

Office of Student Activities & Resource Center Fundraising Guidelines

Fundraising

Any fundraising activity related to your organization is considered an event. If your organization would like to hold a fundraiser, please complete the Event Request Form on NYU Engage at least three (3) weeks prior to the event and identify that the event is a *Fundraiser* on said form.

If your organization is holding a fundraising event, you may not use your initial allocation or supplemental funding to purchase supplies, food, advertising materials, etc. A club may refund members for out-of-pocket expenses related to the event, in exchange for original receipts, out of funds collected before depositing them with OSARC by completing the Collection of Funds Form available on NYU Engage. Under no circumstances should a club/organization keep the cash/checks in their possession.

NOTE: If you are planning to sell food on campus – please make sure you contact NYU Dining Services to notify them of this event as well as to gain more support/resources.

Collecting Money Electronically

For purposes of fundraising or sponsorship, clubs are permitted to collect money electronically using mobile payment services.

For Venmo, Paypal, etc., clubs must:

- Select a student who is willing to use their personal account to collect the funds. OSARC strongly recommends choosing the club president or treasurer and only using ONE student for an entire academic year.
- Create a description for your event that can be put in the memo section of the transaction. This description **MUST** include the name of the club, date of the event, and name of the event (e.g. OSARC – 01/05/18 – Hurricane Relief Fundraiser) and must be included on EACH donation. OSARC recommends including the description on your marketing and having it readily available for donors to use.
- Withdraw all donations IN CASH from the account holder's bank account with one (1) business day of the event.
- Turn in the cash, the Collection of Funds Form, and a printed statement from the mobile payment service that accounts for all donations within one (1) business day of the event. The total of all donations on the statement marked with the event description (see above) **MUST MATCH** the total amount turned in.
- NOTE: NYU does not have a method to provide clubs with a physical bank account to tie to a mobile payment service. Clubs who elect to use this option should do so with the understanding that it is tied to an individual student's bank account and therefore, any money collected is not secured or guaranteed by NYU. Clubs and students using mobile payment services should understand the inherent risks before choosing these methods.

For Eventbrite, clubs must:

- Register their event on NYU Engage and receive OSARC approval before creating an Eventbrite. For events that require a copay or ticket purchase, please include this in the event request and email your GA with the following information: why you need attendees to pay rather than covering costs with club funding, cost breakdown, an event description, ticket cost, any instructions for participants, and timeline for sales. All funds collected via Eventbrite **MUST** be used for paying for the specified event.

- Make an appointment with their GA at least two (2) weeks before the ticket sale start date to set up an Eventbrite page using the official OSARC account. Clubs MAY NOT use personal Eventbrite accounts to collect funds.
- Appoint one member of your club to serve as the point of contact for any questions that come through Eventbrite.
- Communicate any changes to ticket quantities, pricing, deadlines, etc. to your GA during the selling process. All changes to the Eventbrite MUST be made by the GA.
- Process any refunds with the GA within five (5) days after the event. Eventbrite will not process refunds more than 5 days after the event.
- Once the event is complete and your check has arrived, you will be contacted by your GA to complete a Collection of Funds form to deposit the money in your Revenue Account.

Sponsorship

If your club/organization plans on soliciting funds from NYU Alumni, NYU Faculty, Staff and Administration, or external corporate donors, your club MUST meet with OSARC prior to solicitation for specific feedback and protocol.

Prior to meeting with OSARC, please prepare a drafted letter and a list of all potential donors you plan to contact for donations. OSARC has created a template of a letter that your organization can use (available on NYU Engage) or create its own to meet the organization's needs. Items that should be included in the letter are:

- Introduction of your club and its mission
- Reason as to why you are reaching out to this individual/department/company
- How the organization will utilize the funds that are being requested
- List of the goals for the upcoming academic year
- A brief description of what your organization does outside of the planned use of funds
- Information of where to send payment, if they agree to donate to the organization

After meeting with OSARC and distributing donation requests, update OSARC as donations are confirmed so that the office is aware of incoming checks and deposits. This information is used to track your club's donations in NYU Engage.

Organizational Revenue Accounts

Revenue accounts are created for clubs that raise funds through active fundraising and donations. Revenue account balances roll over from year to year and may be used in a future fiscal year. All monies raised by the organization must be submitted with the completed Collection of Funds form to OSARC in order to be deposited into your organization's account to be used ONLY by your organization. Organizations must return the form with any money that was collected to LC 221 for deposit into the organization's account on the next business day following the fundraising event and/or receipt of a donation, with the funds being given directly to a staff member. As previously stated, a club may refund members for out-of-pocket expenses related to the event, in exchange for original receipts, out of the funds collected before depositing them. Under no circumstances should a club/organization keep the cash/checks in their possession. Monies deposited in the organization's revenue account may be used for any purchases, including prizes, gifts, conferences, competitions, and other areas where initial allocation and supplemental funding cannot be used, with the exception of alcohol/drugs and any other items, materials, substances, etc. that are defined as illegal and/or against NYU policy.

THE DOS AND DON'TS OF FUNDRAISING & SPONSORSHIP

DO'S

- Be thoughtful on fundraisers – in order to raise money you should have a sound plan in place. Set goals and benchmarks.
- Be creative! Try new fundraising ideas.
- Keep records of fundraising activities and track those that have supported you in the past.
- Make successful fundraisers traditional.
- Advertise your fundraiser and what the collected funds will benefit. Develop a connection with the students/donors so they are more likely to participate

DON'TS

- Have a fundraiser on impulse – plan carefully.
- Wait until the last minute - be prepared!
- Let one person completely control all the finances-have at least one more person to verify transactions.
- Reach out to potential donors without approval from OSARC.
- Allow fundraising to disrupt the regular business or programs of the organization.