FUNDRAISE

Asking for money can be intimidating at first. Be creative, get advice, try out different methods and have fun!

GUIDELINES
Start with a conversation with your local United Way. Ask about their fundraising guidelines. See if they have suggestions. They’ve probably been doing this for years! Tap into their expertise and your own innovative thinking.

As far as United Way Worldwide goes, we encourage you to raise money for your Student United Way and your local United Way! We require that your fundraising be legal, abide by your school’s rules and abide by your local United Way’s rules.

Consider ways to work collaboratively with your United Way. For example, you want to buy children’s books for families. Ask United Way to hold the money and accept credit card donations. Or you throw a health fair and fundraise the money for it. Give it to your United Way and let them buy the supplies. Your United Way’s good reputation and resources—like their know-how and ability to process credit card donations—could help you out.

Some of the money you raised will probably be used to cover costs. Check out page 23 of the Guidebook for tips on developing budgets.

IDEAS
Be creative! Organize campus competitions. Ask your student activities office if your college provides funding for operating expenses or conferences. Funding often dries up quickly—apply early! Utilize fundraising websites like Facebook Causes, Crowdrise, Razoo and many others. Ask businesses to sponsor your projects, travel/lodging costs for the annual Leadership Retreat, Alternative Spring Break costs or your Student United Way in general. Hold restaurant nights, community-wide garage sales and bake sales.

Find more ideas in our “Create Projects” downloadable on our web. And of course, contact us for ideas or feedback!