

STUDENT ORG FUNDRAISING

A presentation about how your student organization can fundraise!

Student Organization Leadership Conference
August 16, 2023

Presented by the Office of Annual Giving
Sean Briner, Director of Annual Giving
Alex Perkins, Digital Giving Specialist

Today's Agenda

Role of University Advancement (and Annual Giving)

Philanthropy in the USA and at CSUSM

How your organization can fundraise

Case for Support exercise

Role of University Advancement

Our purpose

- Fundraising arm of the university

How Annual Giving can help YOU!

- Educate you about philanthropy
- Serve as your UA contacts
- Provide your student org with fundraising opportunities
- Coach you through any obstacle

Philanthropy in the USA

There are more than **2 million** non-profit organizations in the USA.

Americans gave **\$499 billion** to non-profit organizations in 2022, according to Giving USA .

Americans support **4.5** non-profit organizations, according to giving platform Qgiv.

Two out of three Americans donated to a non-profit within the last year, according to *Lending Tree*.



Why do people give?

Philanthropists at CSUSM

\$5 million gift by **Ken and Carole Markstein** enabled integration of cutting-edge technology and furnishing upgrades for Markstein Hall (opened 2006)

\$1.2 million gift by **Helene Clarke** to honor her late husband for the M. Gordon Clarke Fieldhouse (opened 2003)

Lead gift from **Bob and Ruth Mangrum** resulted in the Mangrum Track & Field when Athletics needed a starting point for its first Cross Country/Track & Field teams (opened 1999)

\$1 million gift from **Jean "Janet" and W. Keith Kellogg II** to help CSUSM build the Kellogg Library (opened 1996)

Fundraising (No Approval Required)

1. Restaurant fundraisers
2. National philanthropies
3. Student Org Market Days - October 12 and November 9
4. Student Org fair share donations
5. Online giving/your Tukwut Trax profile

For more information on these options, visit
www.csusm.edu/slic/studentorgs/giving.html

Year Over Year Growth

Gifts to Student Organizations

FY22 = 61

FY23 = 596 (+877%)

Top 3 Donor Constituents

Friend = 34%

Student = 25%

Alumni = 16%

Student Organizations

Student Leadership & Involvement Center

HOME // Student Organizations

Student Organizations

Welcome to the CSUSM Student Organizations website! Student Organizations offer a wide variety of opportunities for students to enhance their academic and social life on campus. Students can choose from over 100 recognized student organizations to get involved with, or start their own!

As a result of getting involved, students develop a campus support network, build interpersonal skills, and engage in the Tukwut Experience. Student Organization leaders grow their leadership skills and plan fun activities for their organization and the campus at large. Current student leaders report that their communication, interpersonal, and social skills have improved as a result of being involved on campus and in the CSUSM community. If you're looking to get involved and grow your skills, student orgs are a great place to start!

Give to Student Organizations

CSUSM
Student Organizations at California State University San Marcos

Student Organization Giving Form > Billing > Review > Finish

There is a 5% gift fee for all donations.

Choose a gift amount

\$250 \$100 \$50 Other

Give Now I would like to make Scheduled Payments I would like to make this a Sustaining Gift

DESIGNATIONS

View All Student Org Funds

Donor Information

First Name: Alex
Last Name: Perkins
Former Name:
I am a(n): Please Choose
Company Name: CSUSM
 I wish to make this gift anonymous

Contact Information

Address 1:
Address 2:
City:
State: California
Country: United States
Zip:
Phone Number: 000-000-0000
Phone Type: Mobile

View All Student Org Funds: Search

0 Selected

All Student Org. Funds

- 3D Printing Club
- Accounting Society
- Active Minds
- African Student Association
- Alpha Chi Omega

CLOSE CONTINUE

Maximize Your Tukwut Trax Profile

How to add a link to your profile:

- Email Alex Perkins-aperkins@csusm.edu and request a giving form link for your organization.
- Alex will create the unique URL link and send to Tyler (SLIC).
- Tyler will email student org once link has been added to their profile.

The image shows a screenshot of the Tukwut Trax website. The main header is "Tukwut Trax" with a background image of a crowd. Below the header, there are several sections: "Happening Now" featuring an "INNOVATION HUB AT CSUSM" event, "Featured Organizations" with logos for SLIC, Kamalayan Alliance, and Mens Soccer Club, and "Coming Up" with a "Campus Rec" logo. On the right, there is an "Organizations" search bar and a grid of organization logos including 3D Printing Club, Accounting Society, Active Minds, African Student Association, Alpha Chi Omega, Alpha Kappa Delta Phi, Alpha Lambda Delta, HA OMICRON, National Honor Society for Women, and Alpha Pi Sigma. Below the main screenshot, there is a blue box with the text "STUDENT ORGS" repeated four times and a blue arrow pointing to a detailed "Organization Information" panel. This panel includes an "About & Purpose" section for the "Give to Swim Club" and a "Student Organization Email" field with the address csusmswimclub@gmail.com.

Fundraising (Approval Required)

1. Soliciting Donations
 - Private Foundations
 - Corporate Sponsorships
 - "External" Individuals
2. Cougar Crowdfunding
3. CSUSM Giving Day

Corporate and Foundation Relations Office

CSUSM Corporate and Foundation Relations (CFR) staff seeking external philanthropic support from corporations and private foundations.

We are here to advise and assist you throughout the fundraising cycle by:

- ✓ Conceptualizing and developing a fundraising request and timeline for priority projects, programs and events.
- ✓ Identifying, cultivating, and building strong, ongoing relationships with corporate and foundation donors.
- ✓ Ensuring that requests are aligned with the College and CSUSM priorities, are written effectively, and comply with potential funder guidelines.
- ✓ Help with proposal writing, budget development, event sponsorships benefits, event sponsorships prospect lists and approvals.
- ✓ Organizing, planning, and hosting corporate and foundation visits to campus.
- ✓ Providing recognition of gifts received by the corporation or foundation.

Christine Andersen
Director of Corporate and Foundation Relations
candersen@csusm.edu

Alison Aragon
Associate Director of Corporate and Foundation Relations
aaragon@csusm.edu



Process for Securing Corporate Sponsorships

Case for Support → Create Sponsorship Benefits & Find Prospects

Clear Package & Prospect List with Tyler/SLIC → Reach out to Prospective Sponsors

They Said Yes! Now What? Agreement & Stewardship



COMING
SOON!

Corporate Sponsorship Toolkit



Cougar Crowdfunding



Key Facts

- Best for raising \$2,500 - \$5,000
- 30-day campaign max
- Not a one-person effort but a student *organization* effort
- October and March

Learn More:

- www.csusm.edu/crowdfunding
- Crowdfunding@csusm.edu



Cougar Crowdfunding

CAI STATE UNIVERSITY
SAN MARCOS

PROJECTS

13

We have 13 current/past projects organized by student orgs, alumni, colleges and CSUSM departments.



TOTALS

\$33,642 Cougar Crowdfunding projects have raised over **\$22,160.**

DONORS

244

We have had a total of 224 unique donors give to our Cougar Crowdfunding projects to date.



MEN'S LACROSSE CLUB

Men's Lacrosse broke records for being the most successful student org project so far!

Current Crowdfunding Projects

Thank you for supporting our current crowdfunding project listed below. Crowdfunding projects are managed by the Office of Annual Giving Programs and housed on the official source for all Cougar Crowdfunding activities within the Alumni Webpages. You do not need to be an alumna/alumnus to support a crowdfunding project. If you have any questions or have a project for consideration, please contact Alex Perkins, Digital Giving Specialist at aperrins@csusm.edu or (760)750-3495.

<p>The Willis Scholarship Established by a CSUSM student, this scholarship gives transfer students additional financial assistance to help them reach their goal of graduating from CSUSM. "Give the rope back" and help a student in need! \$480 RAISED \$2,500 GOAL 19% FUNDED 4 DONORS 24 DAYS REMAINING GIVE NOW</p>	<p>CSUSM Men's Lacrosse We met our goal with 6 days to spare, but we still need your additional support! Travel is our teams biggest expense and we have big plans to bring an MCLA National Championship home to CSUSM for the first time ever. Please help us make this a reality by supporting us in our endeavor! \$7,060 RAISED \$5,000 GOAL 100% FUNDED 61 DONORS 0 DAYS REMAINING GIVE NOW</p>	<p>The Ryan DeLich Memorial Scholarship During his academic tenure, Ryan touched so many lives and became an uplifting, supportive, and inclusive environment for all students to connect. His passion for learning was well recognized by students, faculty, and staff. His unique talent, great sense of humor, and authenticity to connect with the student body made him an exceptional student. Ryan's family and CSU community will miss his presence at the CSUSM CSU community with his positivity, contagious smile, and caring nature. \$6,540 RAISED \$5,000 GOAL 100% FUNDED 35 DONORS 0 DAYS REMAINING GIVE NOW</p>
<p>Help Women's Lacrosse Get to National! CSUSM women's lacrosse has been competing this year and with your help, we will have the opportunity to return to national. But it's important that we have dedicated individuals to help us get to national in Virginia Beach, VA. We are in need of your support and volunteer help and need your support to help us get to national in Virginia Beach, VA. We need your support to help us get to national in Virginia Beach, VA. We need your support to help us get to national in Virginia Beach, VA. \$4,345 RAISED \$5,000 GOAL 86% FUNDED 30 DONORS 0 DAYS REMAINING GIVE NOW</p>	<p>CSUSM Dance Team The CSUSM Dance Team members share their dedication to bringing both school spirit to CSUSM sports games and appearances to both on-campus and off-campus events. In addition, these individuals have dedicated to complete an collegiate dance competition. Being instrumental in a student's education, we have created a program to support the Department of Campus Recreation. We have created your support to help us get to national in Virginia Beach, VA. We need your support to help us get to national in Virginia Beach, VA. \$1,650 RAISED \$5,000 GOAL 33% FUNDED 16 DONORS 0 DAYS REMAINING LEARN MORE</p>	<p>CSUSM Powerlifting Club This CSUSM Powerlifting Club has been having fun but need many of our members as possible to College Nationals in the winter and to help us compete. This is our first year and plan on making history of our members to national. We need your support to help us get to national in Virginia Beach, VA. We need your support to help us get to national in Virginia Beach, VA. We need your support to help us get to national in Virginia Beach, VA. \$2,778 RAISED \$5,000 GOAL 56% FUNDED 31 DONORS 0 DAYS REMAINING LEARN MORE</p>
<p>The Ariel Satal Memorial Fund Ariel Satal came to CSUSM in 2015. He was a technical guru who had spent much of his career in the high-tech medical world. He was a general repairer when he got his job at the business award for Pharmacy and Academic Resources (PAR) to help his family. The Satal Memorial Fund for Research Today (SMRF) Fund has been created to honor and support his family. \$5,350 RAISED \$5,000 GOAL 100% FUNDED 46 DONORS 0 DAYS REMAINING LEARN MORE</p>	<p>CSUSM University Police Dept. K-9 Program Your support will help provide ongoing care for Arnie in retirement, for your expense associated with addressing a few emergency calls, and help us reach our goal of bringing in a second K-9 unit. If you would like to continue to support your efforts, click on secure here from CSU's website. Thank you! \$2,150 RAISED \$10,000 GOAL 21% FUNDED 31 DONORS 0 DAYS REMAINING LEARN MORE</p>	<p>CSUSM Belize Archaeological Field Research Station Wanting to learn more about ancient Maya cave ruins, CSUSM Assistant Professor Dr. Joe Spence, created the Belize Regional Archaeological Project (BRAP) in 2014 with permission from Belize government. His research focuses on the Rio For Caves. His research methodology in 2015, but he needs your support to help us get to national in Virginia Beach, VA. We need your support to help us get to national in Virginia Beach, VA. We need your support to help us get to national in Virginia Beach, VA. \$8,005 RAISED \$8,000 GOAL 100% FUNDED 54 DONORS 0 DAYS REMAINING LEARN MORE</p>
<p>The Lynette Boyd Memorial Fund Lynette Boyd, a CSUSM employee for over 20 years, passed away unexpectedly on Tuesday, May 16, 2023. Lynette was a devoted member of the CSUSM and campus community and was on the way of a well earned retirement after 23 years of service at CSUSM. Her contributions to the Library and particularly to the Collections Delivery and Access Department, cannot be overstated. \$5,970 RAISED</p>	<p>Preserving San Diego County History San Diego, Chief Photographer, Escondido, Times Advertiser and North County Times from 1984-2001, has donated a collection of over one million glass negatives to the CSUSM University Library. The collection includes visual documentation of the San Diego South County geographic region, community, and events that shaped the history. All donations will go toward collection care for the San Diego Photographic Negative Collection. \$5,475 RAISED</p>	<p>The Cindy Harper Memorial Fund Cindy was with the university for over 27 years. First joining with the Career Center as both an advisor and then as a technical specialist. She also joined the Office of Academic Advising, serving as an academic advisor primarily advising students in the CSUSM program. Cindy had an incredible impact on faculty staff and countless students who absolutely adored her infectious sense of humor and compassion she had for them. \$5,475 RAISED</p>

CSUSM Men's Lacrosse



CSUSM Men's Lacrosse

We met our goal with 6 days to spare, but we still need your additional support!! Travel is our teams biggest expense and we have big plans to bring an MCLA National Championship home to CSUSM for the first time ever. Please help us make this a reality by supporting us in our endeavor!

\$7,060 RAISED
\$5,000 GOAL

100% FUNDED

61 DONORS

0 DAYS REMAINING

[GIVE NOW!](#)



Campus Recreation



13 Club Sports

\$15,688 Raised

172 gifts



Campus Recreation

Tweet Like Share

Thank You!

- Janette Cordaza donated \$50.00 to the Men's Lacrosse Club
- Annette Medina donated anonymously to the Swim Club
- Angelina Carrasco donated \$30.00 to the California State University San Marcos Dance Team
- Jorge Alcazar donated \$100.00 to the Men's Lacrosse Club
- Joanna Fernandez donated anonymously to the Women's Soccer Club
- Yolanda Redding donated anonymously to the Esports Association
- Anonymous donated \$20.00 to the Esports Association
- Teresa Ventura donated \$100.00 to the Men's Lacrosse Club
- Mason Bellencourt donated anonymously to the Women's Lacrosse Club
- Emily McBride donated anonymously to the Women's Soccer Club
- Jen Larsen donated \$150.00 to the California State University San Marcos Dance Team
- Courtney Georggin donated anonymously to the California State University San Marcos Dance Team
- Jade Tesero donated anonymously to the California State University San Marcos Dance Team
- Jackie Belcher donated \$40.00 to the California State University San Marcos Dance Team



CSUSM Campus Recreation's Sport Club program offers a wide variety of opportunities and experiences for students to compete in collegiate competition at the local, regional, and national level. Recognized as formal student organizations, Sport Clubs represent the University as student-run and student-funded organizations. Participation in a Sport Club is meant to be a learning experience for members through their involvement in fundraising, public relations, organization, administration, budgeting, and scheduling. Involvement in a team enhances students' overall education and helps them develop their leadership skills, responsibility, and decision-making process.

Sport Club team members voluntarily participate for the love of their sport and competition, which requires incurring costs for uniforms, equipment, travel, tournament fees and more. Due to the state travel ban, traveling to certain states that host tournaments and competitions create financial barriers for students. We hope to fundraise critical dollars to improve access and create opportunities for students to participate and be successful. We appreciate and thank you for your support of our CSUSM Sport Club programs on CSUSM Giving Day!



Surf Club

CSUSM Surf Club is one of the oldest student-organizations operating here at CSUSM. The team won our first National Championship in the National Scholastic Surfing Association (NSSA) back in 2009, and recently won it again in the 2019-20 season! Thank you for your continued support and donation to our competitive student-run organization.



\$1,205 RAISED | \$2,000 GOAL | 0 days REMAINING

GIVE NOW



Dance Club

Your support of CSUSM Dance Club will help us make our dreams become a reality. Our club's goal this year is to get our team to the National Dance Alliance (NDA) in Daytona, Florida. Thank you for helping us achieve this goal and grow our program!



\$3,232 RAISED | \$4,000 GOAL | 0 days REMAINING

GIVE NOW



Women's Lacrosse Club

CSUSM Women's Lacrosse Club ranked 11th in the nation this past spring, and we are working hard to qualify for nationals again. With your support, we will have the funds to return to nationals for the second year in a row! *Your power hour match and CSUSM employee match has been added.*



\$2,236 RAISED | \$3,000 GOAL | 0 days REMAINING

GIVE NOW



Campus Recreation

CSUSM Campus Recreation's Sport Club program offers a wide variety of opportunities and experiences for students to compete in collegiate competition at the local, regional, and national level. Recognized as formal student organizations, Sport Clubs represent the University as student-run and student-funded organizations.

EXPLORE OUR FUNDS

WANT TO JOIN THE FUN?

ASK HOW YOUR ORG CAN PARTICIPATE IN GIVING DAY 2023



Case for Support Activity

First 10 Minutes:

Write your student org's Case for Support in 100 words or less, considering...

- Who is your org?
- Why should a donor give to your org?
- What impact would a gift make on your org?
- Is your goal dollars or donors or something else?
- What would happen if a donor does not give?

Next 10 Minutes:

Volunteers needed to share your Case for Support with the audience!

Last 5 Minutes:

Pick on these two past examples.

Case for Support - Example 1 (105)

At least one in four CSUSM students are affected by food insecurity. Since 2017, the **ASI Cougar Pantry** has provided free, on-campus basic needs resources to students, but every year, demand grows and student needs change. Last year the Cougar Pantry sent food boxes to students unable to commute to campus, created a process for mobile and drive-up distributions, and moved to a larger space in University Commons to meet increased demand. But there is still room to better serve our students' basic needs. Our team is asking you to join us with a gift to raise \$7,000 for the Cougar Pantry on Giving Day.

Case for Support - Example 2 (97)

The Associated Students Incorporated's **Student Emergency Fund** provides compassionate assistance to students who encounter unforeseen financial emergencies or catastrophic events that disrupt progress toward a degree. Students who find themselves battling homelessness, an accident, a natural disaster, severe illness, or other unforeseen circumstances can apply for \$350 of one-time funding. The SEF is available to all currently enrolled CSUSM students because new needs emerge every year, and students often find themselves in financial crisis. Continued support from generous donors like you will make an immediate impact by helping students overcome these unforeseen circumstances, persisting toward degree completion.

Thank You!

Sean Briner

Director of Annual Giving
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Ask me about the Student Philanthropy Council!

Alex Perkins

Digital Giving Specialist
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