

ONLINE TOOLS TO SUPPORT YOUR FUNDRAISING

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!



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IT'S ON

Us

FUNDRAISING
FOR YOUR CHAPTER

RESOURCE GUIDE

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WHAT IS FUNDRAISING?

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 for your organization's programming.

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

Quick DIY Fundraising Ideas

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

The below fundraising email is a template for a request you could send to your student government, Dean's Office, or other college and university funding sources. Please customize as you see fit.

TEMPLATE

Dear [Name],

I am writing because I have been presented with the opportunity to attend the [EVENT], taking place at [LOCATION] from [DATES]. 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 [EVENT DESCRIPTION]...

By attending the Summit I will have the opportunity to gain [SKILLS YOU WILL BUILD BY ATTENDING EVENT]. 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.

Here is estimate of the total costs I need to cover to be able to attend: \$XXXX

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 [EVENT], please visit [URL].

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

With gratitude,
[NAME]