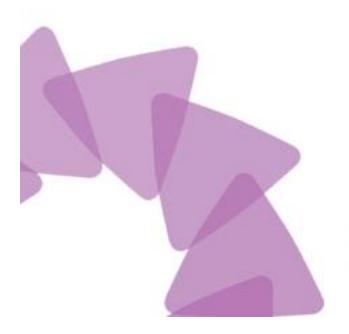


Fundraising Toolkit



transformingyouthrecovery.org

The Importance of Financial Stability

The beauty of starting a Collegiate Recovery Program (CRP) is that it influences a vision for the future of your campus. As you begin to build a community of student support on campus and see the powerful impact it is having on student well-being and success, the desire to ensure that this effort remains a lasting part of the university will inevitably set in. During this time focus may shift from the initial concerns of gathering a group of students to ensuring the current program exists as a longstanding student service. As your CRP cycles out of its early notion and establishment stages and into maturity and sustainability one of the issues that is likely to come up is that of finances. Concern may start to arise over how to successfully execute events for a growing number of students, how to better support staff, or more generally how to keep programming and services afloat in an academic environment wrought with strict budgets. The purpose of this publication is to provide the basic tools and knowledge necessary to transform your early stage collegiate recovery efforts into a program with the financial resources needed to stand the test of time.

Take Inventory

The first step on the path of financial stability is to take inventory of your CRP. Prepare to get organized, plan for the future and uncover your existing resources! First and foremost, consider the following needs of your students:

- What are their current wishes and needs?
- What will make the most impact on their lives as students in recovery on your campus?
- What are the needs of the future?

Perhaps it is more funding for social events, student scholarships, furnishing a dedicated space, more support for existing staff or even bringing on new staff. Whatever the needs of your students are, let them guide you in your quest for financial stability. Also, consider the needs for the future. Perhaps you have wonderful staff on board that only has funding through the end of the year. In this case, raising funds to keep this staff would be critical to the long-term success of your CRP.

Part of taking an inventory of your CRP includes taking another look at your community. You have probably already done community asset mapping to a certain extent for your CRP by uncovering the resources on your campus and in your wider community that can serve students in recovery. It is time to do this activity again with finances in mind. Look at the resources around you carefully; can your CRP get a certain amount of money each semester by registering as a student club or organization? Are there any natural partnerships with other campus departments or organizations? Are there any physical resources such as office supplies, printing, etc. at your disposal that you can take out of your budget? By uncovering existing resources not only do you maximize your CRPs potential but it also allows fundraising strategies to be their most direct and effective.

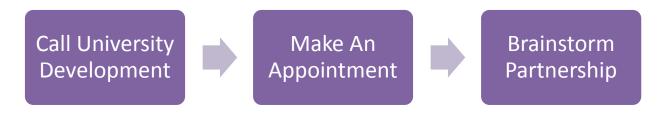
Make a Plan



After you have considered the needs of your students and the factors critical to long term success as well as uncovered existing resources, it is time to craft a thorough strategic plan and budget. This is a powerful activity that will assist you in combining a direct narrative about your CRP to your current and projected number of students. There are many sample strategic plans available free online, those crafted for nonprofits are likely to be a better fit for a CRP than those directed at for-profit companies. While we know that the heart of helping students in recovery has little to do with budgets, business plans and data, having these tools will help you communicate your CRP's needs and vision with those outside the recovery field and will make answering nuts and bolts operating questions a breeze. Having a detailed budget and plan also shows diligence and preparation, two traits definitely worth investing in!

University Development

An important consideration in fundraising for a CRP unlike other organizations is that there is likely a university development department at your disposal. Getting to know your university development office and cultivating a relationship with them will be crucial in securing financial stability for your CRP. University development takes the lead on all fundraising efforts on behalf of the university, which is no small feat and often requires a team of skilled and dedicated individuals. The good news is your CRP is a part of the university, and finding funds for you is also good for your school. Call up your university development office, make an appointment, and see how you can partner. In the best cases the CRP could get assigned to a development officer, an individual with special expertise in stewarding donors and securing funds for differing campus projects and departments. You could work with an officer to help get your CRP on the list of potential investments to donors. Even if you don't pair with a development officer see if it would be possible to get a list of donors that have given to similar campus causes. This information could open up doors to potential donors that you might not have otherwise found.



Another item to discuss with university development is the possibility of a dedicated account for your CRP. Getting a special account that is easy for individuals to donate to can be key in raising money. If it is difficult or convoluted for someone to make a donation to your cause, unfortunately many potential dollars could be lost. Ask university development about the process to get a dedicated account, and especially whether or not that account could be linked up with online giving. The easier you can make it for donors to give, the better!

Approaches and Strategies

There are countless ways to approach fundraising for your CRP. While every strategy has its perks and pits, it is best to think of ways to combine approaches to maximize your efforts. Keep in mind that different strategies may be more appropriate for differing stages of CRP maturity. We also know that the powerful stories of students in recovery are what touch hearts and lives, and being able to link the stories of your students to specific donations or budget items packs a punch for potential donors. For example, being able to say,

"Because of this large donation we received, this student was able to receive a scholarship that kept him at our campus receiving recovery support and continuing his education for another semester that would have otherwise been financially impossible for him on his own."

This links the fiscal with the emotional in a very real and honest way. Just be sure to always have students' consent before sharing personal details about their recovery and education with potential donors or partners. Explore some of the strategies outlined below and consider which may best serve your CRP.

Fundraisers

Fundraisers differ from special events in their timeline and scale. Fundraisers can include the following activities:

- Car washes
- Selling campaigns (magazines, wrapping paper)
- Small events (bake sales)
- Restaurant events
- Opportunity drawings

Fundraisers take time and volunteer effort to accomplish but may be more manageable than large special events. Get creative with fundraisers to stand out from the sea of other organizations and efforts vying for donor attention and try to maximize student involvement.

Special Events

Special events such as galas, silent auctions, banquets, 5k races, etc. offer a unique opportunity to show case your CRP and engage with potential donors. These events typically require a high investment in volunteer and organizational effort and multiple years of consistent activity to reach their peak in terms of pay off. Having a strong advisory board can go a long way in helping to plan and coordinate special events. Special events allow your CRP and its mission to become more visible to your campus and wider community. Allow your students to shine during events, invite them to host, participate and share their stories. The ask for donations from guests can be as hard or soft as you feel comfortable with. Consider partnering with other campus clubs, organizations, or Greek life.



Student Fees

It is possible to get long-term, recurring funding through an increase in student fees. Getting a student fee dedicated to a CRP is usually a hard-won, several years in the making type of victory. In these instances it is necessary to have a large, thriving program that has established itself as an asset to the campus for several years. To really make the case for student fees you need to have a high level of institutional acceptance and major allies in university administration to be champions on your behalf.

Grants

There are an endless amount of grants available for varying award amounts. The investment in time for thorough grant seeking is high, and so is the investment in preparing quality proposals, but the payoff can be huge. Carefully look for grant opportunities that would be a good fit for the mission of your CRP or whose project requirements feel realistic and exciting to you. Also, consider other campus departments and staff/faculty that you could team up with for a shared work for shared rewards agreement. Know that grants are typically awarded to a very small percentage of those that apply, and because of the lengthy application and proposal process it is important to remain diligent with strong follow up during that process. Look to federal funds, state mental health funds, and similar avenues for large grants as well.

In-Kind gifts

Unlike capital campaigns, in-kind gifts fill specific needs through the actual donation of time or non-cash resources. This is a great way to get creative and engage with your community while filling needs for your CRP. Try building a relationship with your local coffee shop and see if they may be willing to donate some coffee for meetings, perhaps the campus bookstore or nearby office supply store might be willing to furnish some notebooks and pens for students in recovery, maybe the career center will give the gifts of time and offer some one-on-one counseling for your CRP students. These are examples of leveraging a relationship into gifts that can help your CRP.

Major Gifts

Large donations by private individuals fall under the category of major gifts. A lot of time and effort can, and should, go into fostering strong, positive relationships with potential donors to keep them on as long term supporters of your CRP. Do your research and find individuals with philanthropic interests that align with collegiate recovery, and don't be afraid to talk about your CRP with anyone and everyone! You never know who could be a potential donor or who knows someone that will. Also, be sure to take time to reach out to alumni. See if there are any opportunities for a write up in your university's alumni newsletter or magazine to gain support from alumni in recovery.

Endowment

An endowment fund is an investment fund in which a principle amount is left untouched and the investment income is typically used for everyday operations. These funds can come with restrictions



such as how much is allowed to be used and for what purposes. For example, investment income can be used for operations or for a specific project. The goal of endowments is to secure the long term financial stability of the organization. The general rule of thumb is to have three times the amount of annual operating expenses in the account at all times, but these terms can be defined however your CRP wants.

Annual Appeals

Once you have accrued a list of people who have donated to your CRP it may be advantageous to start holding an annual appeal for further donations. This could be through mailings, call campaigns or digitally. Careful thought should go into the timing and content of these appeals as to demonstrate the need for further funding without being pushy and turning donors off.

Capital Campaigns

If you have a specific project or need for your CRP such as furnishing a space, providing computers, or funding a retreat a capital campaign is a direct fundraising effort to help accomplish that financial goal. Raising funds for an endowment can also fall under a capital campaign. These can take many forms and usually require some careful planning to accurately communicate how much funds need to be raised and in what timeframe to realize success.

Relationship Building

While the obvious end goal of fundraising efforts is to gain financial stability for your program, it is important not to bring that attitude into your interactions with potential donors. It is imperative to understand that fundraising is about cultivating and maintaining positive relationships. Think of all your interactions with potential donors and partners as building friendships for your CRP. Take a genuine interest in your potential CRP friends, listen attentively and take a vested interest in their lives and passions, and share yours and those of your students (when appropriate and comfortable) with them as well. Have conversations about your mutual interests, experiences and the goals of your program without the focus being on finances. If you rush a relationship and are too pushy for donations you will be lucky to end up with a small gift. However, if you cultivate a positive and long-standing relationship your likelihood of receiving a larger gift is greater, along with winning a long term friend of your program who will have a higher chance of giving recurring donations. Think of the check as the end product and reflection of the relationship you have cultivated.

Give Thanks

Part of fostering positive relationships and stewarding donors is saying "thank you". Do not underestimate the importance of swift and heartfelt thanks for gifts and donations. No gift is too small; do not discount meetings, conversations, and referrals as donations to the growth of your CRP. Be sure to be timely in giving thanks and make it genuine. Hand write thank you notes, have your students write and/or sign thank you cards and let people know how much it means to all of you that they have shared their time and resources with your program. The last thing you want is for donors to feel unappreciated or as if their gifts weren't needed. Also, be sure to give regular updates on your students and program to



those that have given their time, effort, and resources to the CRP. Consider starting a newsletter or quarterly update email, those that invested in your program will delight in seeing the progress and positive impact you are making in students' lives and the campus community.

Conclusion

There are many ways to secure funds and find financial stability for your CRP. The journey of fundraising will be unique to every CRP, as no group of students or campus is identical. Take the strategies and approaches that fit your community best and begin fortifying the financial future of your program. Along the way you will likely strengthen your existing partnerships and hopefully create new ones. Involving your students in this process will empower them to take even more ownership of your CRP and keep their well-being in the forefront of donors' minds. Securing a CRP's future allows students in recovery for generations to come to transform their collegiate recovery program, their campuses, and their communities.





transformingyouthrecovery.org

