

## Key Fundraising Ideas

### Two Key Questions:

- 1) What type of fundraising is the least time consuming?
- 2) What fundraising will bring in the biggest return?



Fundraising should not take up more than 20% of your group's focus

### The Top Three Methods

School Funding

Personal Meetings  
(Most Successful)

Letter Writing

### Pro Tips:

- Always ask for a specific amount.
- Provide specific details on how the funding will be used.
- Don't rely on selling to your peers or "GoFundMe"-type sites.
- Follow up with *every* potential supporter about a commitment.
- Keep an Excel list of donors and their contact information.
- Mail thank you cards after donating and at the end of the year.
- Send updates every semester on your group's activities.
- Don't be afraid to ask BIG! Almost anyone can donate \$100-\$300 to your cause. Many can do \$500 or \$1,200.
- Apply for PLMI's *Student Activity Fund*, which awards \$1,000 each semester.