Earned: $100–$400
How to: Contract a “benefit night” with a local restaurant, this can be done in three ways:
- Percentage Night: Select a date and time slot where restaurants donate back a percentage of sales made. This can also apply to cover charges or tabs for a local bar.
- Ticket Sales: Sell tickets to an all-you-can-eat or designated menu meal at a local restaurant for full return on sales or percentage of sales profit back. This can also apply to a discounted cover or a drink special with a specific wristband or ticket at a bar.
- Food/Drink Tour: Organize a restaurant/bar crawl with a number of local restaurants. Sell tickets for people to get a taste or drink at each stop.

Why: This event can be very low stress for planning and execution. The restaurant becomes the host and your Chapter members just need to focus on promoting and getting people in the door.

Lights, Camera, Fashion!
Inspired by: Lunch, Camera, Fashion! by Illinois State University
Earned: $650

How to: Ask local clothing stores to donate outfits to be shown off on the runway. Find models from around campus to rep their organization and walk the runway. Include special events in your fashion show to keep it interesting, like performances from local dance groups, a raffle and more!

Why: This is a great way to network with local organizations and the community. This is also a great opportunity for members to practice public speaking as hosts and for those interested in fashion and beauty PR to get more relevant experience.

Paws with Claus
Inspired by: Paws with Claus by Michigan State University
Earned: $680

How to: Have a photographer and volunteer Santa Claus set up shop to take pictures with locals pets! Charge a fee for owners to get a picture sent to them digitally. Additionally, you can hold pet-related raffles.

Why: This is a very fun, timely event. If you are are looking for a holiday fundraiser, this can be a unique idea from selling baked goods or candy canes! This also gives a members a chance to practice their photography skills.

Best of Broadway
Inspired by: Best of Broadway by Montclair State University
Earned: $8,000

How to: Contract local musical theater performers or some of broadways best to perform a showcase of broadways greatest hits. Charge admission for those interested in watching the performance or add a “dinner and a show” component and charge for admission and food. Additionally, you may host a raffle of Broadway/performance related giveaways.

Why: This can be a major opportunity to build relationships with strong music influencers. Partnering with other music organizations can open doors to music industry and performing arts related PR opportunities for your members. Promoting a large art and culture event like this can also expand your reach in to the community for brand exposure.

Promoting Your Fundraiser

Introduction:
The most important part of your fundraiser is making a profit! Make sure the target audience for your fundraiser knows about your plans.
Promotion Ideas:
- Make an eye-catching flyer: Design a flyer for your event that is fun, provide the information needed to participate in the fundraiser and where/when it will be.
- Alert the media: Write a press release about the event to send to local radio and news outlets. Let them know not only what the fundraiser is, but why you are holding it and why they should cover it.
- Get social: Promote your fundraiser on social media using graphics and tagging organizations that you think would be interested in participating. If you are including any other businesses or organizations in the fundraiser be sure they are promoting the event on their social channels.
- Make a class visit: If your fundraiser is targeted to a specific major or academic audience ask professors of those classes if they can make an announcement in class or if you can visit and speak at the beginning of class.

Sponsorship: What is it?
Sponsorship is more than putting a logo on a t-shirt or slapping a sticker on the back of your car. Sponsorship is forming a relationship with a business or organization who provides funds, materials, resources or services to another organization, event or cause. The key word is relationships; sponsorships are all about building positive relationships and mutual benefits.

How Can My Chapter Use Sponsorship?
Putting on a large event? Hosting a District Conference? Trying to cut costs for members attending International Conference? You need sponsorship!

Sponsors help cut out of pocket costs for your Chapter and can develop into great partnerships that renew yearly, open up internship and mentorship opportunities by established organization leaders.

Who Should I ask to be a Sponsor?
This depends on what you are seeking sponsorship for. For example:

International Conference: Local agencies and firms, family members, friends, professional network, student government association, college of communications/journalism, local PRSA Chapter

District Conference: Local restaurants, small businesses, local firms and agencies, former/current internship employers, locally based brands, local PRSA Chapter, professional network, college admissions office, PRSSA Alumni and college alumni

Fundraising/Event Materials: Local business, local restaurants, external student organizations, college of communications/journalism

Consider how well your “ask” aligns with the mission, product or interests of the organization you are asking.
Best Practices

1. Never ask a sponsor to “Donate”: Ask them to “Join in supporting your Chapter” “Help build future professionals,” make their contribution about them too!
2. Get Personal: Make the direct ask to a sponsor, social media and email asks are great but sponsors love to see exactly who they are supporting.
3. Back it up with facts: Highlight how your “ask” helps students in your Chapter. Utilize success stories from past events, conference attendance, etc.
4. Send a Thank You: ALWAYS send a thank you for your sponsors, even if you shout them out on social media. Personalized notes can be the gateway to a lasting sponsorship partner.
5. Be on Brand: Always utilize branded letterhead, make sure it is clear who is making the ask!
6. Make it Worthwhile: Provide specific incentives for sponsorship based on the amount/type of sponsorship they provide.

Potential Incentives:
- Verbal acknowledgement at event
- Logo placement on program, website and/or event signs
- Ability to distribute handouts
- Access to attendee email list
- Social media content
District Conference/Event Corporate Sponsorship Template

Dear SPONSOR NAME,

The UNIVERSITY NAME Public Relations Student Society of America (PRSSA) Chapter would like to invite you to participate in our DISTRICT CONFERENCE TITLE/EVENT as a corporate sponsor. The conference will be held DATE in LOCATION. It will feature INFORMATION ABOUT CONFERENCE/EVENT.

This event is expected to be highly attended by ATTENDEE INFO (DEMOGRAPHICS AND EXPECTED NUMBERS). Furthermore, your support will be broadcast to the full network of current PRSSA members that is made up of nearly 10,000 students.

Sponsorship opportunities are available at different levels.

**Sponsor Level 3: $Amount**

- INCENTIVES

**Sponsor Level 2: $Amount**

- INCENTIVES

**Sponsor Level 1: $Amount**

- INCENTIVES

If you would like to discuss a customized sponsorship opportunity or to participate as a corporate sponsor please contact CONTACT INFO (DIRECTOR OF SPONSORSHIP NAME, EMAIL, PHONE, WEBSITE, ETC.).
In-Kind Donation Letter for Event/Community Service

CHAPTER NAME SEEKS DONATIONS TO SUPPORT EVENT NAME/CAUSE

On DATE, CHAPTER NAME will be holding EVENT NAME at LOCATION. The organization is currently seeking in-kind donations for NEED/EVENT (IF APPLICABLE- TO BENEFIT CAUSE).

CAUSE INFORMATION/EVENT INFORMATION.

Businesses interesting in supporting CHAPTER NAME/EVENT NAME/CAUSE NAME are welcome to donate IN-KIND ASK. PRSSA is grateful for any donation and thanks you for supporting its efforts in REASON FOR EVENT.

PRSSA is willing to pick-up any item at the most convenient time for you before DATE. If you have any questions please contact CONTACT. Thank you for your interested and support!
Crowdfunding: What is it?

Crowdfunding is a method of raising funds through small donations by individuals/organizations to a larger fundraising goal. By utilizing the collective effort of a large number of individuals, organizations can reach their targets over time through marketing the campaign on social media, through email marketing, personal asks, etc.

Why Crowdfund?

Crowdfunding platforms have a preestablished large reach to investors and business owners looking to support meaningful projects. These websites are also easy to share via email, social media, etc. It can be less expensive and time consuming than mailing letters or putting flyers around your community.

Crowdfunding Websites:

- GoFundMe: This platform is great for personal causes, such as funding a trip to International Conference. The site requires you to meet your set goal in order to collect any funds.
  - Fees: 5% platform fee, credit card fee of 2.9% and $.30 per transaction

- Fundly: This site has more of a blog feel, encouraging the use of personal videos and slideshows to explain why you are crowdfunding. Great for storytellers!
  - Fees: 4.9% platform fee, credit card fee of 2.9% and $.30 per transaction

- GiveCampus: This platform is specifically designed for any cause related to a university or school, such as funding student travel. Allows for creation of specific forms that can be completed on any device easily.
  - Fees: Requires individual university subscription, ask your college if they have an account.
Advancing the Profession and the Future Professional.

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