

# Fundraising Ideas from Sigma Theta Tau International

## **Increasing Chapter Non-Dues Revenue**

1. Hold at least one major fund-raiser each year and plan the timing carefully (i.e. spring vs. fall, etc.).
2. Establish an identity for a successful fund-raiser (and grow your project management skills) by hosting it every year.
3. Thank everyone- volunteers, contributors, vendors, and participants as many times as possible. This paves the way for next year's event.
4. Market sales items and events to the widest possible audience—members' families, new members and friends of nursing.
5. Consult fund-raising staff at headquarters for developing a chapter planned giving program (i.e. information on becoming a Billye Brown Fellow).
6. Have a clear, well-articulated goal for each fund-raiser so contributors know what they're supporting. (Ex. Scholarship Fund, Research Grant Fund, fund to pay a portion of new inductees fees, etc.)
7. Increase the number of research grants available by targeting solicitation of funds from health care industries.
8. Submit for endowment and grant funding locally, regionally and nationally.
9. Create chapter-specific sales items using the society crest and name. (Must be approved by headquarters—please consult guidelines).
10. Identify a local “celebrity” who can be recruited to help with the function. Not only will you raise funds, but in addition you might receive media exposure.
11. Always provide members with various ways they can contribute. (ex: donating items for a silent auction or raffle, estate planning, sponsoring students, outright monetary gifts, etc.)
12. Connect with a marketing person on school campus for support.
13. Seek sponsorships or “matching funds” contributions.
14. Form and utilize a fund raising committee.
15. Encourage members to include the chapter in their estate planning/will.
16. Join with another group in the community. Be sure to advertise what percentage of profits goes to each organization so that no one is left guessing.
17. Raffle off centerpieces, etc. after meetings and conferences.
18. Require entry fees for chapter award nomination submissions.

## **Examples of Fund-Raisers**

19. Fashion shows
20. Silent auctions
21. Raffles (have members donate items to raffle or look for donations from community businesses or organizations).
22. Ornament auction (good for around the holidays!)
23. Wine tastings
24. Bake sales
25. No-bake bake sales (have members donate the money they would have spent buying the ingredients!)
26. Evening at the Theatre (work with local theatre that has fund-raising program)