

Student Fundraising Handbook & Checklist

MUSC College of Health Professions

Office of Development and Alumni Affairs – Fall 2018



The College wishes to recognize and extend their deepest appreciation to
Mr. William Stalvey, MHA Class of 2017
whose professional efforts and support helped make this handbook a reality.

For any questions, please contact the **CHP Office of Development**
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Student Fundraising Handbook & Checklist

Purpose

The purpose of this Student Fundraising Handbook is to serve as a tool for College of Health Professions (CHP) students to use in planning a fundraising event as easy as possible. It includes best practices and steps to follow for student fundraising events, and it also contains guidelines about the handling of funds and other important details. At CHP, we are proud to have some of MUSC's best and brightest students that work hard and dedicate their time, energy and passion to give back to the community.

To our outstanding students in CHP, ***thank you for all you do!***

Best Practices

Donations & Contributions

- When handling cash or checks, your group must make every effort to ensure that all forms of donations are collected, transported and submitted within **12-24 hours of receiving donations.**
- We want to make sure that all your hard work is accounted for, and we would hate to see students misplace or lose the donations that they worked hard to raise!
- Create reasonable and reliable procedures for your group so there is no ambiguity regarding the responsibilities of student handling group proceeds.
- Each group should have two designated people responsible for handling cash and checks. These individuals must maintain accurate records and be responsible for providing receipts, if requested.
- Have an easily readable and retrievable system for recording how much money is received, from whom, on what date and for what purpose.

Targeted Audience

- Determine audience of your fundraiser. Is it broad or targeted?
- Capitalize on the talents of your class; play to your strengths! Charity starts at home – invite family, friends and faculty to participate!

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Sample Fundraising Ideas


Events:

Dinner percentage night at a local restaurant
Dance-a-Thon/Rock-a-Thon
Boat Cruise
Bowling Event
Yoga/Exercise Event


Sales:

T-Shirts
Sweatshirts
Koozies
Car washes
Bake sales

CHP Student Life Resources

- Visit the College of Health Professions' Student Life webpage  more resources and guidance in planning and advertising a fundraising event, as well as for information about planning a fundraising event involving alcohol.
- You are required to notify the Director of Student Life when alcohol is involved:
http://academicdepartments.musc.edu/chp/current_students/

Reserving Space & Tables

- It is important to reserve resources, especially tables and physical space on campus, as soon as possible, preferably at least two weeks before your event.
- To reserve tables: contact Joslyn Kirby at kirbyjo@musc.edu or 843-792-5340.
- To reserve space: Visit the Current Student page on the College of Health Professions' website and click on "Reserve a Classroom" to reserve a room in CHP:
<http://academicdepartments.musc.edu/chp/rooms/reserve.htm> 

If your fundraiser is benefitting your class or a class activity:

- For most class fundraisers and for smaller events, the students planning the fundraiser are responsible for the money raised.
- It is a best practice to deposit all cash and any other received contributions into your class account as soon as possible.
- Work with your fundraising team to ensure that all donations are deposited in a timely manner, and please contact the Office of Development with any questions!

If your fundraiser is benefitting a division of MUSC or CHP:


- For fundraisers that are benefitting CHP or an MUSC entity, or for large scale class fundraisers, you must work with the CHP Development Team.
- **Please turn in all cash, credit card forms, donation forms, and any other received funds to the CHP Office of Development within 12-24 hours of receiving funds. This**

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is crucial to ensure that donations are correctly processed in a timely manner per MUSC fundraising guidelines.

- Please contact the CHP Development Team with any questions; no question is too small!

Supporting CHP Student Scholarships

- The College of Health Professions is a collaborative and inclusive community, and students are encouraged to give back to their fellow classmates whenever possible.
- Students planning fundraisers now have the option to donate a chosen percentage of received funds back to CHP for an existing scholarship of the student's choice.
- For a comprehensive student scholarship listing, please refer to the Student Scholarship Handbook online:
http://academicdepartments.musc.edu/chp/current_students/scholarships.htm 
- Your generosity would be greatly appreciated, and you never know the impact that your gift may have on another student's life!

Tax Information & Sponsorships

- If you use external vendors (restaurants, food trucks, community businesses, etc.) as a part of your fundraiser, please work with the Office of Development to ensure that tax deductibility for any donations that you receive is handled correctly.
- Donations directly to your class bank account **are NOT** tax deductible (i.e. funds donated for a mission trip, community organizations, conferences).
- Donations made to MUSC or to a College of Health Professions fund **may be** tax deductible. Examples of tax deductible donations may include the CARES Therapy Clinic, Camp Hand to Hands, student scholarships, and academic program support.

In-Kind Donations


- An in-kind donation is a non-monetary gift (goods or services) given by companies and individuals to non-profit organizations.
- If you receive an in-kind donation during your fundraising event, please contact the CHP Office of Development for the necessary donation processing form.
- Plan to have in-kind donation forms printed and ready to use when the gift is solicited.

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Marketing/Alumni Emails

- If you want to advertise your event to program alumni, please complete the form in the appendix and submit to the CHP Office of Development two or more weeks in advance.
- The Office of Development will evaluate each request; although we **cannot guarantee** that each request will be honored, we will do our very best.

Social Media and Branding

- Remember to publicize your event with social media, flyers, and other resources.
- Visit MUSC's website for social media standards concerning event advertising:
 - http://academicdepartments.musc.edu/chp/current_students/Social%20Networking%20Guidelines.pdf 
- Follow brand guidelines at the Brand Center: musc.edu/brand
- To request social media postings or assistance with branding, please email full details to the College of Health Professions' Multimedia Communications Manager at herford@musc.edu.

Evaluation and Stewardship

- Evaluate your fundraising efforts once the fundraiser is complete – debrief!
- Remember to be a good steward. Always thank donors, speakers, and sponsors, no matter the size of their contribution, with a note of thanks. Hand-written notes are best!

Thank You Notes

- After your fundraiser, remember to send a brief handwritten thank you note to any restaurant, food truck, local business, or any other vendor that you used; you can also send one to anyone that you believe deserves special thanks.
- This is essential as well as a quick and easy way to show gratitude for the people that helped make your fundraiser a success, and vendors are more likely to give in the future if they receive one!
- The CHP Office of Development will supply notes and stamps for students to use. There is a sample thank you template included in this handbook.

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Sample Fundraising Checklist

TWO WEEKS BEFORE:

Completed?	Task	Responsible Student	Resource/Follow-Up
<input type="checkbox"/>	Create a fundraiser <ul style="list-style-type: none"> Brainstorm ideas Determine type of fundraiser Determine your audience Set goals/List resources needed Consider timing of fundraiser Set timeline for remaining responsibilities and needs 		Refer to Best Practices
<input type="checkbox"/>	Develop and execute marketing plan <ul style="list-style-type: none"> Follow MUSC Social Media and Branding Guidelines 		Refer to Social Media and Branding Guidelines
<input type="checkbox"/>	Determine whether your donor will receive tax deductions or not		Check with the CHP Development Team
<input type="checkbox"/>	Reserve space and resources (tables, etc.) for your event		Refer to Student Life Resources
<input type="checkbox"/>	Reserve photographer		
<input type="checkbox"/>	Complete Alcohol Policy Form		

ONE WEEK BEFORE:

Completed?	Task	Responsible Student	Resource/Follow-Up
<input type="checkbox"/>	Decide how you will be receiving donations <ul style="list-style-type: none"> Cash, checks, etc. 		
<input type="checkbox"/>	Verify resources reserved and finalize any remaining needs/responsibilities <ul style="list-style-type: none"> Print necessary paperwork/forms Cash box? Which student will do what on the event fundraiser day? 		

FUNDRAISER IS HELD

IMMEDIATELY AFTER FUNDRAISER ENDS:

Completed?	Task	Responsible Student	Resource/Follow-Up
<input type="checkbox"/>	Submit all donations to CHP Office of Development within 12-24 hours of receiving contributions		CHP Office of Development Team; Dean's Suite on third floor of CHP-A
<input type="checkbox"/>	Clean up after event		
<input type="checkbox"/>	Write and send thank you notes		Refer to sample thank you letter template
<input type="checkbox"/>	Debrief with team; note successes and disappointments; then celebrate and publicize!		

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Alumni Email Request Form

If you want to send out an email to program alumni regarding your upcoming fundraising event, please submit the following information to Lauren Brown (brownlau@musc.edu) in the CHP Office of Development:

Name of student class:

Name of fundraiser: _____

Date of fundraiser: _____

Time of fundraiser: _____

Location of fundraiser: _____

Who/What is the fundraiser benefiting?

Explain the fundraiser in detail:

I agree to abide by all the rules and regulations in the CHP Student Policies and Procedures Manual.

The CHP Office of Development will evaluate each request; all requests **may not** be approved. I understand that there is **no guarantee** that this information will be sent to program alumni.

Signature

Date Submitted

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Sample Thank You Letter Template

Feel free to personalize your note of thanks. Stamps and stationary will be provided by the CHP Office of Development Team.

[Date]

[Name]

[Title]

[Company]

[Address]

[City, State Zip]

Dear Mr./Ms. [Name],

You are helping us change what's possible!

Thank you for your thoughtful donation in support of [goal/cause].

Your support and investment in the student-led activities in the College of Health Professions at MUSC is much appreciated and recognized!

Sincerely,

[Name]

[Class Officer Title]

[Class Name]