



Fundraising Training & Best Practices:

How to Support What You Love at TXST!

TEXAS  STATE
UNIVERSITY[®]

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

Training Outline

- Part 1: Fundraising Best Practices (ALL Student Groups)
- Part 2: Sports Club members ONLY
 - Fundraising for your organization with GiveCampus

What is Philanthropy?



What does this mean to you as a student?



What types of Philanthropy have you benefitted from?



How do you give back to organizations or causes that you care about?

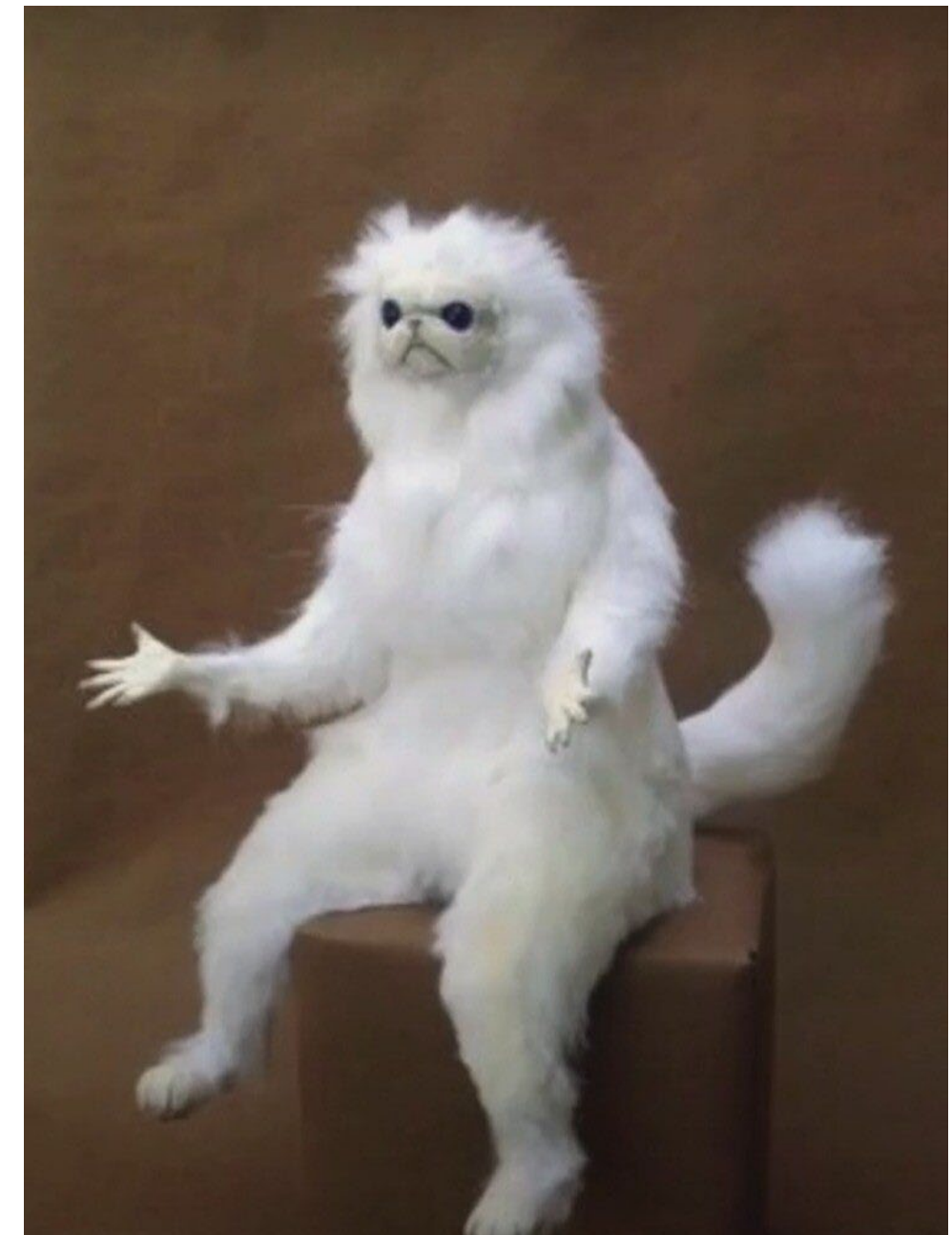


What are some more ways that you can be philanthropic?

Fundraising Planning Best Practices

- Purpose
- Build a team
- Outreach Plan
- Logistics
- Communication Strategy
- Know what is possible
- Social Media
- Stewardship

You thinking about how to
fundraise:



Purpose

- Why does your organization need funds?
 - *Donors understand practical needs – travel, uniforms, equipment, food, etc.*
- Why is it important?
 - *Make a connection from giving to you and your members; why is this organization important to you – why should they give to support you? Incorporate experiences and storytelling whenever possible.*

Build Your Team

- Who should be on your team?
 - *Have 3-4 main contributors to create and push out content*
 - *Remaining club members are responsible for sharing content and gaining attention/donation*
 - *It is everyone's responsibility for fundraising efforts to be successful.*
- What do team members do?
 - *Think of strengths of each team member*
 - *Support fundraising efforts by sharing on socials, emails*

Create Your Outreach Plan

- **Who** is your target audience?
 - *Parents/family, club alumni, friends, local clubs, and/or previous supporters*
 - *By request, AG can provide previous donor list; ask all club members to contribute to master contact list.*
- **What** will the donations support?
 - *Travel, administrative expenses, events, etc.*
 - *This is help set a realistic dollar goal.*
- **Where** will you communicate your message?
 - *Social media, texting, phone calls, emails, events*
 - *What is your strongest platform? Lean into that instead of creating content for every platform.*

Create Your Outreach Plan

- **Why** should someone donate to your organization?
 - *Utilize club member stories. What does weeks, a member of this organization mean to you?*
- **When** do they need to give?
 - *Creating a sense of urgency motivates people to give now versus later.*
 - *Ex: Championship is in 4 weeks, and we need equipment/travel funds to compete.*

Logistics

- Approved TXST platforms for donating
 - PayPal, Square, Venmo, GoFundMe
- Solicitation on campus is prohibited, except for activities described in [UPPS No. 07.04.03 – Solicitation on Campus](#)
- Solicitation is only allowed in defined outdoor spaces:
 - San Marcos Campus: Bobcat Trail, The Mall, LBJ Student Center Patio, and The Quad
 - San Marcos Campus: Sewell Park
 - Round Rock Campus: Avery Building
- [Solicitation request forms:](#)
 - LBJSC Event Services: Outdoor Space Reservation + Solicitation on Campus
 - Solicitation Form for Sewell Park and Round Rock Campus

Fund Information – Shanequa Terrell

- 4* vs 9* accounts
- Tracking Donor Information
- Proper forms needed
- Gift-In Kind Donations
 - Charitable vs non charitable

Stewardship: Thanking Your Donors

- Handwritten thank you notes/cards
 - *Share your story*
- Personalized videos from members
 - *Show impact of what donations do for your organization*
- Social Posts
 - *Show impact of what donations do for your organization*



Philanthropy Week

March 24th - 28th

- **Monday:** Philanthropy Education (March 24th)
- **Tuesday:** Create Excitement to Give – Showing Impact of Philanthropy (March 25th)
 - Tabling Event: Please join us to write thank you cards for donors!
- **Wednesday:** Step Up for State Day 1 (March 26th)
- **Thursday:** Step Up for State Day 2 (March 27th)
- **Friday:** Gratitude Day (March 28th)



Save the Date – March 26-27



Deliverables for training attendees:

- Email/text templates
- Thank you note language
- Communication Plan Outline
- Contact us!

Questions?

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- **Happy Fundraising!!**

