

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.

### **Benefit to members at local level**

Chapters fundraise to bring value to the student body and dental school experience. For example, organizing activities like yoga classes, resume workshops and offering healthy snacks once a week benefits all members.

It is essential to have visible benefits to students on campus to demonstrate where the funds are going. Work with your chapter leaders in charge of wellness, newsletters and social events to make sure that the funds you raise are going to initiatives that benefit all ASDA members.

Fundraising provides opportunities to have sub-committees for different activities. These sub-committees involve underclassmen and give more students a role within ASDA.

### **Benefit to members on national level**

Having chapter funds allows your chapter to send members to ASDA's national conferences where they can grow their leadership skills. It may be helpful to present to administration what each conference is about and show samples of the presentations and agenda. Chapter leaders who attend conferences have the opportunity to make connections at the dental expos, which could expand sponsorship opportunities for the school. Interacting with other dental schools, both within your district and nationally, is more than just networking, it is a chance to bring back new ideas to your school.

### **Benefits to your school**

Create a quarterly report for administration to keep them informed of what ASDA is doing and where the funds are being applied. This will build stronger leaders after graduation, which reflects highly on their school.

## Steps to Success

Success 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 give a block grant of money rather than providing funding for each trip if stated goals were achieved? Is the state dental association divided into district societies that might support ASDA? Do the dental supply companies have local suppliers willing to support you? Do any of your members have mentors that would sponsor students to attend national meetings? The best way to find companies that want to build relationships with you is to start with vendors at ASDA's national events.

Tips for creating a list of potential donors:

- Brainstorm with other chapter officers or your district trustee to compile a list of potential donors. *See the list of potential sponsors in the Sample Documents section.*
- Think broad. Identify local, regional and national companies. If your administration has restrictions on vendors, look into your state dental association; they may have approved sponsors that your administration will have less reservations about. Reach out to alumni, especially those who were involved in your chapter and may be willing to give back.
- Divide up your list of potential donors and assign each chapter officer the responsibility of approaching an equal number. Keep all responses in a common document on your Google Drive so each member can see the progress and the list can be passed on to next year's officers.
- Set a timeline for every step: initial contact with donors/vendors should be made via e-mail, phone or in person by a specific date. Follow up by a specific date. Ask for donations to be submitted by a specific date or vendors to register and pay by a specific date.

The next section on *Funding Activities* provides other sources of revenue that your chapter can pursue, even if your school has strict vendor policies.

### 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. Make it easy for a company to do business with you by being professional. 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. Print your letters on chapter letterhead. Create professional thank you notes and marketing materials. Consider having permanent email addresses (asdapresident@yourschool.edu) that vendors can rely on.

Tips for drafting a formal letter to potential sponsors (*see letter in Sample Documents*):

- Your letter should display an official letterhead from the organization(s) putting on the event. [Templates](#) are available online.
- A clear description of the event and planned use for the donations should be provided.
- Include an explanation of how the sponsor would benefit by supporting the event/your chapter.
- Provide a date for the event and a date for receiving donations.
- Provide a contact number/email for questions/concerns.

### **4. Build relationships**

Personally contacting an individual at each company opens doors to new opportunities. 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 so that you can track your communication and when doing follow-up, you can review the past discussions you have had. 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. Show appreciation**

Once a sponsor commits, 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 efforts continue to be successful each year.

## Funding Activities

Chapters have many options for raising money. Many chapters receive support from vendors in the form of sponsorship or lunch and learns. However, some schools have strict vendor policies to prevent chapters from this type of support. This section provides ideas for funding activities, whether you chapter is allowed to work with vendors or not. The *Appendix* has successful events that chapters have held to provide additional ideas for chapter fundraising.

### Working with sponsors

To help facilitate communication with vendors, use the templates provided in the *Sample Documents* section. First, make sure you are following the guidelines in place at your program. Next, the chapter's Executive Committee should decide the level of vendor involvement for the year. Vendor involvement can range from hosting a single event, to donating raffle prizes, to vendor fairs or annual sponsors.

There are a variety of vendors that have different things to offer and want different things from you in return. DSOs and dental supply companies are common sponsors. Dental supply companies value brand exposure and will donate items such as whitening kits for raffles prizes. Corporate dental offices are looking for opportunities to get face time with students to share what they have to offer new grads. Therefore, they may be more interested in funding socials, happy hours, vendor fairs, lunch and learns, tailgates and fun runs.

Some chapters experience roadblocks with their administration in bringing sponsors on campus or having them interact with students due to school policies. In some cases, moving the event off campus is an option, such as holding dinner and learns or happy hours after class. If the ban on vendors is event specific, offer an annual sponsorship program that includes their attendance at events without them funding that event directly. Another suggestion is to submit the materials that the vendors will present to the administration ahead of time for them to review.

### Lunch and learns

There are various ways to host lunch and learns based on your administration's policies. In most cases, the presenters will pay the ASDA chapter a fee on top of purchasing the food for the event. It is the chapter's responsibility to organize, promote and host the presentation. Some chapters have challenges bringing in sponsors for lunch and learns. Below we have addressed some of the most common challenges with using lunch and learns as a source of revenue.

#### ***Your school doesn't allow lunch & learns.***

First, ask your administrators to clearly define their policy. Find out what it is that makes them uncomfortable. Your school administrators may allow non-profit speakers, or your campus may have alternative buildings that could be used as a venue if lunch & learns are prohibited on campus. If you're school's concern is receiving money for lunch and learns, then perhaps you can include them as part of a larger sponsorship package that includes vendor fair entrance and a lunch and learn. Ask your administration if there is anything that would make them feel more comfortable like pre-screening the applications for speakers. Ideas and creative problem solving

can help move the conversation forward. If your school does not allow these events to take place on campus, try holding events off-campus.

***Your school will only allow non-profit speakers at lunch & learns.***

Many specialty dental organizations jump at the chance for face time with students. Organizations from AAOMS (American Academy of Oral & Maxillofacial Surgeons) to the other ASDA (American Society of Dental Anesthesiologists) offer lunch & learn reimbursement programs.

***Your school administrators require lunch & learn speakers to sign an agreement.***

In the *Sample Documents* section is an agreement used by many ASDA chapters that host frequent and successful lunch & learns. Even if your school does not mandate this policy, it is a great practice to record and document these events in case your school's policy changes in the future. By signing the agreement, all parties are held accountable for the information presented. For each lunch & learn, make sure your chapter assigns one contact person responsible for ensuring that the company's presentation is ethical.

***Your school does not allow vendors to directly purchase food for your group.***

Rather than allowing a vendor to directly purchase lunch and bring it to an event, ask the organization to make a "charitable donation" or "administrative fee" to your ASDA chapter in a pre-determined sum. This allows the ASDA chapter to handle the food arrangements, advertisements and reserving space for the event—something that many universities require. It is the school that determines the costs associated with hosting the lunch & learn based on the number of students who will attend, the price of lunch, etc. Some schools only have one price option for the vendor, while others have set up different levels of donation (i.e. silver, gold and platinum) and allow the vendor to choose a specific level. The silver, for example, would be the least expensive option (usually pizza) while the platinum level would include a hot lunch or a lunch combo from a local café.

***Your school doesn't allow companies to "advertise" their products.***

To prevent vendors from speaking directly about their products, pricing or brand, invite them to lecture at the university as "experts" in particular fields of interest rather than as salespeople. Instruct them to educate dental students on the science behind their products, and pre-screen their presentation to ensure that all product or brand identifiers have been removed. For example, if a loupe company would like to sponsor a lunch & learn, they should not come in to advertise their loupes; however, they may come in and explain how loupes are beneficial to dentists and explain magnification, working distance, field of view, etc. A toothpaste company may come in and explain the benefits of certain ingredients and the method of action, but they should not give a sales pitch for their product. Always stress the educational aspect of the lunch & learn and share with the vendor the strict guidelines put in place by administrators.

## **Social events**

Social events can include anything from a sponsored happy hour to a large-scale outing like a 5k or golf tournament. Your school may have limitations on what you can hold on campus or

promote to the student body. It is helpful to know exactly what these limitations are so that if necessary, you can work within the guidelines. Sponsorship and tickets are the main way to raise funds for an event and the best solution is a combination of sponsor involvement and ticket sales. It is important when planning a social event to promote the event effectively and to take multiple class schedules into account. A central ASDA calendar, which incorporates all the events held by other clubs and classes, can be useful. When promoting a fundraiser, don't be afraid to tell people what they are raising funds for. You can list wellness or other campus initiatives your ASDA chapter organizes to give people a sense that they are investing in themselves. For schools that are recruited and want to invite students and not make it ASDA-exclusive, increase the fee for non-members.

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### **Merchandise and clothing sales**

Selling merchandise is a classic way for any club to make money. A white coat ceremony is an excellent opportunity to sell ASDA merchandise and clothing. Parents are in attendance and looking for some swag for their child's new school. You can also sell merchandise targeted at students' needs, such as clinic bags to D3s or pre-clinic survival kits to D2s. Coming up with fresh ideas and trying to minimize overlap with items sold by other clubs is important. Create a central Google doc where other club leaders can add what they plan to sell that year to avoid overlap. There are also companies that help you sell clothing without having to purchase more than you need. Most companies will send you samples of customized items so you can take pre-orders and not have to pay to stock items you may not sell.

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### **Predental events**

Many schools have events for predental students in their area or that attend the associated undergraduate school. These events can include a tour of the school, lunch and some kind of lab exercise. Registration at these events can vary anywhere from \$0 to over \$100 per applicant. This can be a nice source of income for your chapter and a way to work with the administration towards a common goal. Your administration may already plan an event for predentals, in which case you could offer to expand it and take on the responsibility of planning it. Determine your registration fee based on how much your event has to offer, therefore, try to add as much value as possible for the predentals. Some suggestions include: mock interviews, CV or resume workshop, raffles of DAT prep courses or materials, and lunch or dinner. Invite someone from admissions for predentals to network with and have D1s available to answer questions. Registration is just one source of income from this type of event. Use this as an opportunity to sell school/ASDA merchandise or hold a raffle for items donated by a sponsor. [Download the Predental Recruitment How-to Guide](#) for more specifics about predental event fundraisers held by other ASDA chapters.

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### **Raffles and auctions**

Add a raffle to any ASDA event you are organizing by asking a sponsor to donate a prize like an iPad or blue tooth headphones. The easiest fundraiser to hold is a 50/50 raffle. One of the benefits of a raffle is that you can involve more than just students by going to administration and support staff to sell tickets. In addition to material prizes, ask local businesses to donate an experience. If your area has a popular sports team, try to find a good price on tickets and raffle them off to students, staff, faculty and even patients.

To set up an auction, involve a charity to help secure donations. Reach out to local businesses to donate gift cards or products that you can include in gift baskets. Ask students to help collect donations. Create a contest for the class that collects the most donations or raises the most money with their donations to get people motivated. Ask faculty to auction off a dinner, boat ride, limo ride or other experiences enjoyed by a group of students. When you have larger items, like a group wine tour, it can raise significantly more than what one student will bid. Planning an auction is similar to planning a social event, and should include food, drinks, music and even a theme. Auctions can be silent, live or a combination of both where larger items are auctioned off live and smaller items are placed around the room for silent bidding during the event.

### **Vendor fairs and expos**

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For most chapters, vendor fairs are the largest source of income they have throughout the year. Chapters vary in how they handle their vendor fair. Some have it once a year while some have one in spring and one in fall. You can incorporate a table at the fair as part of a yearly sponsorship that include other things such as lunch and learns, happy hours and signage at class events. There is so much that goes into planning a vendor fair and ASDA created a separate guide to explain [how to host your own vendor fair](#).



## List of Vendors

Academy of Contemporary Dentistry  
Academy of General Dentistry  
Access Group  
ADA Ins Plans (Great West)  
Aftco  
Amer. Academy of Implant Dent  
Amer. Assoc. Oral and Max  
Aspen Dental  
Astra Tech  
Bank of America Practice Solutions  
Benco Dental  
Biomet 3i  
Bisco  
Blue & Co., LLC  
Bowman Insurance & Benefit Services  
Brasseler USA  
Brian L. Wetzel, Insurance Agency/Ray Insurance  
Cain Watters  
California Dental Association  
CF Dental Group, LLC  
Cincinnati Insurance Company  
Clayton L. Scroggins & Associates, Inc.  
Colgate  
Danter Dental Lab  
Darrow Dental  
Delta Dental  
Dental Basics  
Dental Care Alliance  
Dental Decks- The Flash Card Company  
Dental Dynamic Staffing, LLC  
Dental EZ  
Dental Group Practice Assoc  
Dental Services Group  
DentalOne Partners  
Dentrix Dental Systems  
Dentsply  
Dentsply Caulk, Dentsply Professional, Dentsply Prosthetics  
Dentsply North America - Rinn Division  
Dentsply Tulsa Dental  
Dependable Dental Staffing  
Designs for Vision  
Digital Doc  
Discus Dental  
Doctor Mentor Network  
Drake Dental Laboratory  
Eastern Dental Insurance Company

EMA Dental Practice Sales  
Forba Dental Management  
Fortress Insurance Co  
Garrison Dental  
Gentle Dental  
GL Advisor  
GlaxoSmithKline  
Graduate Leverage  
Guardian DentalGuard Preferred  
Heartland Dental Care  
Heine  
Heine Loupes  
Henry Schein Dental  
Henschen Consulting  
High Q  
Hu-Friedy  
Hurley Associates/Hurley Insurance Brokers  
Indian Health Services  
Ivoclar Vivadent, Inc  
Jesse & Frichtel Dental Labs  
JOHNS DENTAL LABORATORY  
Johnson and Johnson  
Jones, Cochenour, & Co. CPA & Wealth Management  
Kage Distributors Inc  
Kaplan Test Prep and Admissions  
Kinol Sharie Leyh & Associates  
Kool Smiles  
KSL Complete Dental Solutions  
Lexi-Comp  
Lutheran Health Care  
Lutheran Medical Center  
McKenzie Management & Associates  
Medical Protective  
Mid America Health, Inc.  
Midwest Dental  
Midwest Implant Institute  
Military Personnel Services  
National Dental Placements  
National Practice Transition Network  
Nobel Biocare  
Northwestern Mutual  
Ocean Dental  
Ohio Association of Community Health Centers  
Ohio Dental Association  
OralDNALabs, Inc.  
Orasoptic  
Pacific Dental Services  
PAGD

Paragon – Dental Practice Transitions  
Patterson Dental  
Pennsylvania Dental Association  
Philips Consumer Lifestyle  
Philips Sonicare  
PNC Bank  
Practice Impact  
PracticeWorks/Kodak Dental Systems  
Premier Dental Products Company  
Premier Financial Strategies  
Procter & Gamble  
Professional Practice Capital  
Professional Protector Plan  
Professional Solutions  
Professional Solutions Insurance Company  
Prudential  
Q-Optics/Quality Aspirators  
ROAAOMS  
Rose Micro Solutions  
SDP Financial Services  
SheerVision  
Simply Connected Dental Solutions  
Sirona Dental Systems  
Small Smiles  
Smile Starters  
SoftSense Data  
Sonicare/Philips  
South Carolina Office of Rural Health  
St. Elizabeth Health Center  
Stryker  
Sullivan Dental  
SurgiTel  
The Dental Care Plus Group  
The Dentists Insurance Company  
The Medical Bureau of Pittsburgh  
Treloar & Heisel, Inc  
Triodent Corp  
Trojan Professional Services, Inc  
US Air Force  
Ultralight Optics  
US Army  
US Education Finance Group  
VOCO America, Inc.  
Wachovia  
Warner Lambert  
Willamette Dental  
Zila Pharmaceuticals, Inc

*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 and offer your company the opportunity to interact with dental students.

**Company Name** 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. If you choose to support us in this **event**, your company will be able to meet with ASDA members as well as educate them about your company. 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

## ***Sample sponsorship brochure (customize text in red to fit your event)***

### ***Mission statement:***

The American Student Dental Association (ASDA) is a national student-run organization that protects and advances the rights, interests and welfare of dental students. It introduces students to lifelong involvement in organized dentistry and provides services, information, education, representation and advocacy.

**Insert  
Chapter  
Logo**

### ***Who we are:***

ASDA is the largest national organization dedicated to dental student concerns. The chapter aims to develop professional leadership, awareness and action to help ASDA in its goal to become the premier source of leadership development training for dental students. All ASDA members are student members of the highly regarded American Dental Association. We pride ourselves in our broad scope of involvement in all facets of our dental community as well as on the district and national levels of ASDA. The funds we raise help send our students to represent our chapter at ASDA's District Meetings, National Leadership Conference and Annual Session. ASDA chapter has a history of strong involvement with state and local dental societies including a vote on their boards, sponsorship and a yearly wine tour and practice transition development for seniors.

### ***Our vision for the future:***

The current goal for our chapter is to inspire and further develop our leadership by increasing involvement with local, state and national leaders in the dental community. We actively engage our current members, alumni, faculty and staff by organizing educational lunch and learns, local outreach projects and networking events. Some of the most anticipated social events include the welcome party for the incoming class, Halloween party and the formal. In the coming year, we also plan to host many new programs, including a Tooth Trot, a 2 mile walk/run that benefits international outreach missions to Madagascar and Chile. We are seeking sponsorship from local businesses and vendors to help us realize our chapter's goals.

### ***Event sponsorship opportunities:***

We have many different avenues of sponsorship, through our website, newsletter or sponsored attire worn at school. We also offer recognition at and leading up to our many events. Regardless of the manner, your company's sponsorship of our events will help to build awareness and brand name recognition among those in attendance and the local dental community.

**Thank you for your time – we appreciate your interest in sponsoring our Chapter.**

Name, Chapter Title

Phone

Email address

## ***Sample sponsorship agreement***

Company Name: \_\_\_\_\_ Address: \_\_\_\_\_

Representative Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

Website Address: \_\_\_\_\_ Email Address: \_\_\_\_\_

Sponsorship Option Selected: \_\_\_\_\_

Events: \_\_\_\_\_

Vendor Fairs: \_\_\_\_\_

Raffle Prizes: \_\_\_\_\_

Fundraising Products: \_\_\_\_\_

Number of Lunch and Learns requested: \_\_\_\_\_

Materials (logo, graphics, banners) to be provided by (date): \_\_\_\_\_

Additional Information: \_\_\_\_\_

Amount Provided: \_\_\_\_\_

Company Representative:

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

ASDA Chapter Representative:

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

## ***Sample prospectus and registration form (customize text in red)***

### ***School Logo***

Dear Prospective Sponsor,

I write to you on behalf of the **X chapter** of the American Student Dental Association. We appreciate your continued support and hope that you will consider becoming a sponsor for our upcoming 20xx-20xx academic year.

#### *Who we are:*

The **X ASDA chapter** aims to develop professional leadership, awareness and resources to support national ASDA in its goal to become the premier source of leadership-development training for dental students. All ASDA members are student members of the highly regarded American Dental Association. We pride ourselves in our broad scope of involvement in all facets of the dental community.

#### *Mission statement:*

The American Student Dental Association ("ASDA") is a national student-run organization that protects and advances the rights, interests and welfare of dental students. It introduces students to lifelong involvement in organized dentistry and provides services, information, education, representation and advocacy.

#### *Our vision for the future:*

One of our current goals is to inspire and further develop leaders by increasing our involvement with local, state and national leaders in the dental community. Each year, ASDA hosts the National Leadership Conference, District Meetings, and Annual Session. We feel that one of the best ways to increase participation and strengthen our chapter leadership is to send students to these events. Our members benefit from education on the issues facing dentistry, networking, educational resources and product education. National conferences prepare our members to become future leaders of organized dentistry.

#### *Our upcoming year*

We have many events planned to help our students become better leaders and business owners upon graduation. To best serve the interests of our students, we have an event-filled year ahead; however, we also realize that, as students, the funds available for us to host quality events are limited. In order to keep the cost of attendance at a minimum, we hope that you will express your continued support for **X ASDA** by sponsoring and participating in our events. In return for your sponsorship, we would like to invite you to attend our events and interact with students. Please find our sponsorship options below.

#### ***Sponsorship Levels:***

**Silver** - \$250 - Your company's logo will be included in our triannual publication emailed to 400 students and nearly 200 faculty (many of whom are still in private practice) at the **X School of Dentistry**.

**Gold** - \$1,000 - In addition to the gold level benefits, your company's logo will be featured on our new website (launch is set for this month) through August 1, 20xx. As a sponsor, you will be given the option of submitting a brief description of your company's products/services. This website will be the main avenue students will obtain school information such as event details, calendars, dental tutorials and clinic how-to guides.

**Platinum** - \$1,500 - In addition to the gold benefits, your company is invited to give a 45-minute lunch and learn. If you are only interested in a lunch-and-learn, please contact [lunchandlearn@gmail.com](mailto:lunchandlearn@gmail.com) for more details.

**Diamond** - \$2,000 - In addition to the platinum-level benefits, your company will be a sponsor of our Professional Development Series, a biannual event targeting third- and fourth-year dental students. Speakers vary from “Pitfalls to Avoid After School” to “How to Use Social Media to Market” to “Group Practice vs. Solo Practice: Costs and Benefits,” and everything in between. You would be allotted a 15-minute time slot to speak to the students.

**Elite** - \$3,000 - At this level, in addition to receiving all the diamond-level benefits, you will be provided one table at our clinic/vendor day in April. Your company’s logo will also be featured on our t-shirts.

**Premier** - \$5,000 - In addition to the elite level, you will be featured on marketing materials for all of our events scheduled throughout the year, including events not listed above. This comprises one table at our clinic/vendor day in April and events like our ASDA Cookout, Back-to-School Fiesta, Stash Bash, Senior Send-Off, Predental Day and many more.

We appreciate your time, consideration and interest in sponsoring our exciting year.

Sincerely,

Name  
Chapter Position  
Email  
Phone



## Sponsorship Registration Form

Please complete, scan and remit this form to [X@abc.org](mailto:X@abc.org), or mail the completed form to the address below. **Please print legibly.**

Name

Address

City, State, Zip

**COMPANY NAME:** \_\_\_\_\_

**COMMITTED SPONSORSHIP LEVEL** (please write agreed dollar amount in provided space):

Silver \_\_\_\_\_ Gold \_\_\_\_\_

Platinum \_\_\_\_\_ Diamond \_\_\_\_\_

Elite \_\_\_\_\_ Premier \_\_\_\_\_

Other: \_\_\_\_\_

**REPRESENTATIVE NAME:** \_\_\_\_\_

**Phone No.:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Mailing Address:**

\_\_\_\_\_  
\_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

I hereby confirm and commit to this sponsorship level in accordance with the stipulations presented in this document in its entirety. I am fully aware that there will be no refunds made by **X ASDA** if I commit to a sponsorship, for any reason, including not being able to attend events during the designated dates/times.

**Printed Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

## Lunch & learn Email Invitation

Date

Dear Valued Sponsor:

The ASDA chapter at the X School of Dentistry invites you to participate in our lunch & learn program. The invitation includes one hour of time with the dental students where you are able to share information about products and/or services available to them.

Lunch and learns take place on Tuesdays from noon – 12:50 p.m.

Although providing lunch for the students isn't a requirement, in our experience, attendance is higher when food is provided. Please see the tiered sponsorship opportunities on the next page. Due to last minute changes in class or exam schedules, we cannot guarantee that attendance will be at 100%. We have included the number of lunches ordered for each tier/option.

**All lunch and learns must have a faculty sponsor. Please submit a brief outline of your intended topic to email prior to/or when submitting our lunch option so we may confirm the event.**

If you choose to sponsor lunch, it will be considered a donation to X ASDA chapter. Your donation will cover the cost of food, delivery fee and a tip for the driver. We will advertise your event via email to the students and list it on the monthly ASDA calendar. If your organization is not permitted to submit a donation, but you are still interested, we welcome your participation (see options 4 & 5).

Once you have reviewed the options in the attached sponsorship levels, let us know which option along with three (3) dates that would work for the event by emailing us at X.

If you choose options 1-3, we prefer payment by check, however a credit card (PayPal) may be used. **Checks need to arrive at least two weeks prior to the scheduled event to the address below.** If you are using a credit card, please pay through our website X URL.

Make checks payable to X ASDA and send to the address below:

X School of Dentistry  
Address  
Attn: Jane Smith  
City, State Zip

# Annual Sponsorship Levels

	Mighty Molar Sponsor \$2,000	Premolar Sponsor \$1,500	Canine Sponsor \$800
GENERAL INCENTIVES			
Name/Logo on Website	Company logo 2X sized, at top of sponsor page with link to company website	Company logo and link to website	Company logo on website
Featured Ad in our Newsletter	Large Ad in our newsletter	Small Ad in our newsletter	Small Ad in our newsletter
Lunch and Learn	<b>FREE</b> Lunch N' Learn <b>AND</b> Additional event such as happy hour or dinner with seniors (including food costs)	<b>FREE</b> Lunch N' Learn (*not including food costs)	<b>FREE</b> Lunch N' Learn (*not including food costs)
Social Media	4X a year we will post a thank you tweet/facebook/instagram post	2X a year we will post a thank you tweet/facebook/instagram post	1X a year we will post a thank you tweet/Facebook/Instagram post
Spring Formal	Logo signage at our Spring Formal event thanking your company	Name on signage at our Spring Formal event thanking your company	_____
VENDOR FAIR			
Table	First pick of table & <b>FREE</b> admission to the Vendor Fair	Standard table & <b>FREE</b> admission to the Vendor Fair	_____
Brochure	2X Image of Name and Logo	Name and Logo on flyer	Name and Logo on Flyer
PREDENTAL DAY			
Flyer	2X Image of Name and Logo	Logo on flyer	Logo on flyer
Goodie Bags Promotional Items	Your company may send <b>three</b> promotional for us to pass out at the event	Your company may send <b>two</b> promotional for us to pass out at the event	Your company may send <b>two</b> promotional for us to pass out at the event
Poster	Logo signage at our Pre-Dental day event thanking your company	Logo signage at our Pre-Dental day event thanking your company	_____

# Vendor Fair

Registration			
\$850	Standard Table	Location first come, first serve	Option to join as our Food & Beverage Sponsor

\*\*\* Contract is due by March 1st, for \$850 Registration

\*\*\* You will get your choice of table location based (see room layout) on how soon you submit the contract

\*\*\* If you do not get your contract in by March 1st, your fee will increase to \$1,000

Food & Beverage Sponsor				
\$1000	ASDA will order subs/drinks for our attendees	ASDA will have your logo/name on signage at the table	Will also include plastic cups with your logo	Your company logo will be in our brochure as our Food & Beverage Sponsor

Raffle Prizes		
Minimum \$25	Your company will donate a raffle prize	Your logo and name of prize will be included in our brochure under the raffle section

## **Policy on Invited Speakers**

A policy for invited speakers at the school of dentistry should be framed within several guiding principles and an awareness of contemporary standards of care in dental practice.

We engage in and support the principle of academic freedom and discourse. Differences in opinion and viewpoints are expected and are a vital and healthy part of academic life. A wide variety of issues and viewpoints are given expression. We take pride in the scope and quality of speakers and programs that have occurred in the dental school in the past years. The value of academic freedom in the classroom is reflected in open forums, where the need for new information and competency in a given field weighs against the need to develop a critical mindset.

Academic freedom, however, does not remove groups sponsoring speakers at the school from certain responsibilities. Successful discourse depends on the initiative, objectivity, and sincerity of sponsoring groups to assure that applicable policies and guidelines are followed in a thorough, thoughtful, and structured manner.

### **Guidelines for Speakers**

- All outside invited speakers to the school of dentistry must be sponsored by a dental school department, administrative unit or organization, including student organizations or classes.
- While academic freedom is supported, information that is presented should be educationally related.
- Advertisements and announcements of speakers or programs must include the name of the sponsoring department, unit or organization.
- All sponsoring organizations are responsible for obtaining a room for their speaker. (Requests for rooms should be made by contacting the administrative assistant in academic affairs for assistance in determining the best room for the event).
- Requests from student groups for speakers must be made to the Office of Student Services on a Speakers Request Form at least two weeks prior to the date of the event.
- These guidelines apply to speakers who participate in events during school hours or outside of the regularly scheduled school hours.
- If the lounge is used for speakers during the lunch period (12:00pm -2:00pm), it must be open to all students and not restrict the ability of students to eat their lunches.
- Each sponsoring organization should contact the dental school department(s) that would have an interest in the topic being presented to facilitate faculty presentation.

## Request Form for Invited Speakers

### Sponsoring Organization Information

Requestor: \_\_\_\_\_

Contact information: (e-mail and cell phone) \_\_\_\_\_

Organization: \_\_\_\_\_

### Event Information

Type of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Location: \_\_\_\_\_

Time of Event: \_\_\_\_\_ Length: \_\_\_\_\_

Target Audience: (please indicate as applicable) Audience Size: \_\_\_\_\_

D4 \_\_\_\_ D3 \_\_\_\_ D2 \_\_\_\_ D1 \_\_\_\_ All \_\_\_\_

DH Sr. \_\_\_\_ DH Jr. \_\_\_\_ Grad Students \_\_\_\_

Related Department Contacted: Gen Prac. \_\_\_\_ Pros. \_\_\_\_ Perio. \_\_\_\_ Pedo. \_\_\_\_ Ortho. \_\_\_\_  
Oral Path \_\_\_\_ Endo. \_\_\_\_ Hygiene \_\_\_\_ OMFS \_\_\_\_ OCMB \_\_\_\_

Topic: \_\_\_\_\_

Name of Speaker: \_\_\_\_\_

Affiliation of Speaker: \_\_\_\_\_

Faculty Sponsor's Signature: \_\_\_\_\_

Faculty Sponsor's Printed Name: \_\_\_\_\_

### For use by the Office of Student Services

Date Received: \_\_\_\_\_

Signature of Person Receiving Form: \_\_\_\_\_

Confirmation Provided On: \_\_\_\_\_ Confirmation Provided To: \_\_\_\_\_

Associate Dean of Student Services: \_\_\_\_\_

## Chapter Projects

**Name of Project:** "Penny Wars"

**ASDA Chapter:** Pacific

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

Each class has a jar placed in a central location that they can add money into. The faculty and staff have their own jar as well. A penny is worth 1 point. Anything else is negative points: i.e. a quarter is -25, dime is -10, a dollar is -100, etc. The winning team is the one with the most points, not money. So classes would like to add pennies to their jar to bring their points up and any other form of money (nickels, quarters, bills) to the other classes jar to try to bring their points down.

**Funds raised:**

\$2000

**Time it took to plan:**

It took very little planning time. Just make sure to select a week and advertise as much as possible. Have two of your chapter leaders man the jars during a few hours of the day (lunch hour). Every night tally up the results and email the current standings so that each class knows who is in the lead and who behind. This gets them excited especially when it is a close competition.

**Number of volunteers:**

2 to man the jars for a couple hours (possibly shifts)

4 after school to count the money and tally the standings for the day

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

None

**Budget:**

\$250 for an ice cream party for the winning class

**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. 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:**

\$ 4,500

**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



**Name of project:** Annual Charity Auction

**ASDA chapter:** Buffalo

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

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. Additional raffle tickets for the camera as well as tickets for 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)

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

**ASDA chapter:** Detroit Mercy

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

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:**

\$ 3,000

**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 advertising 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 advertising). 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 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.

**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. See *Vendor Fair How-to Guide* for more information on hosting a vendor fair.

**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:** Rutgers

**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:**

\$1,200

**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

**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

**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.

**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

**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



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

**ASDA chapter:** Stony Brook

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

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.

**Name of Project:** Crowd Funded Tees

**ASDA Chapter:** Stony Brook

**Description:**

Everyone loves T-shirts, but no one wants to be left with all the extras that don't sell. If your chapter is looking to sell apparel, but is worried about the upfront costs, crowd funded appeal is a great option. Teespring.com is a great resource that allows you to design apparel and sell it to your members. Any money collected above the cost of production is mailed to you as profits. The orders can be sent directly to their address or sent to you to hand out in person.

**Funds raised:**

\$500

**Time it took to plan:**

It took very little time to design the apparel, pick dates for sale, and then schedule a date and time for pick-up of the apparel since it wasn't shipped to the buyers address.

**Number of volunteers:**

Three

**Budget:**

\$0 cost to the chapter.

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

**ASDA chapter:** Virginia

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

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

**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 \$5,000 and includes the upfront costs of T shirts, timing, banners, police, race numbers, etc.

**Name of project:** The Amazing Dental Race

**ASDA chapter:** Marquette

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

Marquette welcomes students from all over the U.S., and strives to give these new students, as well as current students, an opportunity to explore the city and become familiar with local restaurants and venues that many Marquette students frequent. In order to accomplish this in a more interactive and entertaining way, we created the Amazing Dental Race.

The process starts months in advance, when we recruit two people from each class to create a committee. Typically, these are two individuals who are enthusiastic and social to really spread the hype. This committee is responsible for finding prizes, developing clues and creating activities. The prizes are typically received from local restaurants and bars that are more than willing to help our organization. The clues are pictures or riddles that lead participants to a specific place. For example, a picture of the Starbucks mermaid was used as a clue. Additionally, this committee is also tasked with creating challenges. A few examples are eating 5 saltine crackers in less than a minute or chugging a soda in less than 10 seconds.

As we get closer to our date, we move into the recruitment phase. First, we need to recruit volunteers to help us with the logistics of the event. These people typically end up being board members. Next, we need to recruit participants. Our priority being the D1s, we create a custom video to promote the event that we play during orientation. This video is the first they hear about it, and it helps create a great deal of excitement and mystery. Afterwards, we have committee members hype up the event and talk to each person to explain how fun this event is. Upperclassmen are recruited in a similar but less assertive manner, since they've already experienced the event. We change locations every year, so it is never the same. Each team consists of 4 individuals and the cost is \$10 per individual.

And finally, the day of ... the event is held a week after orientation on a Saturday at 10:00 a.m. We ask all of the teams to meet in our simulation lab. We start with a crossword puzzle that allow teams to have a staggered start. The first 6 teams to finish receive a choice of plagues they can bestow upon other teams. An example of a plague is: one of your members can no longer touch the ground with his/her feet forcing the team members to carry the individual until the next challenge. Teams could use this to slow down other teams. The volunteers all communicate through the app Groupme, so this allows us to keep everyone informed when a plague wants to be used by a team. After the crossword, teams receive a start time. This time is noted and the team is off with the first clue. Teams first explore the campus, going to various locations and accomplish several challenges. Each location on campus is roughly 5-7 minutes walking distance apart. After finishing the challenges, they report back to the dental school for a stop time. This completes the campus portion of the challenge.

Afterwards, teams are encouraged to participate in bonus involvement for extra points on their way to downtown. This includes having them take pictures in front of popular Milwaukee statues and icons and post them onto Facebook while tagging Marquette ASDA. This is a great way to generate additional hype and advertise how much fun participants are having for everyone who didn't participate. Thereafter, teams check-in at a specific location downtown where they receive another start time. Each challenge downtown is also about 5-7 minutes walking distance apart. After finding the clues and completing the challenges, teams are given a stop time and a location for the after party. The after party is at a local bar. This is very convenient because it allows us to order enough appetizers funded by ASDA and teams can get drinks on their own. Since the event takes place during the day, restaurants and bars are more than happy to accommodate us and help us with the event.

**Funds raised:**

Approximately \$1000. (25 teams of 4)

**Time it took to plan event:**

About two months. Most of it is just splitting up the tasks and then coming back together.

**Number of volunteers:**

We have 8 people on the committee and then 6 or 7 board members helping with the logistics.

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

A few groups working together could do this as well.

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

There really isn't a great deal of cost associated with this event. The first year we spent around \$300 on food, beverages and the app. The second year, we switched to paper clues, which we thought worked better, and are free. We spent around \$200 on food and soda the second year.