

National Student Nurses' Association[®]
Guidelines for Planning

2016-2017

Fundraising



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How to raise funds for your chapter's activities
and have fun doing it!

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Table of Content

Introduction	1
Policy and Legal Consideration	1
Effective Fundraising.....	1
Code of Conduct for NSNA Meetings.....	3
Types of Fundraising	3
Fundraising Ideas	4
Examples of Specific Fundraisers Submitted by NSNA Chapters.....	6
Now it's Your Turn	9

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INTRODUCTION

This booklet is a guide to fundraising ideas for school and state chapters. The ideas that you will find here have been collected from school and state chapters throughout the country. We hope that you will find the ideas listed here help your association have successful fundraising events.

If you have additional fundraising ideas, we would like to hear from you. At the back of the publication you will find a form that you can use to communicate your ideas to NSNA®. Please take a few minutes to fill this out so that we can include your ideas in the next revision.

POLICY AND LEGAL CONSIDERATIONS

Tax and Legal Considerations

Before embarking on major fundraising drives, you may want to contact your state Department of Revenue to find out requirements for fundraisers held in your state. Many states require that you apply for a permit to collect sales tax and that you file a tax return for any monies that you collect. Also, many states prohibit raffles, but will allow drawings. A call to your state Department of Revenue can avert problems you may encounter.

Check with Your School

Across the country schools have different policies on what types of fundraising they allow their student groups to engage in and how the funds are to be handled. Please check with your school administration before beginning any fundraising projects that are conducted on school grounds or that may compete with vendors who provide services to the school. For example, used book sales may not be allowed since they could compete with the campus bookstore; or food sales may not be allowed since they compete with food service agreements.

Copyright

Don't take the fun out of fundraising. School and state associations depend on the income from their fundraising items to finance their activities. Original works created by associations or individuals (i.e. designs, logos, artwork, scripts, writings, etc.) may be "copyrighted." The copyright protects those works from being used by others without permission. If you see the copyright symbol © on an item, be sure to get written permission from the copyright owner to reprint or resell the item. If you copyright a work, make sure it is an original and that no one else owns the copyright for it. Protect your association and yourself from the burden of legal fees should you be cited for copyright infringement. For additional information about copyright laws, contact: US Copyright Office, 101 Independence Ave. S.E. Washington, D.C. 20559-6000, (202) 707-3000.

EFFECTIVE FUNDRAISING

Often the success of your fundraising drive will depend upon your ability to:

- ▶ offer a product or service of interest to a broad audience;
- ▶ work in cooperation with another group;
- ▶ attach a "cause" to your fundraising efforts.

Broad Audience

Your fundraising activity will be most successful if you target as broad a base of potential customers as possible. A drive that is aimed only at students may not be as successful as one that is aimed at students, faculty, nurses, and the community. For example, a T-shirt with your school's name on it may appeal to current students and faculty, but may not do well if you try to sell it at a state or national convention competing with T-shirts that target nursing themes and appeal more broadly to students, faculty and nurses.

Working with Other Groups

Many companies are willing to work with student groups on fundraising ideas. Research companies and others in your community have programs that can be used as fundraisers.

Supporting the FNSNA[®] and your Local SNA Chapter

The Foundation of the National Student Nurses Association[®] (FNSNA) has several opportunities for students to raise funds for both the FNSNA[®] undergraduate scholarship program and their own school chapter. The FNSNA[®] fundraising opportunities are as follows:

- The TOUCHlives™ Nursing Awareness Bracelet: a white silicone bracelet to show support for the nursing profession and demonstrate an awareness that nurses “touch lives” every single day. Order your bracelets today through the NSNA[®] website at <http://www.nсна.org/FoundationScholarships/FundraisingItems.aspx>.
- Graduation cords & Leadership Cords: Celebrate your graduation and involvement in NSNA[®] by bulk purchasing a royal blue and white graduation cord. Leadership cords that showcase your chapter and state association’s leadership roles are also available. Visit the NSNA[®] website at <http://www.nсна.org/FoundationScholarships/FundraisingItems.aspx> to purchase graduation cords and other items offered for sale by the Foundation.

Students wishing to show their involvement in NSNA[®], their support for the nursing profession, and/or wishing to celebrate their graduation can purchase the items above. These items can be used as double fundraisers. Purchases can be made through the FNSNA[®] and subsequently used as a fundraiser in your SNA chapter by increasing the price of the product. All funds raised from the sale of these items will support the undergraduate scholarship program and provide much needed funding to nursing students around the country. You can also show your support for your fellow nursing students in the wake of a disaster by raising funds for the following:

- FNSNA[®] Disaster Relief Fund: This fund was established to support nursing students and nursing schools. Money raised through this fund provides funding for tuition, fees, books, and supplies for students or equipment and supplies for nursing schools.

Student Activity Tables

At the Midyear Conference and Annual convention, students can fundraise for their SNA chapter. The Student Activity Tables area is the only place school and state constituents may sell fundraising materials. Tables are assigned at NSNA[®] Registration, on a first-come, first-served basis only. Participants must share tables. Due to charges imposed by the supplier, tables are available for a small fee per half table. NSNA[®] urges members to project a positive image of nursing by refraining from purchasing, wearing, or displaying articles or slogans demeaning to nursing students. Sellers are responsible for the security of their merchandise, as NSNA[®] and the conference hotel or convention center assume no liability for lost or stolen items. Below is the code of conduct for NSNA[®] meetings as it relates to student activity tables and fundraising.

CODE OF CONDUCT FOR NSNA[®] MEETINGS

1. Official NSNA[®] school and state chapters may rent a table for the purpose of raising funds for their chapter.
2. The chapter representative must sign the Student Activity Table Regulations and Disclaimer document and pay the required table rental fee prior to placing items on the table.
3. Fund-raising items must reflect a professional image of nursing; items deemed to demean or discredit the profession of nursing and/or nursing students, patients/clients, faculty and others, shall be removed at the request of the NSNA[®] Board of Directors. (If there is any question about the nature of this regulation, chapter representatives are encouraged to seek clarification prior to arrival at convention or conference site—contact NSNA[®] for more information.)
4. Accept responsibility for safeguarding items and funds; NSNA[®] does not provide security for the Student Activity Tables.
5. No beverages containing alcohol may be served, distributed, offered, sold or raffled at student activity tables.
6. Procedures for handling allegations of unethical conduct at association activity tables:
 - a. All allegations of unethical or unprofessional conduct shall be immediately reported in writing and delivered to a member of the NSNA[®] Board of Directors or NSNA[®] Executive Staff member.
 - b. Three representatives of the NSNA[®] Board of Directors will meet with all involved in the conduct in question.
 - c. The Board representatives will determine the outcome of the conduct. Penalties may include:
 - Removal of item(s) in question;
 - Removal of student activity table.
 - d. The action of the Board representatives may be appealed to the full Board of Directors within 24 hours.
 - e. Following appeal, the decision of the Board of Directors shall be final.

Attaching a Cause

Fundraising can be very successful if done in cooperation with a major non-profit group or cause. Examples include: March of Dimes, American Red Cross, Literacy Volunteers of America, etc. In addition, you will have greater success in your efforts if you can identify the purpose of the funds such as:

- ▶ AIDS research
- ▶ Disaster relief
- ▶ Student scholarships
- ▶ Funding a delegate to state or national convention

TYPES OF FUNDRAISING

Fundraising activities can be broken down into two broad categories: selling products and services that have been donated and reselling products and services that are purchased. The first type of fundraising is ideal since it requires a minimal cash outlay.

At most, you may need to make flyers to promote the event.

Fundraising that involves reselling items that the association has purchased is not as desirable since they require the outlay of money. In addition, overestimating the demand for items may result in unsold products or services and a loss of revenue.

On the pages that follow, you will find examples of both types of fundraisers. Many of these ideas have been submitted by your peers. Feel free to use these ideas as presented or adapt them to your particular SNA. Please keep in mind that the results will vary, but with a little ingenuity and a lot of enthusiasm, your chapter will have a successful fundraiser!

FUNDRAISING IDEAS

Auctions

Auctions are a good way to raise money with little or no cost to the association. By auctioning items donated by students, faculty and businesses, chapters can raise funds and create goodwill within the community. Holding an auction where there is a ready-made audience (i.e. at a school career day or state convention), is ideal.

It may be easier to get donations if you hold the auction to benefit a specific purpose. For example, you may designate all proceeds to go toward a scholarship program, or perhaps a community health project. In this way, donors will be more likely to give and attendees more likely to bid.

Be sure to give proper recognition to all donors. Businesses are more likely to contribute in exchange for publicity and goodwill. Examples of donated items include: gift certificates, uniforms, text and review books, travel and hotel accommodations, T-shirts, and electronic equipment.

Recycling

You can hold drives to collect recyclable products such as aluminum, paper and plastic. Most areas have recycling centers that will purchase these items from you. A recycling project can be promoted as good for the environment and promote conservation.

Raffles

Donated items can raise funds by selling raffle tickets. In a raffle, individuals purchase tickets which represent a chance to win one or several items. Tickets should be sold at a minimal fee to encourage large ticket sales. With a little imagination this can be a large fundraiser. Note: Some states prohibit raffle sales. Check with your local taxing authority before holding a raffle.

Sales of Promotional Items

Promotional items such as T-shirts, mugs, hats, and tote bags that are purchased imprinted (with association logo) and then sold to make money. Use caution when ordering promotion items for resale. Keep in mind that your sales may not be what you expect, and you might be left with items in which you have invested your association's money, but you are unable to sell. The following checklist of do's and don'ts will be helpful in buying and selling promotional items:

Do —

- ▶ Once product ideas are determined, do a little market research by asking students and faculty if they would be interested in purchasing the item.
- ▶ Obtain a catalog of promotional items from local vendors. Check the internet.
- ▶ Use original ideas that will interest people.
- ▶ Be careful when ordering items with your school or state association name on it. These items never sell well outside of your local area.

Don't —

- ▶ Buy more than you are sure you can sell. If you sell out, you can always order more.
- ▶ Reference the year on your promotional items. Many associations have been stuck with unsold T-shirts which indicate the graduation year.
- ▶ Sell items at conventions that are being given away free by the exhibitors.
- ▶ Use slogans that will quickly "date" the item.
- ▶ Use slogans that demean the image of nursing and nursing students.

Refreshment Sales

You may be able to sell soft drinks, coffee, and donuts at school functions, such as orientation or career day. If it is not already being done, consider setting up a "snack shack" at your school's sporting events. Be sure not to order more items than you can sell. Also keep in mind that some cities require a food handling permit to resell food items and some schools prohibit this because of concession contracts

Radio Dedications

Arrange with your campus radio station to hold a "dedication drive" in conjunction with the student nurses' association. For a donation or a pledge, students can have the radio station play dedications. This type of event is ideal for special occasions such as Nurses' Day, Student Nurses' Day, Valentine's Day, Mother's Day, or even as graduation approaches. The proceeds can be split with the campus radio station, kept by the SNA, or shared with other causes, depending on your agreement. Announcements can also be arranged to promote your SNA, chapter projects and other fundraising events.

Stethoscope Sales and Orientation Day Supplies

Many medical supply manufacturers offer stethoscopes for sale through your SNA. SNAs can place bulk orders at a discounted price for resale or in some cases stethoscopes can be sold on consignment with leftover items being returned for credit. Vendors may be able to provide demonstrations, posters, and even free stethoscopes as sales incentives. Check with your local vendors for further details.

SNA's often sell supplies required for school such as stethoscopes, hemostats, bandage scissors, goggles, tri-color pens, and fanny packs. Prices are marked up over cost to make profit. Schools should avoid ordering until after orientation, to avoid being stuck with excess supplies. Keep one set on hand so that you can show people what they are getting.

Plant Sales

Have students make clippings of house plants during the year and sell them in the spring and sell them for \$3 - \$5. Some nurseries also donate plants. Remember that plants are perishable.

Garage and Yard Sales

After spring cleaning, solicit donations from students, faculty and the community to be sold at an SNA garage sale. You'll be surprised at how willing people are to donate used items. Insist that items be in good condition and that clothing be clean. The sale can be held on campus or at someone's home. With a few flyers and word of mouth, this can be a very successful fundraiser. Items that remain after the sale can be donated to other charitable organizations.

Small Change Adds Up

Contact your local mall and ask for the change that people toss into fountains. Many times these malls have only a few organizations that they donate to. Make your SNA one of them.

Put together a haunted house at Halloween. Advertise it to the local community and charge a nominal price for children and parents to attend. A similar fundraiser can be done at Christmas with your SNA charging a small fee to have a child's picture taken with Santa.

Sponsored Pizza

Rather than purchase food for your next SNA meeting or orientation meeting, contact one of the large pizza chains. Many of them will provide free pizza and discount coupons for your meeting.

Discount Coupons

Some food establishments, especially fast food chains, will provide discount coupons for their establishment. When redeemed, the company provides your SNA with a percentage of the sales.

Taste Test

Hold a "Taste Test" at your school. You provide the water, a room, and volunteers. One school reported that their organization earned \$3,000.

Bowl-A-Thon

Have a bowl-a-thon. Collect pledges from family and friends and then bowl to your heart's desire!

Penny Drives

Have students and faculty deposit their pennies and other change into gallon jugs. This can also be done as a competition between classes.

Walk and Run-A-Thons

Entrants have family and friends sponsor them. There is no limit on how much you should collect a mile. One SNA had a five-mile walk on the beach. The only expense was \$5.00 for flyers to promote the event. Each participant received a prize which was donated, as well as food for the walkers. Twenty participants raised \$700. Some locations require permits to hold arranged walks and runs.

Photo Sales

Have a photographer take photographs at your state convention. These photos are displayed on-site (or online) with students purchasing copies of their favorite pictures. You can either use a student from the photography club at your school, hire a professional photographer. Be sure to negotiate a written agreement that pays the SNA a portion of the sales.

FOLLOWING ARE EXAMPLES OF SPECIFIC FUNDRAISERS SUBMITTED BY NSNA® CHAPTERS

Kiss the Pig

Students' "favorite" faculty members sat in front of an empty fish bowl as students purchased marbles to fill their bowls. The faculty person with the most marbles in their bowl at the end of the event kisses a pig. As the deadline approaches, the faculty members themselves were spending the most money to fill the bowls of their fellow professors. Variations of this fundraiser can be done.

Super Raffle

One SNA purchased a trip to the Bahamas for approximately \$400, and then sold raffle tickets for a chance to win the trip. They promoted the fundraiser through the other schools in their state. Schools sold tickets at \$1.00 each, and kept half of the proceeds. Since there was no risk involved for the other

schools, they eagerly participated. This SNA raised over \$3,000. Caution: before holding this type of fundraiser, be sure that the package is transferable and check to see if raffles are legal in your state.

Golf Tournament

One SNA held a local golf tournament. Sponsors for holes paid \$200; players paid \$35 to register, with the SNA getting half. Tee times were set for 20 four man teams. Mulligan's (free shots) were sold on the 1st and 10th holes for \$5.00 each with a two per player limit. Food and beverages were served at the awards ceremony which followed.

This fundraiser made \$1,600.

Masquerade Party

A state association held a masquerade party at their state convention. Prizes were given for best costume with games and contests held throughout the event. There was live entertainment as well as DJ's from the local radio station. Masks were sold at the door and were required for entry.

Pot Luck Lunches

The students sponsored monthly pot luck lunches open to everyone on campus. The lunches were based on theme foods that ranged from Mexican, to Italian, Cajun, etc. The lunches were a success, creating a profit of \$200 each.

Disaster Relief

After the Oklahoma bombing, one state association organized a blood pressure drive at the local WalMart to raise funds for the Oklahoma relief effort. Donations were taken and a small fee charged for blood pressure screening. In three days, it raised over \$3,500 which was then matched by WalMart.

Sponsored Basketball Game

One SNA reports sponsoring a basketball game featuring members of a professional football team against an amateur basketball team that plays in a neighborhood summer league. It cost approximately \$400 for the football team, and over \$1,000 was made by charging admission of \$1.00 to \$2.00 per person. Variations on this can include students or faculty.

Wishing Well

One SNA placed a wishing-well in its second floor hall and divided it into four sections with cardboard, one section for each of the four classes. The purpose was to raise money to help sponsor a delegate's travel to the NSNA[®] Convention. Classes competed to raise the most money with the seniors winning the competition. The well had collected almost \$400 at the end of two weeks.

Courtesy Theater Tickets

An SNA contracted with a movie theater chain for a block of tickets at a discounted price. The SNA sold students the tickets for one dollar. The ticket entitled the student to see the first movie free, and receive a discount on each show after that. The SNA received .50 for each ticket sold.

Bean Feed

Each February, a local SNA has a "Bean Feed," the proceeds of which are given to the American Cancer Society. Students are issued as many tickets as they can sell. Those who sell \$10 worth

or more are eligible to attend a free movie sponsored by a local theater owner. The top salesman is honored at a bean feed dinner. The dinner is held on a night preceding a basketball game and usually consists of baked beans, salad, rolls, dessert, and beverages. The cafeteria staff donates their time to prepare and serve the meal with the help of students. They raised \$1,800 for this cause!

Used Book Sale

The used book sale at one school was designed to boost the SNA budget, as well as to aid students in purchasing their books. Each year, just before school ends, the SNA holds a drive to collect donated books. Two weeks before school begins in the fall, the treasurer and the fundraising committee price the books for resale. A master list of all available books is posted on school bulletin boards, the chapter's website, and in the SNA newsletter along with a contact name and phone number. Books can also be sold on campus or on consignment.

Variety Show

The largest money-making project that one SNA undertook was organizing, financing, producing and directing a variety show. This job was delegated to the fundraising committee. Planning began three months before the show and the committee selected a theme and allowed for sign-ups and try-outs. The show was held after hours with tickets costing \$5.00.

Popcorn Machine

During the past year, one SNA purchased a new popcorn machine. The machine was kept busy at all football and basketball games and members of the SNA assisted in popping and selling the popcorn at these events. The association bought the machine with the idea in mind that after it had paid for itself, income could be used to send the incoming SNA president and vice-president to the NSNA® Convention. The project was a great success. Not only is the popcorn machine paid for, but it will help finance future officers' trips travel to NSNA® and state convention. They also let other school groups use the popcorn concession on certain nights so that other school projects may be financed.

Benefit Donkey Basketball Game

The most outstanding project for one SNA is an annual "donkey basketball game" for the benefit of the March of Dimes. The SNA and another group combined efforts on this project. The event consisted of two basketball games: first, between the local police and fire departments; the second, between faculty. Equipped with football helmets, participants played the game piggyback. The rules were altered to fit the pace of the game. The advance ticket sales were a complete sell-out. The local newspaper donated a traveling trophy to be presented to the school selling the most tickets. The tickets, programs, manpower and most of the refreshments were donated. The project raised to \$1,800 for the March of Dimes.

Class Notes

One SNA had its members type up notes from classes and sell them to other students. They usually receive over 100% profit from them. Get instructor permission first. Sale prices vary from between \$5 - \$8 per packet, depending on the size of the packet.

CPR

A class in CPR is offered two or three times each semester. Books from the American Heart Association are inexpensive and all students need CPR for school. One SNA charged \$15 per person for each class and earned a 90% profit. A lower rate was paid by NSNA® members. You can also offer CPR instructor courses.

Auctioned Dinner

One SNA held an auctioned dinner where dinner dates with single medical students, both men and women, were auctioned off to student nurses, both men and women. The couples met at a public restaurant with the understanding that the student nurses were to inform the medical students of the role of nurses in the health care setting as well as what the correct image of nursing should be. The medical students were also encouraged to explain their role. The dinners were paid from the proceeds of the dinner date auction which raised over \$15,000 for this school!

NOW IT'S YOUR TURN!

NSNA® encourages you to describe and submit your most successful fundraising activities that may inspire other associations/constituents! These ideas may be included in the next revision of this booklet.

Name: _____

Constituent name: _____

Contact number: _____

E-mail: _____

Street Address _____

City: _____ State: _____ Zip: _____

Here is our most successful fundraising idea: (attach description)

Email to nsna@nsna.org or mail to:

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