Checklist for a Successful Fundraiser

Be creative...
Brainstorm with family and friends to develop a plan that will be interesting and enjoyable.
• Send a holiday email blast; mail personal letters to former group members; host a small event before opening night; apply for our crowdfunding platform; design a social media campaign around your next competition; whatever makes sense for your group and your audience!

Set your goals... time to prepare a budget
• What is your expected revenue?
• How many donors will you need to give at what minimum to reach your goal?
• What are your expenses? (most online fundraisers are free, but letters require paper and postage)
• Will you raise awareness for a particular club, scholarship or program?

Create a timeline...
Once you have selected the type of fundraiser, you'll need to create a timeline.
• Check a calendar for other events that may be taking place at the same time- holidays, graduation, Super Bowl Sunday, etc- that would take attention away from your fundraiser OR help you with your messaging.
• Complete the Affiliated Group Fundraising and Service Request form. If you have questions, a member of our staff will be happy to talk with you.
• Establish project deadlines

Recruit your committee...
• A great source of support can be found by forming a committee of your closest friends, classmates, community members, and colleagues to help manage the many components and logistics involved in fundraising.
• Divide details and logistics among your committee members. Who will create the marketing? Who has contacts in the community to spread the word? Who is great with social media?

Plan your marketing campaign...
• Who is my target audience?
• How will I get the word out to my target audience?
• Will I use the Northwestern University logo?*** How can I advertise at no cost?
• How will I advertise on Facebook and other social media sites?

*** Remember, ALL promotional materials need to be approved by Northwestern University Alumni Relations and Development prior to publishing.
The fundraiser is over... now what?
• Is my group sending thank you letters? Do I need to ask ARD for the contact information of those who contributed?
• Consider including in your Thank You how much was raised and that your donors have made a difference in the lives of our faculty, staff, and students.
• Any checks that may have been collected should be sent to:

Northwestern University
Alumni Relations and Development
1201 Davis Street, Rm 1-400
Evanston, IL 60208

• Checks should be made payable to "Northwestern University" with the specific designation indicated in the memo.

Lastly, congratulate yourself and your team for supporting Northwestern University.
Thank you for your efforts and generous support!