

Step 1: Fundraising

Before you can purchase anything for your event, you need to have a budget to spend!

Take a look at the next few slides to explore fundraising options and learn how to put together a fundraising packet.

Fundraising Question Checklist

- Did I complete all possible OU funding applications?
- Did I put together a complete fundraising packet?
- Did I ask for outside funding?
- Do I need to recognize large donors at my event (say their name, put their logo on a slideshow, etc.) or on my publicity material?
- Did I send thank you notes to ALL donors?

What types of funding can my organization receive from OU?

SGA Primary Budget Funding

All organizations that have been established for at least one year can apply for SGA Primary Budget Funding. The application, however, is due during spring semester, and you cannot use the funds until the following year.

If your organization's previous president applied for this funding last year, you may have funds already available for you. To check your account balance, you will need to call the SGA office (405-325-5471) or e-mail the SGA Account & Budget Representative located on the contacts page. If you would like to personally talk to SGA, their office is on the first floor of the Conoco Student Leadership Wing in The Union (OMU room 181).

Whether or not your organization's previous president applied last year, you should still do so this year so that your organization will benefit later. You can find the Primary Budget Application [here](#).

An interview is optional, but IAC suggests that you attend one if possible. It is best if the person who wrote your budget is able to attend.

The written application is a bit complicated, so go to page 6 for some help! Also, check out page 8 for information about spending your SGA budget.

SGA Subsidiary Funding

If your organization does not feel that it received enough funding from SGA, or if it did not apply last spring, you can apply for SGA Subsidiary Funding. Your organization does NOT need to have been established for one year in order to receive this funding. The application is due during fall semester.

An interview is optional, but IAC suggests that you attend an interview, if possible. It is best if the person who wrote your budget is able to attend.

You can find the Subsidiary Budget Application [here](#). It is very similar to the application used for Primary Funding, so it is a bit complicated. Go to page 6 for some help! Also, check out page 8 for information about spending your SGA budget.

SGA Budget Help

- **What are the criteria for allocation of funds? (According to the [SGA Website](#)):**
 - Degree to which the Programs, Events, and Activities (PEAs) of the organization provide a unique service to the university's student community.
 - Scope of the organization such as number of students affected, effect on the community outside of campus, and size of the organization.
 - Percent of funds used in previous years relative to the allocated amount.
 - Quality of the budget including clarity, accurateness, compliance with SGA and University of Oklahoma policies and regulations, as well as reasonability (unreasonable requests for large sums will count against an organization).
 - Degree to which funding the organization's request will accomplish their stated goals.
 - One specific criterion particular to the category of the organization.
 - In the case of emergency funding, the previous allocations for funding are also taken into consideration.
 - Discretion of the Budgetary Committee.

SGA Emergency Funding

If you suddenly find you do not have enough funding to host an event that you have been planning, SGA Emergency Funding may be a solution.

To determine whether or not your organization can receive this funding, SGA will consider the funds you already have, as well as the number of times your organization has previously received Emergency Funding. When you send your application to the budget committee, you should explain why your organization needs this funding.

You can find the Emergency Funding Application [here](#). Take note that an interview process is mandatory, and that money will not be distributed to your account for 3-5 weeks. The application is the same as the one used for Primary and Subsidiary budgets, so you can look at page 6 for some help. Also, check out page 8 for information about spending your SGA budget.

SGA Resources

SGA is a great resource when any question arises about budget information. Their website has numerous resources such as:

- A detailed handbook about budgets and funding
- Lists of what you can buy with SGA's funds
- A PowerPoint about how to spend SGA's funds

You can go to [this page](#) to view these resources.

Union Catering Fund

This funding will help provide food catered by OU for your event. The event must be held in the Oklahoma Memorial Union, and you must use Union Catering to provide food for your event. You cannot use the funds for items from the already-discounted student menu. No interview is required.

You can find the Union Catering Fund Application [here](#).

What types of funding can my organization receive from outside OU?

Business Fundraising

Another way that many organizations fundraise is by asking businesses for sponsorship.

When you ask for sponsorship, you should dress nicely and ask to speak to a manager when you enter. It is wise to call ahead to find out when the manager will be there. When you meet the manager, shake his or her hand and introduce yourself as a representative of your organization. Explain the event for which you need funding, and offer their business publicity in return for sponsorship. Give them a fundraising packet so that they look at your budget. Let them keep the packet so they remember the opportunity.

Not sure what to include in a funding packet? Please proceed to page 8 for some guidelines.

How to Make a Fundraising Packet

- Create a cover page that includes the poster for your event.
- Include the following pages:
 - Table of Contents: Explain what event the sponsorship will help fund, as well as what information this sponsorship packet includes.
 - A letter from an executive member, preferably the president: Ask the recipient of the packet for funding in a formal and professional manner.
 - Description of your organization and its general goals
 - Description of the particular event and its general goals
 - Itemized event budget: Include a list of everything you will need to purchase or rent for your event, as well as estimated costs for each item. This way, the sponsor will know exactly what their funding will help your organization accomplish.
 - How to sponsor your event: This is perhaps the most important page of your fundraising packet. Include information about what type of advertising your sponsor will receive for different amounts of funding. Be sure to include contact information, as well as information about accepted methods of payment.
- Also, include lots of pictures, especially those of the particular event. Sponsors like to see what their funding will help accomplish.

Sample Fundraising Packet

Page 1&2

International Advisory Committee presents:

42ND ANNUAL EVE OF NATIONS



SPONSORSHIP PACKET

- Eve of Nations Explained
- Letter from the President
- Eve of Nations Budget Summary

An Evening to Remember:

EVE OF NATIONS EXPLAINED

Eve of Nations is an annual event hosted by the International Advisory Committee (IAC). The IAC is comprised of over 25 international student organizations on campus, *branching out* across the globe to bring together cultures from all over the world. The IAC hosts three large multicultural events each year (the International Bazaar, Global Feast and Eve of Nations) to highlight the diversity and unique cultures represented in the OU community. Eve of Nations is the culmination of the international event year, a grandiose extravaganza, with dignitaries, spicy foods, colorful attires, exotic music and dance. Participating organizations each prepare a 3-4 minute dance performance highlighting the unique and alluring attributes of their home country and culture. Combined with extraordinary costumes, food and music this evening is not one you'll want to miss! Join us this year, and experience the University of Oklahoma's international community!

WAYS TO BE INVOLVED:

- Sponsor: pledge your support to the international community at OU by completing the sponsorship form attached for your organization, department, or student group.
- Attend: Eve of Nations tickets will be on sale in the Oklahoma Memorial Union in the weeks and days leading up to the event.



Sample Fundraising Packet

Page 3&4

Letter from International Advisory Committee President JiaHaw Chiem



Dear Sir or Madam:

Jimmy Carter, a former President of the United States, once stated about America "We become not a melting pot but a beautiful mosaic. Different people, different beliefs, different yearnings, different hopes, different dreams." The University of Oklahoma, currently host to approximately 2000 international students from 115 countries, has realized this multicultural vision as it takes great pride in the richness of its cultural diversity. At OU, each international student is an integral part of the Sooner family. Our university is stronger because of our diversity and we are richer because of the different cultures that make up this great university.

The International Advisory Committee (IAC) has been one of the leading promoters of cultural diversity and appreciation at the University of Oklahoma. IAC is one of the largest student groups at OU, uniting 29 international student associations and encouraging them to work together in order to facilitate cultural awareness on the OU campus along with building camaraderie between international and American students. Each school year, the International Advisory Committee organizes and sponsors multiple events to strengthen relations among its member associations and to promote cultural diversity at OU. These multicultural events include our annual Presidents' Retreat and International Bazaar in the fall, as well as Global Feast and the Eve of Nations banquet in the spring. Each event highlights the many unique cultures present on campus to the OU, Norman and Oklahoma communities.

This coming year, IAC will host its 42nd Eve of Nations, *Branching Out*, on Friday, April 13th, 2012 at the Lloyd Noble Center at the University of Oklahoma. It will begin with a formal dinner featuring international cuisines, followed by a program of ethnic fashion, cultural performances, and music, all representative of the cultures of our international community. Eve of Nations, the largest and oldest event presented by the international students at OU, brings together over 2000 members of the OU family, as well as residents from Norman and its neighboring communities.

Due to the ever-increasing costs of producing an event of this magnitude, it has become necessary to ask for your support in our endeavors. We would be honored to have you and your business represented in our program book for Eve of Nations. This booklet will reach our many guests, which in years past have included several Governors, Senators, Representatives, Regents, Ambassadors, Consulates, and other special dignitaries. We seek your contribution in our efforts to make both this event and your business successful. We have enclosed in this packet our program booklet from our last Eve of Nations, our estimated budget, and a sponsorship form.

We thank you in advance for the attention you will give our request and hope you will join us at the 42nd Eve of Nations!


Sincerely,

JiaHaw Chiem
President, International Advisory Committee (IAC)

Item	Total Cost
Lloyd Noble Arena	\$3,071
Audio and Production Assistants	\$1,130
Toucan Lighting Production Costs	\$6,580
Sound-In House Systems	\$300
Security Personnel	\$1,140
Dinner and Tastings	\$15,950
Event Programs	\$1,612
Decorations (Table and Stage)	\$1,213
Electronic Transformer + Spot Light	\$1,824
Event Attendants and Electrician	\$576
Awards for Performers	\$1,050
Set up / Tear Down Fees	\$1,458
Banquet China and Overlays	\$2,750
Event Ticket Printing Service Charge	\$1,175
Publicity (Flyers, Posters, etc.)	\$725
Total Cost	\$40,554

Sample Fundraising Packet

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International Advisory Committee
 900 Asp Ave. / Union Room 386 / Norman, OK 73019
 Phone 405.325.8478 / Fax: Oklahoma Memorial 405.325.7387 / Email: iac@ou.edu

42nd Eve of Nations Sponsorship Form

Company/Department/Individual: _____

Contact Name: _____

Mailing Address: _____
 Street City State Zip

Phone: _____ Fax _____

Payment Enclosed OU Interdepartmental Transfer (IAC, 147-6106)

Payment MUST accompany this form when it is returned to IAC. Make checks payable to I.A.C.

ADVERTISEMENTS

<input type="checkbox"/> Logo	<input type="checkbox"/> Special Graphics	<u>Measurements for Ads</u> 8 1/2 X 14	
Program Ads	Full Page	\$150.00	Full Page 7 X 8.5
	Half Page	\$100.00	
Specialty Ads	Inside Front Cover	\$375.00	Half Page 7 X 4.25
	Inside Back Cover	\$375.00	
Table with Ads	Table for 8 (no ad)	\$280.00	
	Table for 8 with a purchase of half page ad	\$230.00	
	Table for 8 with a purchase of Full page ad	\$190.00	

Description: _____

Signature of Advertiser _____ Date _____

Signature of IAC Representative _____ Date _____

IMPORTANT: ALL ADS MUST BE RECEIVED NO LATER THAN MARCH 16, 2012, send to: Janice Levi: 729 Elm Ave. Hester Hall 150, Norman OK 73019; janilevi@ou.edu; (405) 325-8799





Branching Out



International Advisory Committee
The University of Oklahoma

900 Asp Ave | Oklahoma Memorial Union Room 386 |
 Norman, OK 73019
 Phone: 405-325-8478 | Fax: 405-325-7387 | Email: iac@ou.edu

Fundraising Events at Restaurants

Many restaurants will sponsor you by having a fundraiser at their establishment. All you need to do is encourage supporters of your event to eat at that restaurant on a certain day. The restaurant will usually give you a percentage of that day's profits in exchange for this type of publicity.

Often, organizations choose to hold this type of fundraiser at one of the restaurants on Campus Corner. This way, it is easy for your supporters to attend, even if they do not own cars. Not all restaurants will allow this, however, and some have better policies than others. We suggest that you keep a few of your favorite restaurants in mind, and go there in person to talk to their managers about a fundraiser.

Coca-Cola Funding

The Coca-Cola Company is a supporter of many OU campus events. They are able to provide organizations with both monetary funding and product donations.

Please visit the Student Life apply for funding page and open the Coca-Cola Product or Monetary funding application. There are many guidelines for application and reception of this type of funding, so please read the cover page of the application carefully.

Are there any other ways my organization can receive funding for its events?

Other Funding Ideas

- Don't forget that many organizations make money by selling items at **International Bazaar** (see the IAC section for more information about this event!).
- **Accept donations at earlier events** to help fund later events. This will work especially well if you offer a raffle ticket in exchange for a chance to win free tickets to the next event.
- **Ask for funding from campus offices and colleges.** The instructions for business fundraising from page 11 apply to these offices as well.
- If you want to have a large event for which you need a lot more funding, **try co-programming** with other organizations. In this arrangement, both groups would share equal responsibility for the event, either in terms of planning or in terms of funding. Other international student organizations with similar cultures, Greek houses, and OU Cousins are all great places to begin looking for co-programmers.