

RAISING THE BEVO BUCKS: FUNDRAISING AND MONEY MANAGEMENT

Network Advisory Board: Maria Garate

Chapter Advisory Board:

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Staff: Megan Yeager, Chapter Events Coordinator



CHAPTERS & NETWORKS TEAM ASSISTANCE

- Updating account annually (local EIN)
- Event creation and tickets

WHY WE DO THIS:





Fundraising

Scholarships

Graduate



Scholarships

Fundraising

SCHOLARSHIPS

- Scholarships Department will send out a detailed timeline for 2018-2019 year
- Minimum amount for a scholarship is \$500.00
- General chapter endowment: \$15,000
- Chapters can only have one general endowment

HOW DO I FUNDRAISE FOR A SCHOLARSHIP?

- Embrace the unique aspects of your chapter
- Fundraise through cost savings
- Create value through long-term partnerships
- Start scalable and grow over time

IDEAS FROM OTHER CHAPTERS (OPEN DISCUSSION)

Ticket sales for events

Silent auctions at events

Live auctions

Raffles

Sponsorships

Merchandise

Competition fundraising

FUNDRAISING & SPONSORSHIP OVERVIEW

- **Fundraising** is the organized activity of raising funds for a cause – i.e. scholarships.
 - Fundraising can occur any time through multiple channels: *Straight Donations, Raffles, Auctions at an event, etc.*
- **Sponsors** are businesses or companies that chapters partner with to help underwrite the expense of events or chapter costs.
 - This is a mutually beneficial relationship! Sponsors receive recognition in various ways within the chapter.

FUNDRAISING IDEAS

Common methods of fundraising:

- **EVENT CREATION**
 - Developing compelling annual fundraising events support both scholarship and engagement.
 - Chapter Locations and Chapter Leader Skill Sets create unique opportunities.
- **IDEAS**
 - Golf Tournament
 - Chili Cook Off / Texas BBQ / Taco Throwdown / Quesoff
 - Holiday Hoedown
 - Boat Party

FUNDRAISING IDEAS

Common methods of fundraising:

- EVENT CREATION: FOOTBALL FUNDRAISER
 - GAMEWATCH
 - STRAIGHT DONATION by Venue – Houston
 - Open Bar Party – New York
 - % of Sales Bar Party – Las Vegas
 - Pass The Hat, Private Party – Tulsa
 - ANCILARY FOOTBALL EVENTS
 - Pre Season Rally Event – Austin
 - Post Season Wrap Up Event – New York

FUNDRAISING IDEAS

Common methods of fundraising:

- EVENT CREATION: SCHOLARSHIP DINNER
 - FORMAL BANQUENT – DALLAS
 - PRIVATE HOME - DENTON

FUNDRAISING IDEAS

Common methods of fundraising:

- EVENT CREATION: TEXAS INDEPENDENCE DAY
 - CONCERT EVENT – NEW YORK
 - BREWERY CELEBRATION - WASHINGTON DC

FUNDRAISING IDEAS

Common methods of fundraising:

- RAFFLES
 - Sell tickets for a chance to win a prize
 - Must follow your state's rules for conducting raffles held by non-profit organizations (differs from state to state)
 - General Raffle Rules:
 - Each chapter is restricted to two raffles per calendar year
 - Can only sell tickets to one raffle at a time
 - Prize cannot be cash
 - All proceeds must go towards the charitable purposes of the organization (i.e. Scholarships)
 - Check with processor on raffle policies (i.e. Paypal)

FUNDRAISING IDEAS

AUCTIONS

- Silent Auctions
 - Can easily be added to an event as an extra way to raise funds
 - Aim to have as many items as possible donated – 100% of the proceeds go to the chapter
 - Quality over Quantity
 - Can raise more money with a limited number of high quality, desirable items

FUNDRAISING IDEAS

AUCTIONS

- Live Auctions
 - Ideal for large, high-dollar items
 - Avoid having too many items!
 - Recommend 3 - 5 live-auction items
 - Too many reduces excitement and total potential profits
 - Can be more financially rewarding than silent auctions but also riskier

FUNDRAISING IDEAS

AUCTIONS

- Consideration: “No Risk Auction Items”
 - Chapter is sent items to use at auction. If the items sell, the chapter receives a portion of the profit. If the items do not sell, they are returned.
 - Great way to get unique items
 - Less risk to chapter

FUNDRAISING IDEAS

AUCTIONS

- Online Auctions
 - Run an auction online!
 - Allows for a larger number of bidders – available to the public, not just those at the event
 - Allows a long period of time for bidding – not limited to time of event
 - Texas Exes Staff can set up and host an online auction for your chapter/network
 - More exposure for donor of item(s) – can use this fact as leverage when requesting a donation
 - More exposure online as opposed to at event

FUNDRAISING IDEAS

Specialty Bars

- Set up a special bar at an event with a specialty drink sold at a premium
 - Portion of proceeds are donated to scholarship fund
 - Example: Drink price is \$10 but cost is \$5, extra \$5 is donated to scholarship fund
 - Also gets them a special incentive – needs to be something tangible
 - Examples:
 - Extra raffle ticket
 - Special door prize
 - Special, souvenir event glass

FUNDRAISING IDEAS

Competition Fundraising

- Team up with a local chapter from another alumni association on an event to see who can raise the most funds
 - Example: Chili Cook-off with the local Aggie Club

FUNDRAISING IDEAS

Working with local venues

- Bar proceeds go towards the chapter's scholarship fund
 - Partner up with a bar so that a portion of sales to Texas Exes go to the chapter's scholarship fund
- This relationship can transition into a sponsorship opportunity.

SPONSORSHIP OVERVIEW

In-Kind Sponsorship

- Sponsor gives merchandise or product to the chapter
- Examples:
 - Beer sponsors often donate product
 - Restaurants may provide food for an event
 - Printing company may provide all of the printing needs of the chapter for a year

Cash Sponsorship

- Sponsor gives \$\$\$

SPONSORSHIP OVERVIEW

What the chapter/network can offer to sponsors

- Their company name listed on all of the chapter's email broadcasts with a link to their website.
- Their name and logo printed on any paper mailings, flyers, or signage.
- Their name and logo on the chapter website with a link to their website.
- Recognition at chapter/network events.
- Option: complimentary ticket(s) to events.
- Anything else the chapter can offer that follows the rules/law.

SPONSORSHIP OVERVIEW

What we cannot offer to sponsors

- Sponsors will not receive access to the Texas Exes database. We will not share emails or addresses with sponsors.
- Sponsor logos by itself to promote the sponsor
- Anything that could jeopardize the Texas Exes non-profit status.

SPONSORSHIP OVERVIEW

- Many chapters have a **sponsorship matrix** or **tiered sponsorships** system
 - Allows a variety of sponsors to get involved with the chapter at a level with which they are comfortable.
- Sample Sponsorship Matrix

SPONSORSHIP BEST PRACTICES

Under promise, over deliver

- Work on building relationship with sponsor over time
- The sponsor has to feel appreciated in order to renew their relationship with the chapter.
- The sponsor expects recognition in exchange for their money or product.
- Be clear and up front with your sponsors about what recognition they will receive and then deliver.

SPONSORSHIP BEST PRACTICES

- Give sponsors *feedback*
 - Ex: Keep record of how many alums are attending game watches at bar – shows the value of the sponsorship
 - Ex: how many alumni the chapter emails reach
- Determine what the sponsor is looking for in the relationship
 - Will enable the chapter to best tailor the sponsorship package
 - Recruit someone on chapter board to be responsible for all chapter sponsorships
 - Takes someone with the right skill set

SPONSORSHIP AND THE ASSOCIATION SPONSORS

Texas Exes Chapters are not required to use Texas Exes Sponsors

- Chapters should allow MillerCoors first right of refusal
 - Check with Texas Exes staff to get information on your local MillerCoors representative
 - Let the local distributor decide if a sponsorship works