

# STUDENT ORG FUNDRAISING

SOLC January 2024

A presentation about how your  
student organization can fundraise!

**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.

Americans gave **\$499 billion** to non-profit organizations in 2022.

Americans support **4.5** non-profit organizations.

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



## 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 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)

# Giving Day 2023

*Philanthropy at CSUSM*

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24-hour social media-driven fundraising campaign

**\$459,638 raised ( second most ever)**

**2,410 gifts (second most ever)**

**88% of gifts < \$250**

**292 student gifts**

**Name a student org  
you supported on Giving Day?**

# Year Over Year Growth

## Gifts to Student Organizations

FY22 = 61

FY23 = 596 (+877%)

## Top 3 Donor Constituents

Friend = 34%

Student = 25%

Alumni = 16%

# Why should your student org fundraise?

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- To attend a conference
- To invite guest speakers to campus
- Professional development
- Networking opportunities
- Events



# Fundraising options ( No Approval needed)

1. Restaurant fundraisers
2. National philanthropies
3. Student Org Market Days – **Thursday, March 14th and Thursday, April 11th**
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](http://www.csusm.edu/slic/studentorgs/giving.html)

# 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

The image shows a composite of two screenshots from the CSUSM Student Organizations website. The top screenshot is a donation form titled "Student Organization Giving Form" with a progress bar showing "Billing", "Review", and "Finish". It includes a "Choose a gift amount" section with buttons for "\$250", "\$100", "\$50", and "Other". Below this are "Give Now", "I would like to make Scheduled Payments", and "I would like to make this a Sustaining Gift" options. The "Donor Information" section has fields for First Name (Alex), Last Name (Perkins), Former Name, I am a(n) (Please Choose), and Company Name (CSUSM). There is a checkbox for "I wish to make this gift anonymous". The "Contact Information" section has fields for Address 1, Address 2, City, State (California), Country (United States), Zip, Phone Number (000-000-0000), and Phone Type (Mobile). The bottom screenshot is a circular inset showing a search for "All Student Org Funds" with a search bar and a list of organizations: 3D Printing Club, Accounting Society, Active Minds, African Student Association, and Alpha Chi Omega. There are "CLOSE" and "CONTINUE" buttons at the bottom of the inset.

# Maximize Your Tukwut Trax Profile

## How to add a link to your profile:

- Email Alex Perkins-[aperkins@csusm.edu](mailto: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 students. Below the header, there are sections for "Happening Now" and "Featured Organizations". The "Featured Organizations" section includes "INNOVATION HUB AT CSUSM", "SLIC", "Kamalayan Alliance", "SPIRITS NIGHT", "Campus Rec", and "Mens Soccer Club". To the right, there is a "Organizations" section with a 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 Engineers", "Alpha Phi Sigma", and "Alpha Phi Beta". Below the "Organizations" section, there is a detailed view of the "Give to Swim Club" organization. The "Organization Information" section includes an "About & Purpose" paragraph and a "Give to Swim Club" link: <http://give.csusm.edu/swimclub>. The "Student Organization Email" is listed as [csusmswimclub@gmail.com](mailto:csusmswimclub@gmail.com). A blue arrow points from the "STUDENT ORGS" text in the bottom left towards the "Give to Swim Club" link.

# Fundraising (Approval Required)

1. Soliciting Donations
  - Private Foundations
  - Corporate Sponsorships
  - “External” Individuals
2. Cougar Crowdfunding
3. CSUSM Giving Day 2024

# 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](mailto:candersen@csusm.edu)**

### **Alison Aragon**

**Associate Director of Corporate and Foundation Relations**

**[aaragon@csusm.edu](mailto: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 \$1,000 - \$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](http://www.csusm.edu/crowdfunding)
- [Crowdfunding@csusm.edu](mailto:Crowdfunding@csusm.edu)







# Campus Recreation



13 Club Sports



\$27,606 Raised



406 gifts

- GIVING DAY HOME
- FIND YOUR CAUSE
- MATCHES & CHALLENGES
- SPREAD THE WORD
- LEADERBOARD
- FAQ




## Campus Recreation

Post Like 23 Share



CSUM 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 group and team enhances students' overall education and helps them develop leadership skills, responsibility, and decision-making process.

Sport Club team members are voluntarily participating for the love of their sport and competition, which requires incurring all costs for uniforms, equipment, travel, tournament fees and more. We hope to fundraise critical dollars to improve access and opportunities for students to participate and be successful. We appreciate and thank you for your support of our CSUM Sport Club programs on CSUM Giving Day!



**Men's Lacrosse Club**  
 CSUM Men's Lacrosse Club is a highly competitive program that expects high performance on the field and in the classroom. Brotherhood, work ethic, and success are the core tenants that enables us to be a championship-caliber team. Your donation will help our club continue to grow! \*Employee/ PH match added, Parent Challenge Winner added, Repeat Bonus Winner added.\*

152%

\$12,175	\$8,000	0 days
RAISED	GOAL	REMAINING

[GIVE NOW](#)




**Women's Volleyball Club**  
 CSUM Women's Volleyball Club will be using all donations for travel expenses, such as traveling to Kansas City, Missouri for Nationals! This year we are working extremely hard to participate in as many competitive tournaments as we can. Your support is a great contribution to the success of our club!

170%

\$1,700	\$1,000	0 days
RAISED	GOAL	REMAINING

[GIVE NOW](#)



**Dance Club**  
 Your support of CSUM Dance Team will help us turn our dreams into a reality! Our team has been working hard to grow and develop into something spectacular. All that's left is you! This year CSUM Dance is striving to head to USA Dance Nationals in Anaheim, CA, and the National Dance Alliance (NDA) competition in Daytona, FL. Our goal is to raise \$4,000 to send us on our way and your support is essential! Thank you for aiding in the growth of our team. \*Power Hour match added.\*

102%

\$4,095	\$4,000	0 days
RAISED	GOAL	REMAINING

[GIVE NOW](#)



**Men's Volleyball Club**  
 We are the CSUM Men's Volleyball Club, and we have an incredible opportunity to represent our university at Nationals this year in Kansas City, Missouri. To make this dream a reality, we need your support! We are looking to raise \$1,000 to help our team's participation in Nationals, covering travel expenses, accommodations, and equipment. Your contribution, no matter how big or small, will make a significant difference in helping us reach our goal. \*PH match, 12hr & Midnight Challenges added.\*

394%

\$3,940	\$1,000	0 days
RAISED	GOAL	REMAINING

[GIVE NOW](#)



## Campus Recreation

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[EXPLORE OUR FUNDS](#)

WANT TO JOIN THE FUN?

ASK HOW YOUR ORG CAN PARTICIPATE IN GIVING DAY 2024



# Student Organizations



8 Student Orgs



\$5,512 Raised



63 gifts



11.28.2023



## Student Organizations

Post Like 20 Share



The Student Leadership & Involvement Center is home to Student Organizations, Fraternity & Sorority Life, and Leadership Programs. Our mission is for all students to thrive and find community through enriching and meaningful leadership & involvement experiences.

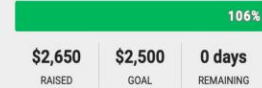
Student Organizations offer a wide variety of opportunities for students to enhance their academic and social life on campus. Students can choose from over 100 recognized student organizations to join, or start their own! As a result of getting involved, students develop a campus support network, build their interpersonal and leadership skills, and engage in the Tukwut Experience. Each of the student organizations on this page requested to participate in Giving Day to help them achieve a goal that is important to their organization.

Your donation will go directly to these student groups to help them achieve their goals and provide opportunities for students to further their personal and professional development and build community on campus. Please make a gift today to help our students make their goals a reality. On behalf of the Student Leadership & Involvement Center, thank you!



### Delta Sigma Theta Sorority, Inc - Upsilon Omega Chapter

Delta Sigma Theta Sorority, Inc. is an organization of college-educated women committed to the constructive development of its members and to public service with a primary focus on the Black community. Our goal will aid our events in engaging the CSUSM community through educational development, physical and mental health, economic development, international awareness and involvement, and political awareness. \*Alumni Throwback Winner Added\*

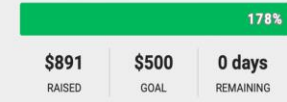


GIVE NOW



### Catholic Club

Hello, we are the CSUSM Catholic Club! Our organization is dedicated to creating a welcoming spiritual environment and providing a place to discover a greater understanding of the Catholic faith. It would be a true blessing to be able to provide our members with a chance to attend events and spiritual retreats. With your help, we'd like to raise five hundred dollars to be able to provide the necessary opportunities for our members to learn and grow in their faith.



GIVE NOW



### American Indian Student Alliance

Miiyuyam (hello)! We are the American Indian Student Alliance. Our main goal is to help our native students thrive on campus and have a safe group to lean on as family for any personal or academic needs. Our goal for giving day is to raise \$1,500-\$2,000 in hopes of providing lunch for our students during our weekly meeting, as well as providing materials for our traditional workshops. \*FL match added\*.

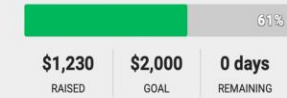


GIVE NOW



### Association for Women in Mathematics

We are the Association for Women in Mathematics! AWM focuses on empowering women in our major while preparing all math students for industry jobs. Our goal is to raise \$2,000 to provide members with a coding workshop series and sponsor our students to compete at the San Diego Honors Math Contest in April of 2024! With your generous donation, we will be able to prepare our students for industry jobs while inspiring them to compete and grow their mathematical skills.



GIVE NOW



## Student Organizations

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EXPLORE OUR FUNDS

WANT TO JOIN THE FUN?

ASK HOW YOUR ORG CAN PARTICIPATE IN GIVING DAY 2024



# 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 the ASI Cougar Pantry example.

# 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.

# 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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