

# Fundraising How-To Guide



## How-To Guide: Fundraising

It is important for chapters to generate additional revenue to increase activities for their members at the local level and expand chapter participation on the national level. Successful fundraising can be broken down into five simple ideas: (1) identify opportunities to develop revenue streams; (2) learn about your target audience; (3) be professional; (4) build relationships; and (5) say thank you.

### 1. Identify opportunities for revenue

Begin by examining your current sources of support. Would the dean be willing to give a block grant of money rather than having you ask for funding for each trip or increase funding if stated goals were achieved? Is the state dental association divided into district societies that would also be willing to support ASDA? Do the dental supply companies have local suppliers willing to support you? Each branch of the armed forces provides an opportunity for sponsorship. Perhaps the best way to find companies that want to build relationships with you is to start with the sponsors of your state association and national ASDA vendor fairs.

Tips for creating a list of potential donors:

- Brainstorm with other chapter officers or your District Trustee to compile a list of potential donors.
- Think broad. There are many resources to pull from including local, regional and national companies.
- Divide up your list of potential donors and assign each chapter officer the responsibility of approaching an equal number.
- Set a timeline: initial contact with donor should be made via e-mail, phone or in person by a specific date. Follow up by a specific date. As for donations to be submitted by a specific date.

### 2. Learn about your target audience

After identifying likely supporters, do your homework to learn when their fiscal year begins, and what they hope to gain from the money invested in ASDA. Work to make it easy for a company to do business with you by providing a professional looking brochure complete with pictures giving detailed information about events you would like them to support. A single 'ask' for all your events for the year at the start of a company's budget year will usually net more support than after the majority of the money is spent. Follow up towards the end of the year, when the company may be looking to spend the remainder of their budgeted funds. Look for good 'fits' for the sponsor's money (i.e., state dental associations would probably be more likely to support legislative activities over social events). Provide a good return on investment and always ask what could have been done better.

### **3. Be professional**

Student organizations will always fight rapid turnover. One way to combat the appearance of disorganization is to have professional materials. All letters should be printed on nice chapter letterhead. Thank you notes and pamphlets should give the appearance of a well-run organization, not a poor Photoshop job. Consider having permanent email addresses (asdapresident@yourschool.edu) that vendors can rely on.

Tips for drafting a formal letter to potential sponsors:

- Your letter should display an official letterhead from the organization(s) putting on the event.
- A clear description of the event should be provided.
- A clear description of the planned use for the donations should be provided.
- Provide a date for the event and a date for receiving donations.
- Provide a contact number/email for questions/concerns.
- *See sample letter below*

### **4. Build relationships**

Personally contacting an individual at each company opens doors to new opportunities. Just “checking in” every month will encourage them to come to you when they have marketing needs. If you haven’t heard back from a potential donor, don’t assume that they have decided against donating. Document your contact with the potential donor so that you can track your communication, and when doing follow-up, you can review the past discussions you have had. A donor may ask you to call back on a specific date. Document this date and make sure to follow up. Students need to be professional in these endeavors. First impressions count. Business casual attire or clean, neat scrubs, if checking in after classes or lunch is acceptable as well.

**\*\*Strive to keep the contact list current from event to event. The students in charge of subsequent events can then continue to update the list as needed.**

### **5. Thank you**

Once a sponsor commits a donation, send them a thank-you note immediately. At the event, be sure to thank each donor personally. Members avoid vendors, unless you explain to them the importance of everyone taking five minutes out of their evening to say hello and thank you to the event sponsor. Take pictures of the event and after the event, send them with a nice thank you letter to the individual and the company that sponsored your event.

After your event is over, be sure to document all correspondence and efforts to pass on to the next year’s leaders. This will help the continuity as your leaders change annually, and it will ensure that your fundraising efforts continue to be successful and prosperous each year.

For more information on fundraising at your ASDA chapter, please contact Danielle Bauer, Chapter Relations Manager, at [Danielle@asdanet.org](mailto:Danielle@asdanet.org).

**Sample letter to vendors (customize text in red to fit your event)**



DATE

NAME

TITLE

COMPANY

ADDRESS

CITY, STATE ZIP

Dear \_\_\_\_\_:

On behalf of the **CHAPTER NAME** of the American Student Dental Association (ASDA), I am writing to ask for your support of the upcoming **EVENT** to be held on **DATE** in **LOCATION**. This event brings together **#** students from our chapter to raise funds for **a charitable organization**. Your support will enable our ASDA chapter to coordinate this important meeting.

Sponsoring partners will be appropriately acknowledged in promotional materials sent out to all students in our chapter, as well as on printed handouts and signage at the meeting. **Sponsors providing \$ or more will be afforded the opportunity to briefly address the attendees during the program and will be invited to a private reception with students and faculty at our school.**

Your sponsorship is important and vital to the success of the **CHAPTER NAME** event. Please let us know by **DATE** that we can count on your support for our event. Should you have any questions, please contact me at **CONTACT INFORMATION**.

Thank you for your support.

Sincerely,

NAME

TITLE

ASDA Chapter Name

## Chapter Projects

**Name of project:** BU ASDA Golf Tournament

**ASDA chapter:** Boston

**Description (where, when, and details of project):**

Golf tournament held at a local golf course on May 1<sup>st</sup>, 2010. Participants signed up in teams of 4. The \$75 fee included a putting contest, 18 holes of golf with a cart, a gift bag, and a BBQ dinner afterwards. Funds were raised by acquiring hole sponsors; golf prizes were donated by local businesses.

**Funds raised:**

\$ 4500

**Time it took to plan event:**

6 months

**Number of volunteers:**

15

**Other participating groups or sponsors (if applicable):**

None

**Budget (including cost of the event and funds raised by event):**

Cost of event: \$1000

Funds raised: \$4500

**Contact person and email:**

Joe Calabrese, [jobean@bu.edu](mailto:jobean@bu.edu)

**Name of project:** Annual Charity Auction

**ASDA chapter:** Buffalo

**Description (where, when, and details of project):**

This event was held on Thursday, April 15, 2010 from 5:30-9:00pm in Harriman Hall on the University at Buffalo South Campus.

This event had three different types of auctions: a Chinese raffle, silent auction, and live auction. All items auctioned off were donated by local businesses, students, their families, or faculty members. The live auction is held at the end of the night and is comprised of experiences such as dinner for eight at a faculty member's home, a private plane ride over Niagara Falls offered by a fellow student, or a sailing trip with a faculty member just to name a few. Those who attend this event purchase entry tickets, which entitled them to a catered dinner, beverages, the entertainment of a live band, and the chance to win a large raffle item (this year was a digital camera). Additional raffle tickets for the camera as well as tickets for the Chinese raffle items and a 50/50 split drawing were also sold.

Some proceeds from the event went toward the BOCA student-run organization in which students participate in outreach and dental missions locally and abroad. Remaining proceeds were given to Angel Flight and The Oral Cancer Fund.

**Funds raised:**

\$ 11,000

**Time it took to plan event:**

A planning committee, which included an ASDA chairperson and two BOCA chair people, was utilized to plan this event over the course of about 6 months.

**Number of volunteers:**

40

**Other participating groups or sponsors (if applicable):**

BOCA (Buffalo Outreach and Community Assistance)

**Budget (including cost of the event and funds raised by event):**

**Contact person and email:**

Amie Heim, [amieheim@buffalo.edu](mailto:amieheim@buffalo.edu)

**Name of project:** Crest Whitestrips Sale

**ASDA chapter:** Columbia

**Description (where, when, and details of project):**

With this project, we send out e-mails to the school, friends and family about the "SUPREME" crest white strips that we can get from Crest for \$20 a box. We sell them for \$35 and people really do enjoy them. It does seem that most of the sales go to friends and family, but it is a very worthy fundraiser.

**Funds raised:**

\$ 200-500

**Time it took to plan event:**

Minimal amount of time

**Number of volunteers:**

1

**Other participating groups or sponsors (if applicable):**

None

**Budget (including cost of the event and funds raised by event)**

No cost.

**Contact person and email:**

Greg Rosenberg, [gerosenberg@gmail.com](mailto:gerosenberg@gmail.com)

**Name of project:** ASDA "Pro-Am" Golf Outing

**ASDA chapter:** Detroit Mercy

**Description (where, when, and details of project):**

This is our 3<sup>rd</sup> year hosting this golf event. We try to pair two practicing dentists with two dental students per foursome. These teams will compete against each other in scramble format. We do all the typical golf outing prizes (closest to the pin, straightest drive, etc.) as well. It's an opportunity for students to interact with practicing dentists and establish some networking.

**Funds raised:**

\$ 3000

**Time it took to plan event:**

This event needs to be planned at least 3-4 months out in advance with the golf course. From then till the day of the tournament, we are recruiting sponsors and advertizing the golf tournament to students and dentists.

**Number of volunteers:**

At any time, there are usually 3-4 people working on the details of the golf tournament (as far as course, dinner, sponsors, and advertizing). The day of the event usually requires a dozen or so active ASDA members to volunteer (registration, hole signs, etc.).

**Other participating groups or sponsors (if applicable):**

This is solely an ASDA event at our school. However, we contact the alumni association for help with alumni golfers and we work with our admissions faculty to target new 1<sup>st</sup> years before they get to school.

**Budget (including cost of the event and funds raised by event)**

It's difficult for me to say what the budget is as this is only our 3<sup>rd</sup> year doing it. However, it costs roughly \$75 a player for golf and dinner. We charge students \$50 and dentists \$100. We aim to have 144 players in the field.

**Contact person and email:**

Trent Lally, [Tlally01@gmail.com](mailto:Tlally01@gmail.com)

**Name of project:** ASDA Research Day and Vendor Fair

**ASDA chapter:** Michigan

**Description (where, when, and details of project):**

Every year in February, our chapter supports and helps run the research day at our school. We usually have around 50 vendors that come to the event and most of the proceeds go to our ASDA chapter.

**Funds raised:**

~\$5,000

**Time it took to plan event:**

We spend time coordinating with the research office months in advance. However, most of the work is done the day of the event. We ask everyone on our board to volunteer to help out for part of the day.

**Number of volunteers:**

18

**Other participating groups or sponsors (if applicable):**

None

**Budget (including cost of the event and funds raised by event):**

This event does not cost us any money

**Name of project:** Annual ASDA Auction

**ASDA chapter:** New Jersey

**Description (where, when, and details of project):**

The biggest spring event at our school (besides commencement) is our annual ASDA auction. Faculty and staff donate prizes that we raffle off. We sell tickets for a few weeks prior, which allows for increased fundraising and promotion of the event. The event also features BBQ food and a live school band. This year we also added a dunk tank where students could pay for the chance to dunk a faculty member by hitting a target with a softball.

**Funds raised:**

\$1200

**Time it took to plan event:**

3-4 weeks

**Number of volunteers:**

13

**Other participating groups or sponsors (if applicable):**

None

**Budget (including cost of the event and funds raised by event)**

Cost: \$800

Total raised: \$2000

Net fundraised: \$1200

**Contact person and email:**

Richard Lee, [leerl@umdnj.edu](mailto:leerl@umdnj.edu), David Lepelletier, [lepeldj@umdnj.edu](mailto:lepeldj@umdnj.edu), and Gosia Ogledzka, [ogledzma@umdnj.edu](mailto:ogledzma@umdnj.edu)

**Name of project:** Scrub Sales

**ASDA chapter:** New York

**Description (where, when, and details of project):**

We have scrub sales every year during the following times:

1. As soon as the new D1 class begins school
2. When the new advanced placement students begin school
3. When the 3<sup>rd</sup> year students enter clinic

**Funds raised:**

\$3,000

**Time it took to plan event:**

3 hours – just requires a phone call to the scrub vendor and creating a schedule to sell the scrubs

**Number of volunteers:**

15

**Other participating groups or sponsors (if applicable):**

N/A

**Budget (including cost of the event and funds raised by event)**

Cost depends on how many scrubs we order. If we find that our funds are low we do a pre-order sale to ensure that we'll make some money

**Contact person and email:**

Charlotte Milch, [Ch1154@nyu.edu](mailto:Ch1154@nyu.edu)

**Name of project:** Scrub Sale (Fall/Spring)

**ASDA chapter:** Pennsylvania

**Description (where, when, and details of project):**

Once in the fall and once in the spring, our ASDA chapter has a scrub sale. We alternate between embroidered scrubs and screen-printed scrubs with the Penn Dental name and logo. For the embroidered scrubs, we do a pre-order sale and for the screen-print, a bulk order (we sometimes have left over that we save and sell/give away as prizes throughout the year.)

**Target audience (children, underserved population, dental students, etc.):**

Dental students, faculty, and staff

**Time it took to plan event:**

1 week

**Number of volunteers:**

~10

**Other participating groups (if applicable):**

None

**Budget (including cost of the event and any funds raised by event, if applicable):**

We typically raise a range of \$400-700 per sale.

**Contact person and email:**

Elise Hurrell, [ehurrell@dental.upenn.edu](mailto:ehurrell@dental.upenn.edu)

**Name of project:** Oral-B / Crest White Strip Sale

**ASDA chapter:** Pennsylvania

**Description (where, when, and details of project):**

Once a year we hold a sale on Oral-B power toothbrushes and Crest White Strips. This past year, we started advertising to the other graduate schools at Penn and even to the undergraduate campus. We had only limited success with the extra advertisement, but hope that will continue to grow in the coming years. Most of the sales/ordering occurred at the dental school, but we also had our website set-up to receive online orders. Everything is ordered in one large shipment and sent to the school for pick-up. For one week, we had students sitting in the school distributing the merchandise.

**Target audience (children, underserved population, dental students, etc.):**

Dental students, faculty, staff, other undergraduate and graduate students, and patients

**Time it took to plan event:**

2 weeks

**Number of volunteers:**

~15

**Other participating groups (if applicable):**

None

**Budget (including cost of the event and any funds raised by event, if applicable):**

We raised ~\$1500 with this year's sale.

**Contact person and email:**

Ali Hillyard, [hillyard@dental.upenn.edu](mailto:hillyard@dental.upenn.edu)

**Name of project:** Dental Decks Sale

**ASDA chapter:** Pennsylvania

**Description (where, when, and details of project):**

Every spring, we sell Part I Dental Decks to 2<sup>nd</sup> year dental students and Part 2 Dental Decks to rising 4<sup>th</sup> year students.

**Target audience (children, underserved population, dental students, etc.):**

Dental students

**Time it took to plan event:**

1 week

**Number of volunteers:**

5-10

**Other participating groups (if applicable):**

None

**Budget (including cost of the event and any funds raised by event, if applicable):**

Minimal funds are raised with this sale, maybe \$200-300. However, it is a popular sale with the students.

**Contact person and email:**

Ben Drane, [hayward@dental.upenn.edu](mailto:hayward@dental.upenn.edu)

**Name of project:** Business Card Sale

**ASDA chapter:** Pennsylvania

**Description (where, when, and details of project):**

Every spring, we sell business cards to 2<sup>nd</sup> year students before they make the transition into the clinic. The business cards have all of their appropriate contact information on them (and can be edited by the student), with the Penn Dental logo.

**Target audience (children, underserved population, dental students, etc.):**

Dental students

**Time it took to plan event:**

1 week

**Number of volunteers:**

<5

**Other participating groups (if applicable):**

**Budget (including cost of the event and any funds raised by event, if applicable):**

~\$300

**Contact person and email:**

Ben Drane, [hayward@dental.upenn.edu](mailto:hayward@dental.upenn.edu)

**Name of project:** ASDA Day Vendor Fair

**ASDA chapter:** Pennsylvania

**Description (where, when, and details of project):**

Once a year, usually in the fall, we hold a Vendor Fair for the students of the dental school. We average about 25 vendors each year. We charge each vendor for a table and ask that they donate prizes for a raffle at the end of the day's fair. We also solicit gifts from local area businesses.

**Target audience (children, underserved population, dental students, etc.):**

Dental students

**Time it took to plan event:**

Several months

**Number of volunteers:**

15

**Other participating groups (if applicable):**

None

**Budget (including cost of the event and any funds raised by event, if applicable):**

This is definitely our biggest moneymaker. We charge each vendor \$550 for a table. We have to pay for: tables and chairs for the vendors, food for volunteers and vendors (breakfast and lunch), decorations, advertisements, etc. Our average profit from the Vendor Fair is approximately \$8000.

**Contact person and email:**

Ben Drane, [hayward@dental.upenn.edu](mailto:hayward@dental.upenn.edu)

**Name of project:** Steel City Dental Expo

**ASDA chapter:** Pittsburgh

**Description (where, when, and details of project):**

Where: Petersen Event Center and School of Medicine

When: October 7<sup>th</sup>, 2010

Details: Light breakfast, morning seminar, elegant lunch, afternoon vendor fair, tons of prizes.

**Target audience (children, underserved population, dental students, etc.):**

Dental students and faculty

**Time it took to plan event:**

Months and months

**Number of volunteers:**

20

**Other participating groups (if applicable):**

N/A

**Budget (including cost of the event and any funds raised by event, if applicable)**

Gross: ~\$30,000.00

Cost: ~\$10,000.00

Net: ~\$20,000.00

**Contact person and email:**

Lance Grant, [llg32@pitt.edu](mailto:llg32@pitt.edu)

**Name of project:** Pitt Golf Tournament

**ASDA chapter:** Pittsburgh

**Description (where, when, and details of project):**

Where: Golf Course of our choice

When: Spring/Summer

Details: 18 holes of golf, great snacks, tons of beer, spectacular lunch, bomb prizes

**Target audience (children, underserved population, dental students, etc.):**

Dental students, alumni, and faculty

**Time it took to plan event:**

Month

**Number of volunteers:**

30

**Other participating groups (if applicable):**

N/A

**Budget (including cost of the event and any funds raised by event, if applicable)**

Gross: ~\$9,500.00

Cost: ~\$8,000.00

Donated: \$1,500.00

**Contact person and email:**

Maria Ferraro, [mjf28@pitt.edu](mailto:mjf28@pitt.edu)

**Name of project:** T-shirt sales

**ASDA chapter:** Stony Brook

**Description (where, when, and details of project):**

Every winter, we sell ASDA chapter/school t-shirts. We usually ask students to submit designs for the t-shirts. Last year, we used American Apparel T-shirts with a tooth design that incorporated our school's logo.

**Funds raised:**

\$ 500.00

**Time it took to plan event:**

5 hours max

**Number of volunteers:**

Approximately 3-5. We need people to submit designs, choose designs, find a t-shirt vendor, advertise t-shirts, collect order forms, and distribute t-shirts once they arrive.

**Other participating groups or sponsors (if applicable):**

None

**Budget (including cost of the event and funds raised by event)**

It pays for itself. We usually raise approximately \$500.

**Contact person and email:**

Keith Bracy, ASDA Chapter President

[Keith.bracy@hsc.stonybrook.edu](mailto:Keith.bracy@hsc.stonybrook.edu)

**Name of project:** Miles for Smiles 5K Race

**ASDA chapter:** Virginia

**Description (where, when, and details of project):**

We are currently working on VCU's first annual charity 5k race in which all the proceeds will go toward Virginia's Missions of Mercy (MOM) projects. The name of the race is "Miles for Smiles." About 6 months in advance, we reserved a running trail near the school, contacted city hall to request that the roads we need be closed for the few hours the morning of the race, and are currently working on sponsorship for the race. We will hire a few policemen for the day of the race as well as have a running time clock.

The positions that students will hold to help with the race are:

- Sponsorship
- Treasurer
- Marketing/PR
- Course Manager
- Food & Water
- Website Manager
- Race Registration
- Signs
- Finish & Start
- Health Expo
- Program/Flyers
- Awards

**Funds raised:**

This is the first year we are having the race, so I'm not sure how much we can expect to raise.

**Time it took to plan event:**

6 months

**Number of volunteers:**

About 30 student volunteers helping with various aspects of the race.

**Other participating groups or sponsors (if applicable):**

None

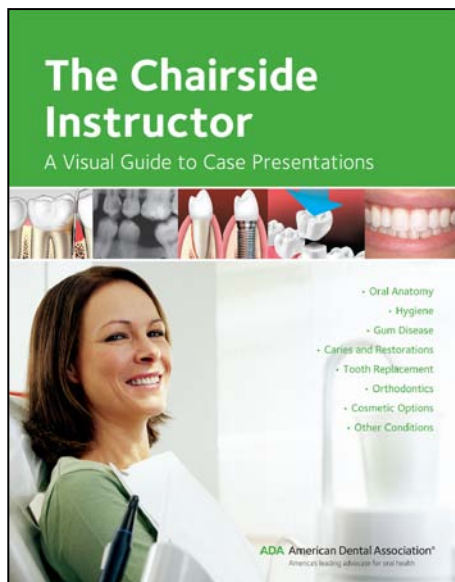
**Budget (including cost of the event and funds raised by event):**

The budget is around \$5000 and includes the upfront costs of T shirts, timing, banners, police, race numbers, etc.

**Contact person and email:**

Jason Schoener, [schoenerjd@mymail.vcu.edu](mailto:schoenerjd@mymail.vcu.edu)

## Fall Fundraising Opportunity from the ADA



The ADA is offering its top-selling publication *The Chairside Instructor* as a fall fundraiser exclusively to ASDA chapters.

### What is it?

Sturdy with laminated pages, *The Chairside Instructor* is the perfect tool for classrooms and clinics. Dental students and patients alike will appreciate over 225 full-color images and illustrations, as well as clear explanations of common dental issues, such as gum disease, caries and restorations, and tooth replacement. The Spanish version of *The Chairside Instructor*, *Instructor Practico*, is also available as a fundraiser.

### How much does it cost?

ASDA chapters can purchase *The Chairside Instructor* for **\$29.95**, which includes shipping and handling. Chapters set their own retail price based on their fundraising goals and keep any profits. *The Chairside Instructor* normally sells for a retail price of \$59.95 for ADA members and \$89.95 for ADA nonmembers.

### How does it work?

Chapters take orders for *The Chairside Instructor*. Once the orders are complete, place your order with the ADA. Once payment has been received, the ADA will ship your chapter's copies of *The Chairside Instructor* to one designated ASDA representative for distribution. The ADA will only make one shipment per chapter, so please be sure that all the orders have been collected.

### How long is the fundraiser?

The fundraiser is from September 1, 2010 through December 31, 2010. Items will be shipped once we have received your chapter's complete order and payment.

### What kind of support or fundraising tools will the ADA provide?

Promotional materials and a sample copy of *The Chairside Instructor* will be provided on request.

### Who is my ADA contact?

Contact Kathy Pulkrabek, ADA's coordinator of licensing and reseller programs, at [PulkrabekK@ada.org](mailto:PulkrabekK@ada.org).