REVAMP YOUR FUNDRAISING
Introduction

Bored of bake sales? Revamp your fundraising for better results.

Asking for money is always a difficult task, especially when other organizations are vying for the same people’s money. Follow these fundraising tips to increase your chapter’s cash flow without having to raise dues.
Instead of looking for new ideas, look for established events and programs. This will save you time, and you already know its success rate.

If the event already exists to earn money, it saves you the time from planning a new one. Look into events on campus and in the community that will pay for your help, such as working a concession stand at a sporting event or cleaning up the stands afterward.
Make it a community effort

Fundraising is easier when you get everyone involved. The more people behind you, the easier and more fun it will be to rally for a cause.

The greater your efforts, the better the results. Fundraising shouldn't be the responsibility of just a few. The more people you can gather to help raise funds, the easier it will be to gain support and reach your goals. Create events that allow collaboration and teamwork. Not only will you help a good cause, but you’ll enhance the brotherhood as well.
Find donors

Instead of focusing on events, look to sponsor donations to offset costs.

Corporate sponsorships and donations can significantly boost a chapter’s finances. When looking to develop a sponsorship program, remember to consider why a potential donor would want to contribute and how it can benefit them. It has to be worth their money to invest or it’s a waste of both their time and yours.
Don't set yourself up for failure by ignoring other organizations’ efforts. Consider their schedule and ideas to avoid overlap.

There is nothing worse than putting all of your efforts into a fundraiser that doesn’t raise any money. To avoid that, consider what other organizations are doing and when. When events are spread out, and everyone isn’t doing the same type of event, you’ll start to see an increase in engagement and participation.
Assess the profitability

The number of events and amount of time spent is irrelevant if it isn't profitable.

After an event occurs, it's important to evaluate the experience. Was the preparation process proportionate to the results? Were your marketing methods effective? Keep in mind, a first-year event will take more planning than a recurring one, and it's likely that it will not be as successful. Utilize those evaluations to make improvements and decisions about the future of the events.
Success isn’t limited to just one instance. Everyone can benefit from a good idea and repurpose it for their organization.

Have you found a process or idea that works? Share your success with others. Don’t hold back from sharing in fear it will diminish the value of your work if it’s replicated. If an idea is worth its merit, others will thank you for it. They might be able to implement a similar process or idea, or provide ways to improve it for next time. Consequently, you can also learn from others’ mistakes.

When planning fundraisers, get creative and consider what it would take for you to donate to an organization. Changing the way you think about raising money and the events you hold can bring better results from your efforts.