Volunteer Leadership Learning Series

Maintaining a Healthy Charter

Session:
Best Practices for Funding

Presenter: Christine Tiritilli DC'92, RUAA Board Member
Funding Alumni Charter Group Operations

• Volunteer leaders create the vision for the organization
  – Communicate and get feedback from your members

• Plan events and initiatives that support the vision
  – Be creative
  – Be innovative
  – Be entrepreneurial
  – Make it FUN!

• Prepare an appropriate budget based upon planned events and initiatives
  – Based on your goals, identify financial needs of the organization
  – Determine events best suited for generating revenue
  – Be self supporting
Encouraged Fundraising Practices

• Solicit funds for scholarships by arrangement with Rutgers University Foundation
  ★ Promote scholarship impact often

• Fundraising Events for a program in cooperation with Rutgers University Foundation
  – Rutgers University Foundation giving ensures donor credit and documents tax deductibility
  – Hold an event (e.g. golf outing, dinner, 5K, etc.) that promotes a percentage of proceeds will be donated to scholarship
Suggested Revenue-Generating Practices

• Charge Event Fees

• Charging Program or Participation Fees

• Charge Subscriber Fees

• Collaborate with Local Vendors (for merchandise, event space, group discounts, etc.)
Charge Event Fees

• Develop programming that is self-sustaining
• Event fees can cover costs, and may also produce a reasonable excess margin (for scholarships or operating expenses)
  – A reasonable fee will not curtail participation
    • Consider the economy & stay within market to price accordingly

• Add revenue-generating elements to programs or events
  – Auction or raffle off Rutgers merchandise
  – Hold a silent auction
  – Many activities designed to turn a profit can produce revenues while engaging event attendees and NOT soliciting funds for your individual organization all at the same time.
Charging Program or Participation Fees

• Some groups sponsor special programming that requires a participation fee

  – Example 1: Rutgers Alumni Crew Club in Camden incurs fees to house boats and participate in regattas, which are passed on to each participating member.

  – Example 2: Rutgers University Alumni Wind Symphony collects participation fees to cover stage fees for Nicholas Music Center.
Best Practices for Funding

Charge Subscriber Fees

- Subscriber fees are another effective way to offset costs for an organization’s publications, newsletters, and website.
Collaborate with Local Vendors

• Groups have been successful in securing donations for:
  – Merchandise
  – Event space
  – Food and/or drink specials
  – Other discounts (e.g. BOGO or ½ price appetizers)

• Involve local businesses
  – Do your research and build relationships
  – Consider advertising for local businesses
  – It is worth the ask!
    • “If I bring in a crowd of 20-50 Rutgers alumni. Might you be willing to offer us a group discount?”
# Sample Budget


<table>
<thead>
<tr>
<th>Event</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5. Baseball Stadium Night (June)</strong></td>
<td>$1,100</td>
</tr>
<tr>
<td>$20 per person @ 50 persons = 1000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Cost: ($15 pp) X 50 = 750</td>
<td>$750</td>
</tr>
<tr>
<td>Add-on activities during Baseball</td>
<td>$100</td>
</tr>
<tr>
<td><strong>Tour of Stadium</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Local Business In-kind Donations</strong></td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td>$1,100</td>
</tr>
<tr>
<td><strong>Event Profit (loss)</strong></td>
<td>$350</td>
</tr>
</tbody>
</table>

**Other Events Include:**
- Picnic
- Golf Tournament
- Wine Tasting
- Game Watch Party
- Business Networking Mixer
- High School Senior/Recruitment Night
- Community Service (e.g. soup kitchen, mentoring day, park clean-up, etc)

**NOTE:** This sample budget also includes annual operating expenses, revenue-neutral events, revenue-generating events, a cost comparison, in-kind resources, etc.
Save Money By Utilizing These AR Resources

- Request Rutgers design templates and save on design costs (e.g. event invitations, newsletter templates, etc.)

- Send e-mail blasts through the Communications office of the Department of Alumni Relations

- Blog online at Ralumni.com

- Create a group page at Ralumni.com (more info coming soon)

- Rutgers merchandise may be periodically requested (in reasonable quantities) for decoration and to distribute as giveaways, free of charge
Welcome to the RUAA family!

*This presentation will be available online at www.RAlumni.com/tools.*

Our united alumni body is an amazingly diverse constituency, and we look forward to developing even more opportunities that excite and interest each and every one of our alumni.

~ Working together, in Rutgers spirit, we will advance Rutgers University. ~

Questions? Contact Yvette Choma, director of volunteer engagement, at ychoma@winants.rutgers.edu or 732-932-7490 ext. 221.