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 Ogiv.

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



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

A HOME // Student Organizations





About

Fraternity & Sorority Life

Leadership Programs

Student Organizations

Advisor Information

ASI Account Services

Annual Recognition

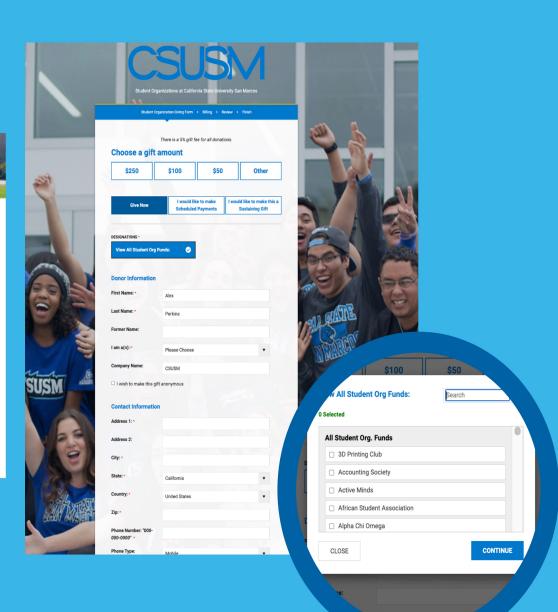
Event Planning

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!

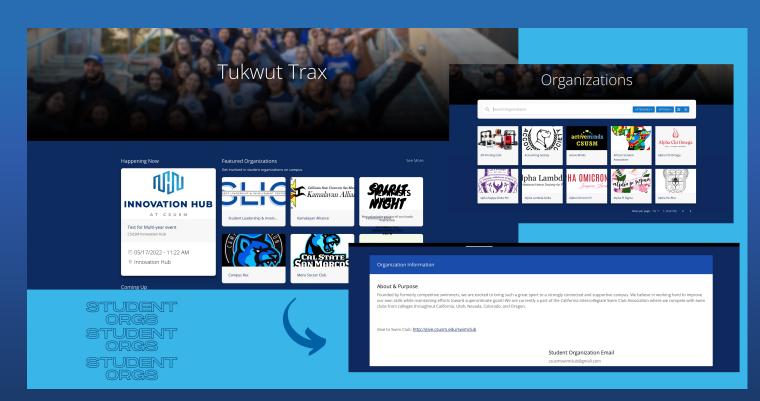
Give to Student Organization:



Maximize Your Tukwut Trax Profile

How to add a link to your profile:

- Email Alex Perkins-<u>aperkins@csusm.edu</u> 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.



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.

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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 6 months from event (case for support, confirm benefits and prospective sponsors)

3 months from event (reach out to sponsors via phone calls, email, DMs)

1 month from
event
(agreements
finalized,
sponsor
recognition)

After event (follow up with sponsors about event success, share photos and impact)

They Said Yes! Now What? Agreement & Stewardship



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





PROJECTS

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

We have had a total of 224 unique donors give to our **Cougar Crowdfunding**



MEN'S LACROSSE CLUB



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

Current Crowdfunding Projects







































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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







Thank You!

HEARTOFACOUGAR

Janette Cordoza donated \$50.00 to the Men's

Jorge Alcazar donated \$100.00 to the Men's

Jen Larsen donated \$150,00 to the California State

State University San Marcos Dance Team

Jackie Belcher donated \$40.00 to the California State University San Marcos Dance Team

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. 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!



CSUSM Surf Club is one of the oldest studentorganizations 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.

> 0 days REMAINING

> > **GIVE NOW**

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

GIVE NOW

Dance Club Your support of CSUSM Dance Club will help us helping us achieve this goal and grow our program! 0 days REMAINING



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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 \$3,000

0 days REMAINING RAISED GOAL

GIVE NOW

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...

- o Who is your org?
- o Why should a donor give to your org?
- o What impact would a gift make on your org?
- o Is your goal dollars or donors or something else?
- o 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 sbriner@csusm.edu
Ask me about the Student Philanthropy Council!

Alex Perkins

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