

FUNDRAISING

Your GSA club is making important changes on your school campus, but maybe you need money to keep up the momentum. This resource will help you figure out what works best for your GSA club, its fundraising goals, and the individual strengths of its members.

Before you get started...

Find out your school's fundraising policy for clubs! Talk to the Student Government and invite them to a GSA meeting so they can explain the fundraising policy and process to all GSA members. Fundraising policies are different at every school, so be sure to give yourself enough time to get your idea approved.

Who should be responsible for fundraising in my GSA club?

Every GSA club member should know how fundraising works, not just the club officers. Some of the tools you learn as a fundraiser can be applied to other areas of youth organizing.

We Are Ready to Raise Money!

Step 1: Brainstorm

As a group, brainstorm and decide what you want to raise money for. Is it to host an event or summit, or travel to an event, T-shirts, or something else?

How much will you need? Once you determine the amount that actually needs to be raised, you will be able to choose the right strategy for your goals.

Step 2: Choosing the right strategy for your club

There are so many activities that you can do to raise money, so talk to your club members about what they enjoy doing and/or what they are good at. Your club's fundraising efforts will be most successful if you choose an activity and strategy that your members enjoy.



All fundraising activities essentially fall into three main strategies:

1) JUST ASK! Most people enjoy making donations to causes that they believe in or supporting local schools and activities. You just need to ask! There are several ways to ask people to make a donation to your cause or project:

- Launch a social media campaign and link to a crowdfunding website (like YouCaring) to create awareness and raise funds. Social media can be a powerful tool that members of your GSA may already be experts in! If people in your networks aren't able to give, ask them to share and spread your message far and wide!
- Create an informational flyer or write a letter that you can send to people, organizations, and businesses in your local community. Tell them why your cause or project is important and explain how their donation will be used as well as the impact it will have on your GSA club or school.



2) SELL! Selling items can be fun and send a fun message about your club too. Choose products that are relatively inexpensive to buy and that can be sold at a higher price. Be sure to only buy as much as you will be able to sell, so you are not stuck with unsold inventory. Some popular items among GSA youth leaders are wristbands, pins, stickers, and baked goods (rainbow cupcakes, anyone?).

3) HOST AN EVENT! Is there a particular activity or sport that your club members enjoy? Tailor your event to your members interests and your audience to ensure success.

Step 3: Thank your supporters!

Be sure to show your appreciation to the people who give to your cause. Remember that all supporters should be thanked, no matter how big or small the size of their donation. Here are some ideas on how you can make your supporters feel appreciated:

- Collect email addresses and send out a Thank You picture or short video of your GSA club members expressing their gratitude. Briefly tell them what you will achieve thanks to their support.
- Share a Thank You picture or short video via social media with everyone who supported your campaign.
- Make Thank You cards with handwritten notes. Have all members or the club officers sign the card.
- If selling a product, tie a ribbon with a small thank you tag to the product.
- Take a group photo holding a poster that says “Thank you” and use the photo to post a social media thank you to your supporters, friends, and allies.