

Organizing *Factsheet*

United States Student Association 2008



Backwards Plan Congress 2008 Fundraising

CATEGORIES	WEEK 7/7	WEEK 7/14	WEEK 7/21	WEEK 7/28	GOALS 8/2-6
Funds Raised		\$380	\$760	\$1,140	\$1,140
Mailings	Request letter sent with reply envelopes.	Email request letter	Reminder email to people who haven't responded	Fundraising consultant sends out thank you letters to sponsors	
Phone Calls		Staff call contacts to follow up on letter.	Staff calls everyone who has not responded yet.	Fundraising coordinator follows up with all sponsorship.	

A fundraising campaign is just like any other campaign and needs a time line with clear goals and job responsibilities. Ideally you will be able to mail out a letter telling the potential funder about what you are fundraising for and what their money will go to. After the letter is sent out you must follow up with phone calls. Very few people will respond to the letter immediately.

It is perfectly acceptable to divide the calls among people in your delegation if they have a good relationship with the person/organization. But if you do that be sure to provide each caller with a script, talking points, giving history, a goal for how much to ask and have them report back to your fundraising coordinator.

The fundraising coordinator is responsible for mailing out the request letter, tracking the fundraising progress, and mailing out thank you letters to those who donate. Tax laws require a thank you letter within two weeks of a donation that includes the amount of the donation, if any services were returned in exchange for the donation and if the donation is tax-deductible or not.

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Questions about fundraising? Contact Timothy Bingaman at USSA. 202.640.6570, development@usstudents.org