

2019

IT'S ON

US

# NATIONAL STUDENT LEADERSHIP SUMMIT

Athens, OH | **August 2-5, 2019** | Ohio University

## STUDENT FUNDRAISING GUIDE

### What is fundraising and why do it?

Fundraising is a critical part of movement and nonprofit building, and is a skill you can leverage at multiple points throughout your life. While it can feel hard or scary to fundraise, asking for money to support your work as a student organizer through It's On Us enables you to do the critical work of sexual assault prevention both now and in the future.

Fundraising creates opportunities and the sharing of resources within communities - a critical part of sustaining movements like It's On Us and combating sexual assault on campus. While fundraising requires practice, it will become easier over time for you to ask for the resources you need to accomplish the goals of your organizing work.

Our fundraising guide is here to offer ideas and tools for you to use as you raise funds towards your participation in the It's On Us National Student Leadership Summit.

## Who can you ask for money?

Anyone! But more specifically at your college or university:

- Student Government
- Academic departments such as Political Science, Women's, Gender and Sexuality Studies, Ethnic Studies, or History (to name a few!)
- Student Activity Funds
- President's Office
- Dean's Office
- Diversity or Social Committees

Outside of your campus community, you can ask:

- Friends
- Family members
- Professional Associations
- Organizations that support your work
- Community Centers
- Religious Centers

Online Tools:

You can also leverage online fundraising platforms to raise the funds needed to cover the cost of attending the Summit. A few It's On Us recommends include:

- [GoFundMe](#)
- [Indiegogo](#)
- [Facebook Fundraisers](#)

## Quick DIY Fundraising Ideas

- Bake sales
- Plan a party with a \$5-\$20 donation at the door
- T-shirt fundraiser
- Raffles

## Online Resources to Get You Started

It's On Us recommends you check out the following online resources to help get you started:

- Bonfire's [45 Fundraising Ideas To raise Money For Any Cause](#) has awesome fundraising ideas from t-shirt sales to partnerships with local restaurants.
- GoFundMe has amazing [Online Fundraising Tips](#) to get your crowdfunding campaign started and make it successful.
- Affordable Colleges Online has [Fundraising Mistakes to Avoid](#). Check them out before you get started!

## Email Template

It's On Us has provided the below template email that you can customize use to send your funding request to your student government, Dean's Office, or other college and university funding sources. Please customize as you see fit.

Dear [Name],

I am writing because I have been presented with the opportunity to attend the first-ever It's On Us National Student Leadership Summit, taking place at Ohio University in Athens, Ohio from August 2-5, 2019. It's On Us is a 501c3 nonpartisan nonprofit initiative with the mission to combat campus sexual assault by engaging young men and changing campus culture.

The inaugural It's On Us National Student Leadership Summit will convene up to 500 of the nation's top student leaders in the movement to end college sexual assault for an intensive weekend of trainings, skills development, and inspirational keynotes and plenary sessions.

By attending the Summit I will have the opportunity to gain critical organizing, sexual assault prevention, and associated skills such as communications and legislative advocacy, from some of the top movement leaders in the nation. I will also have the opportunity to meet and connect with other like-minded student leaders from across the country, and learn from their experiences organizing to prevent campus sexual assault. If I am able to attend, I would do so with the following goals in mind that would benefit me and our campus community:

- Goal 1
- Goal 2
- Goal 3

When I return, I will be excited to share what I have learned with our campus leaders and use it to drive critical change in preventing sexual assault at our school.

Below is an estimate of the total costs I need to cover to be able to attend:

- Airfare/Ground Transportation: \$
- Event Registration (covers lodging, food, and participation in the Summit for all three days): \$ 500

**Total: \$**

From (DEPARTMENT NAME/STUDENT ORG/ETC) I am requesting \$XXXX. I will be seeking the remaining funds from other sources [if applicable].

To learn more about the Summit, please visit: [EVENTBRITE URL](#)

Thank you for taking the time to review this request. I look forward to hearing from you!

With gratitude,

[NAME]