

# Organization Fundraiser/ Philanthropy Training: Fall 2018

UNIVERSITY CENTER & STUDENT ACTIVITIES OFFICE  
LANKFORD STUDENT UNION  
(434) 395. 2267





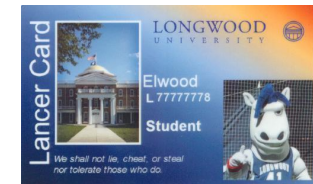
# Agenda

- Lancer Card Center
- Aramark Spirit Nights
- University Fundraiser/Philanthropy Requirements and Procedures

# Lancer Card Center



- Located in Coyner G10
- Office Hours: 8:30am – 5:00pm Monday through Friday
- Phone: 434-395-2715 or Email: [lancercard@longwood.edu](mailto:lancercard@longwood.edu)
- Website: [www.longwood.edu/lancercard](http://www.longwood.edu/lancercard)
- Facebook & Twitter
- Online Services: [lancercard.longwood.edu](http://lancercard.longwood.edu)



LONGWOOD  
UNIVERSITY



# ***PCI DSS Overview***

With confidence their data is safe, individuals engage in payment card activity with Longwood University daily.

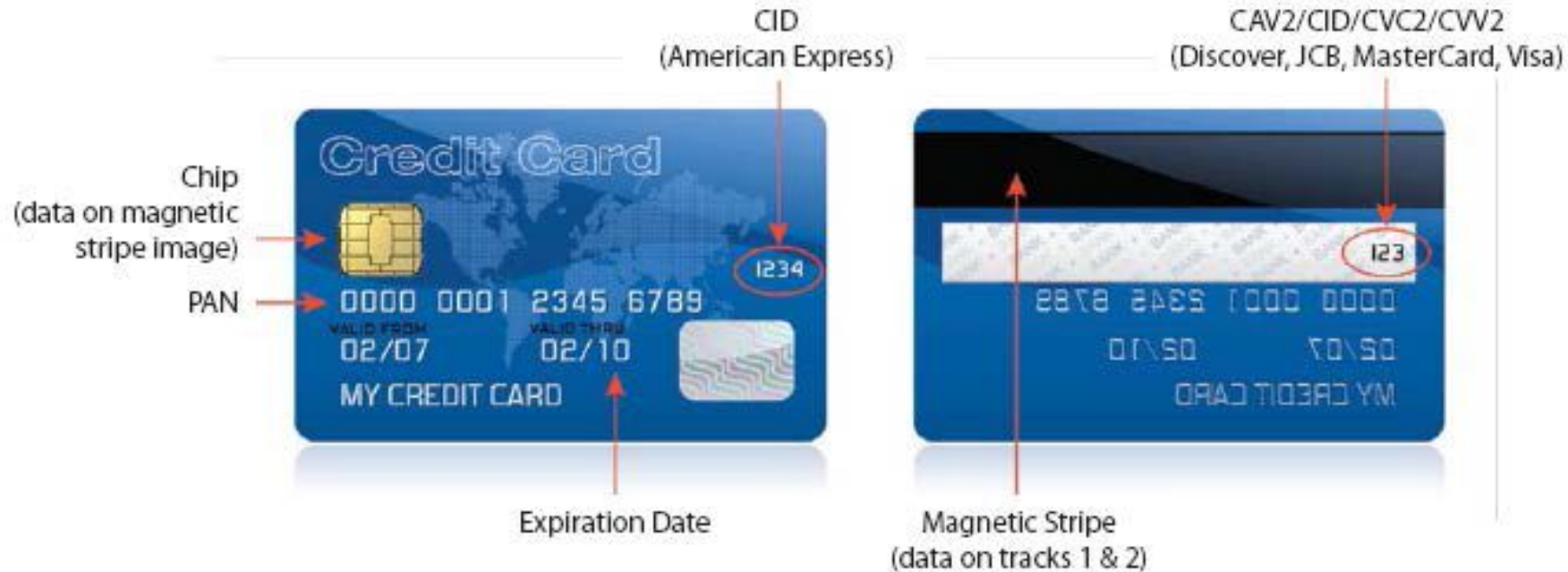
They depend on us to protect their cardholder and other personal information. We must maintain a secure data environment; loss of consumer confidence can have serious repercussions for our institution.

As a University employee, temporary hire, student or volunteer who processes payment card transactions, **you are responsible for protecting and securing cardholder data at all times.**



# PCI DSS Overview

The goal of PCI DSS is to protect cardholder data whenever it is processed, stored or transmitted. **Sensitive authentication data** (magnetic stripe data, chip data, CAV2/CID/CVC2/CVV2) must NEVER be stored after authorization.



# ***What are the consequences of noncompliance or data breach?***

Consequences of noncompliance with PCI data security standards include:

- ❖ Loss of reputation and customers
- ❖ Financial fees and fines
- ❖ Litigation or sanctions
- ❖ Termination of credit card payment acceptance



# ***What are your options?***

- Marketplace Store
- Lancer CA\$H
- Dedicated device for credit card processing
- Cash only

# What is a Lancer Card?

Your Lancer Card is your Longwood ID Card.  
*"One Card" for everything!*

Identification	Meal Plan and Bonus Dollars
Lancer CASH	Door Access
Various events and services	



*Keep card safe*

Do not bend, break, crack or punch a hole in the card  
First ID is FREE and replacements are \$15



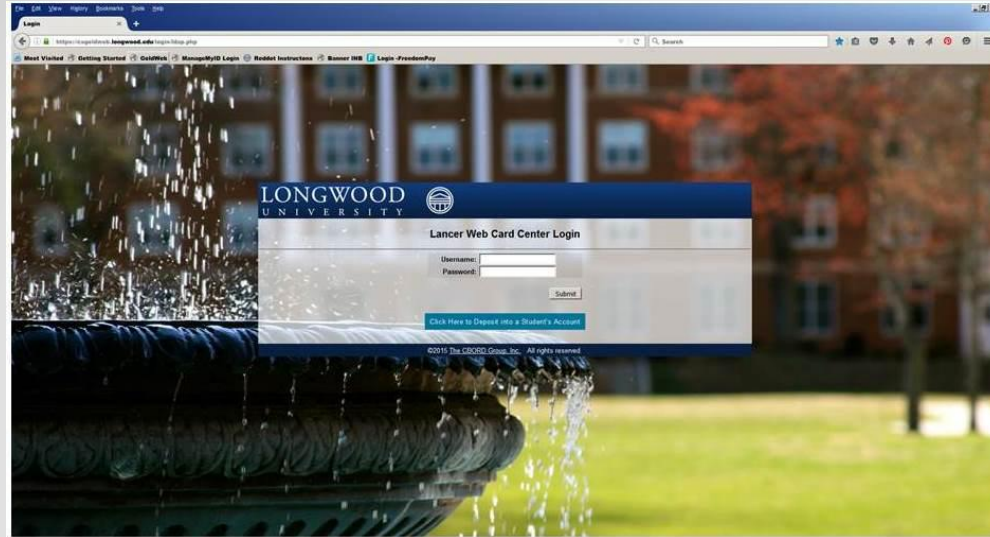
# *Lancer CASH and Mobile Readers*

[Lancercard.longwood.edu](http://Lancercard.longwood.edu)

- Deposit 24x7
- Available immediately
- Run reports
- Pay check to your organization
- Mobile Reader loaners are FREE



# Online!



- View Account Balances
- Transaction History
- Laundry Management
- Mark Card Lost
- Account Notifications

- Add money online!
  - Available immediately
  - 24/7
  - \$2.25 convenience fee

**[lancercard.longwood.edu](http://lancercard.longwood.edu)**

# Lancercard.longwood.edu

The screenshot shows a web browser window with the URL <https://lancercard.longwood.edu/student/welcome.php>. The page header includes the 'cbord' logo and 'CS Gold WebCard Center @'. A left-hand menu lists various options such as 'Account Balance', 'Add Meal Plan', and 'Report Lost Card'. The main content area displays a welcome message for 'Bugs Bunny' and two tables of account balances as of September 05, 2018, at 01:08 PM.

**Menu**

- Account Balance
- Spending History
- Add Meal Plan
- Event Check-in
- Event Attendance
- Report Lost Card
- Submit ID Photo
- GET
- Laundry
- Notification Preferences
- Home
- Logout

**Welcome to CS Gold WebCard Center, Bugs Bunny**

As of **September 05, 2018 at 01:08 PM**, Your SV&C plan balances are as follows:

Account	Balance	
<a href="#">Lancer CA\$H (inactive)</a>	\$56.42	<a href="#">Preferences</a>
<a href="#">(329) \$350 Block 80 Resident</a>	\$350.00	<a href="#">Preferences</a>
<a href="#">Test Plan</a>	\$26.70	<a href="#">Preferences</a>

As of **September 05, 2018 at 01:08 PM**, Your Meal plan balances are as follows:

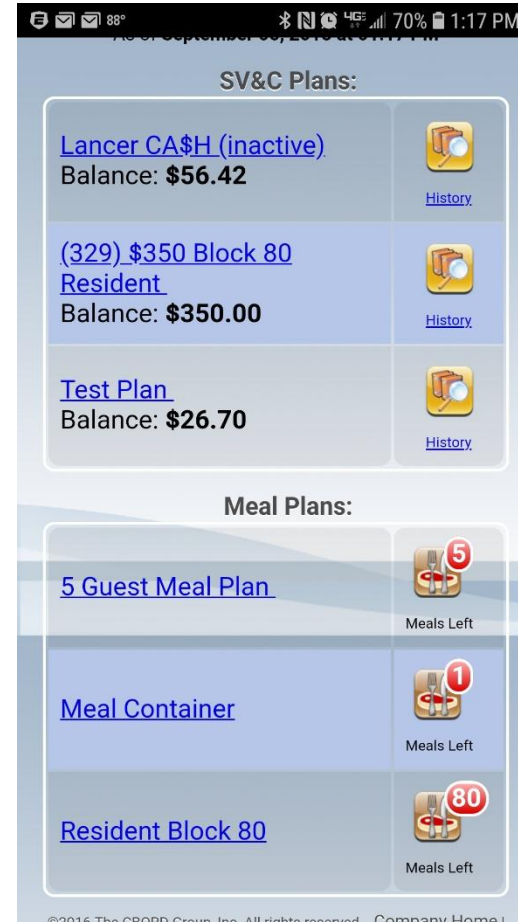
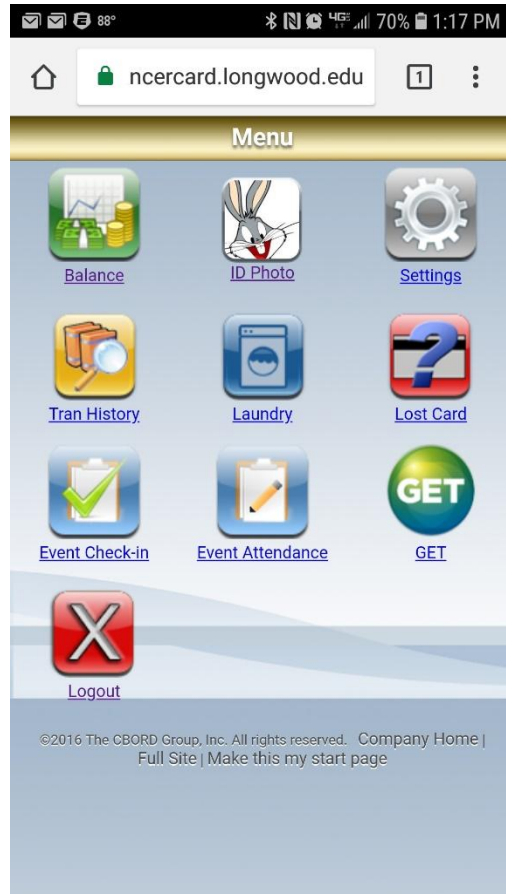
Meal Plan	Meals Remaining	Equip Bucket
<a href="#">Meal Container</a>	1	
<a href="#">Resident Block 80</a>	80	

NOTE! If you made a meal purchase or change it may take several minutes for your new plan information to sync up.

Please select from the menu to your left.

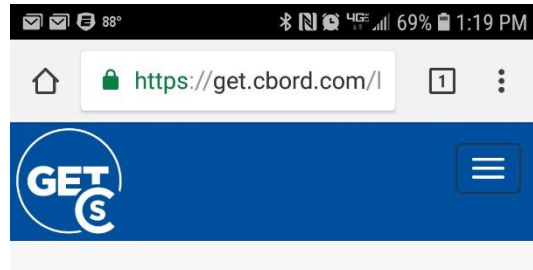
©2016 The CBORD Group, Inc. All rights reserved. | [Make this my start page](#)

# Mobile Friendly





# GET the app



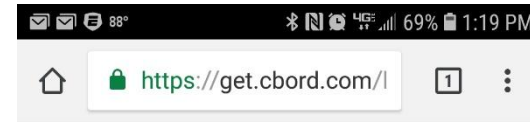
## Overview

[Print Overview](#)

ACCOUNT NAME	BALANCE
Lancer CA\$H	\$56.42

[+ Add Funds](#)

## My Recent Transactions



## My Recent Transactions

[View All Transaction History >](#)

[Print Recent Transactions](#)

ACCOUNT NAME	DATE & TIME
Lancer CA\$H	August 1, 2018   9:23AM
Lancer CA\$H	August 1, 2018   12:00AM
Lancer CA\$H	July 26, 2018   4:11PM
Lancer CA\$H	July 26, 2018   4:11PM

## Quick Links:

[Add Funds](#)

[Add Credit Card](#)

[I Lost My Card](#)

[Notification Preferences](#)

[Where Can I Use My Card?](#)



# GET the app

88° 69% 1:19 PM

https://get.cbord.com/

### Ask For Funds:

Need funds fast? Send an email to someone close to you and ask them for funds!

Recipient Email:

Recipient Name:

Select Your Account

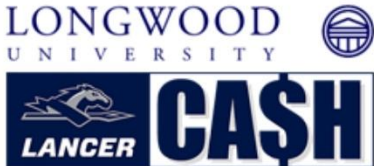
Enter Message Here.

Submit

[Help](#) | [Terms of Use](#) | [Privacy Policy](#)

88° 68% 1:20 PM

https://get.cbord.com/



## Place List

Category

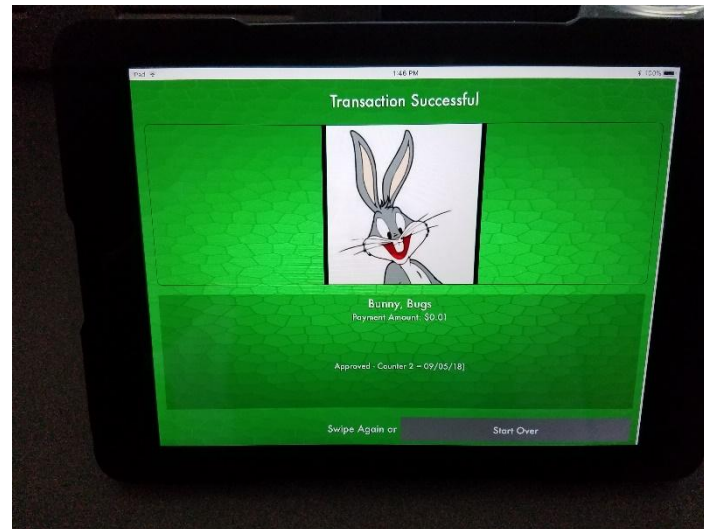
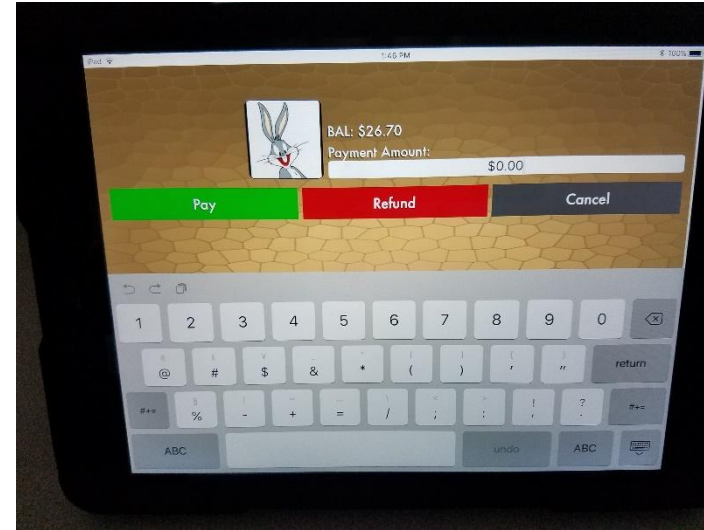
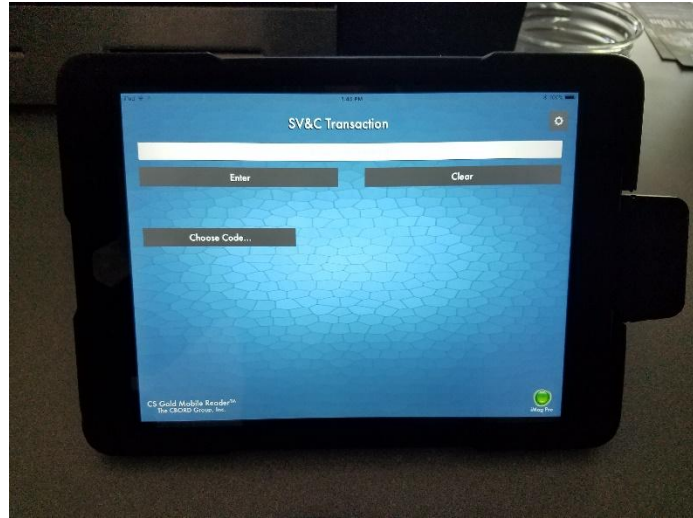
All Places

Favorites Only

### Bojangles'

Famous Chicken 'n Biscuits  
<https://www.bojangles.com/> (434)392-3063  
1501 S. Main Street  
Farmville, VA

# Mobile Reader

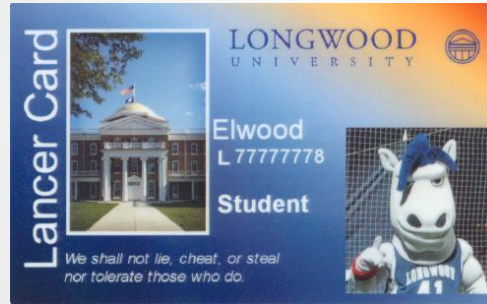


# ***What's the process?***

- Request a reader on our website ([www.longwood.edu/lancercard](http://www.longwood.edu/lancercard))
- Identify report information
- Advertise that you are accepting Lancer CA\$H
- Pick up reader & Swipe at event
- Wait for your check!



# Questions?



- Come by our office (Coyner G10)
- Email us: [lancercard@longwood.edu](mailto:lancercard@longwood.edu)
- Call us at 434-395-2715



# Spirit Night Guide and Best Practices

---

Contact Info

Ashley Jones

434-395-2888

Jones-ashley10@Aramark.com

# How to Sign Up for a Spirit Night

---

- Reservations accepted online only: [www.Longwood.CampusDish.com](http://www.Longwood.CampusDish.com).
  - Available in the “Fundraising” tab
- 2. Only completed reservations will be approved! You will need the following information to complete the reservation:
  - 1. Your Name, Email Address, and Phone #
  - 2. Secondary Contact Name, Email Address, and Phone #
  - 3. Your Longwood Agency Account number or access to your organizations W9 form
- Please contact Ashley Jones immediately if your organization needs to cancel.

# Spirit Night Requirements

---

## Proof of Promotion

- Due within one (1) week/ seven (7) days of submitting your reservation
  - Send the following email to Ashley Jones
    - ✓ Subject: Spirit Night Proof of Promotion (Name of Organization)
    - ✓ Body of Email:
      - ✓ 1. Organization Name:
      - ✓ 2. Your Name – Position in Organization
      - ✓ 3. Spirit Night Location:
      - ✓ 4. Spirit Night Date:
      - ✓ 5. Proof of Promotion: Must include a screen shot, file attachment, forwarded email, etc.
- If you need clarification please reach out before the Proof of Promotion is due.
  - Promotion ideas include, but are not limited to: Flyers, Emails, Facebook Events, Orca TV, etc. Reach out to on-campus and community organizations that you and other members belong.
  - LancerLink Event links can count as Proof of Promotion

**Failure to complete this step will result in your Spirit Night Reservation being deleted without notice.**

# Spirit Night Requirements

---

## Agency Account Number or W9

- Due within one (1) week of submitting your reservation.
  - Send the following email to Ashley Jones within one (1) week from submitting your reservation.
  - A completed W9 can be brought to the Dining Services office on the ground floor of Dorrill Dining Hall or emailed to Ashley Jones:
    - ✓ Subject: Spirit Night (Agency Account Number/W9) (Name of Organization)
    - ✓ Body of Email:
      - ✓ 1. Organization Name:
      - ✓ 2. Your Name – Position in Organization
      - ✓ 3. Spirit Night Location:
      - ✓ 4. Spirit Night Date:
      - ✓ 5. Agency Account Number or attached W9:
- If you put your Agency Account Number in the Spirit Night Form like requested you can skip this step. If you know you are already listed as a Vendor you must fill out another W-9 so we can have an updated address. Contact Ashley Jones before assuming.

**Failure to complete this step will result in your Spirit Night Reservation being deleted without notice.**

# Spirit Night Requirements

---

## Spirit Night Representative

- Present 5pm – 7pm at Spirit Night (Moe's Southwest Grill & Chick-fil-A)
  - The representative must sign in with **the Manager on Duty (not a cashier or anyone else in uniform)** upon arrival.
  - The representative(s) should greet guests, thank them for their support, and handle any additional activities (raffle, games, photos, etc.).
  - The representative(s) must bring some form of literature on their organizations, ideas include, but are not limited to: brochures, handouts, posters, tri folds, etc. If the Organization is fundraising for a group other than themselves they may have that information out instead.

# Spirit Night Requirements

---

## Proof of Performance

- Due within forty-eight (48) hours after your Spirit Night.
  - Send the following email to Ashley Jones
    - ✓ Subject: Spirit Night Proof of Performance (Name of Organization)
    - ✓ Body of Email:
      - ✓ 1. Organization Name:
      - ✓ 2. Your Name – Position in Organization
      - ✓ 3. Spirit Night Location:
      - ✓ 4. Spirit Night Date:
      - ✓ 5. Proof of Performance: Must include an image of your organization at your Spirit Night and the organization's display.

# Spirit Night FAQ

---

- How long does it take for my Spirit Night to be approved?
  - It will take up to two (2) business days for your Spirit Night to be approved once the Proof of Promotion and the Agency Account Number/W9 have been emailed to Ashley Jones. Once the Spirit Night is approved you will receive a confirmation email.
- Why has my Spirit Night not been approved?
  - All reservations are marked as pending until approved. Most likely we are waiting on your Proof of Promotion or Agency Account Number/W9. **If the requirements were not met in the time frame your pending reservation has been deleted and you will have to submit another request for a Spirit Night.** Please contact Ashley Jones if you have any questions.

# Spirit Night FAQ

---

- What is the process to get a Spirit Night and how long does it take?
  - 1. Submit a reservation for a Spirit Night here. It will be marked as pending until step two is completed.
  - 2. Within 1 week/7 days submit a Proof of Promotion, and Agency Account Number if you didn't submit it with your Spirit Night form. If you are an Aramark Vendor have the W9 submitted in this time frame, along with your Proof of Promotion. **If these items are not submitted in the time frame the Spirit Night reservation will be deleted without notice.** It is encouraged to submit these items as soon as the reservation is made.
  - 3. Once submitted it will take up to two (2) business days for your Spirit Night to be approved.
  - 4. Within forty-eight (48) hours after your Spirit Night submit your Proof of Performance.
  - 5. One (1) week following the Spirit Night you will receive an email detailing the proceeds raised with a final confirmation of the account the proceeds will be deposited into.
  - 6. Finally, one (1) month from the Spirit Night the proceeds will be deposited.

# Spirit Night FAQ

---

- How many spirit nights can my organization host?
  - Organizations are typically only permitted to host 1 spirit night with Longwood Dining each semester; 1 at Moe's or Chick-fil-A - not 1 at each location. If a vacancy occurs an organization may be offered a second spirit night. In order to be eligible for a second spirit night an organization must prove a successful outcome during the first spirit night. A successful outcome means that all requirements were met on time and the organization received at least \$70 in proceeds.
- How much money will my organization raise?
  - If an organization fails to complete any/all requirements then it automatically forfeits all proceeds raised during the designated spirit night. On average, an organization typically raises \$75-\$90 during a 2-hour spirit night at Moe's or Chick-fil-A. The total amount of funds raised depends 100% on the success of the spirit night. It is the responsibility of each organization to promote the spirit night and increase participation/sales.

# Spirit Night FAQ

---

- How does my organization receive the proceeds from the Spirit Night?
  - It typically takes about 1 month from the date of the spirit night in order to process the proceeds. There are two different options for receiving proceeds. Payment information is required at the time a spirit night is reserved. It is at the discretion of each organization to choose the payment method.
  - **Aramark Vendor:** Check made payable to organization and mailed to the address provided on the W9 form. Print a blank W9 form: <http://www.irs.gov/pub/irs-pdf/fw9.pdf>
    - Complete the form and turn it in within 7 days of submitting your request. The completed form can be faxed to 434-395-2806 or turned into the Longwood Dining Services office located on the ground floor of Dorrill Dining Hall.
    - If you are unsure if your organization is already an Aramark Vendor or if you need to update the address - please submit a new W9 form
  - **Longwood Agency Account:** Check made payable to Longwood University and deposited to the organization's campus account. An organization's agency account will begin with an "8".
    - If your organization does not yet have an agency account or if you are unsure how to access this account you will need to contact: Dawn Schwartz, Senior Manager, General Accounting & Financial Reporting, Lancaster 217D.

# Spirit Night FAQ

---

- Can my organization pick up the proceeds in the Longwood Dining Services office?
  - No, checks may not be picked up in the Longwood Dining Services Office.
  - Longwood Agency Account: the check will be deposited directly into the provided account number.
  - Vendors: please provide a permanent address for the organization and the check will be mailed. Student addresses typically change year-after-year and are therefore not accepted as a permanent address. If an organization is already a vendor and the address needs to be updated please submit a new W9 form.

# Sample W-9

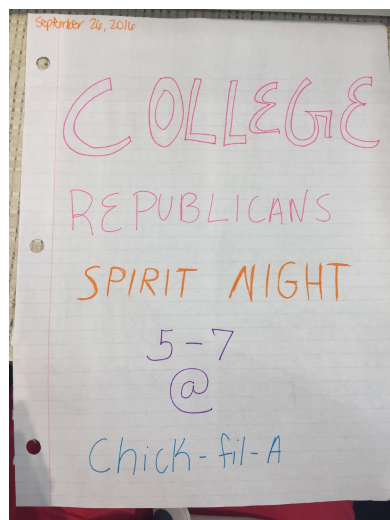
Form <b>W-9</b> (Rev. December 2014) Department of the Treasury Internal Revenue Service	<b>Request for Taxpayer          Identification Number and Certification</b>	<b>Give Form to the          requester. Do not          send to the IRS.</b>																																								
Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.																																									
	2 Business name/disregarded entity name, if different from above																																									
	3 Check appropriate box for federal tax classification; check only <b>one</b> of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) <b>▶</b> <small>Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.</small> <input type="checkbox"/> Other (see instructions) <b>▶</b>																																									
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3). Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>																																									
	5 Address (number, street, and apt. or suite no.) _____																																									
	6 City, state, and ZIP code _____																																									
	7 List account number(s) here (optional) _____																																									
<b>Part I Taxpayer Identification Number (TIN)</b> Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> on page 3. <small>Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.</small>		Social security number <table border="1" style="width: 100%; text-align: center;"> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> </table> OR Employer identification number <table border="1" style="width: 100%; text-align: center;"> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> </table>																																								
<b>Part II Certification</b> Under penalties of perjury, I certify that: 1. The number shown on this form is my correct taxpayer identification number (do not check this box unless you are waiting for a number to be issued to me), and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and 3. I am a U.S. citizen or other U.S. person (defined below); and 4. The FATCA code(s) entered on this form accurately indicate that I am exempt from FATCA reporting is correct. <small>Certification. You must check out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.</small>																																										
<b>Sign Here</b>	Signature of U.S. person <b>▶</b> _____	Date <b>▶</b> _____																																								
<b>General Instructions</b> Section references are to the Internal Revenue Code unless otherwise noted. <b>Future developments.</b> Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at <a href="http://www.irs.gov/w9">www.irs.gov/w9</a> . <b>Purpose of Form</b> An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following: • Form 1099-INT (interest earned or paid) • Form 1099-DIV (dividends, including those from stocks or mutual funds) • Form 1099-MISC (various types of income, prizes, awards, or gross proceeds) • Form 1099-B (stock or mutual fund sales and certain other transactions by brokers) • Form 1099-S (proceeds from real estate transactions) • Form 1099-K (merchant card and third party network transactions)																																										
• Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition) • Form 1099-C (canceled debt) • Form 1099-A (acquisition or abandonment of secured property) Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN. If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See <i>What is backup withholding?</i> on page 2. By signing the filled-out form, you: 1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued), 2. Certify that you are not subject to backup withholding, or 3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and 4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See <i>What is FATCA reporting?</i> on page 2 for further information.																																										

- All student run organizations listed as an Aramark Vendor must submit a new W-9 for the 2017-28 school year. No Exceptions!
  - To ensure checks are delivered to the correct group from year to year we will no longer accept personal addresses. Please use the address listed below.

Name: Organization's Name  
 Address: Longwood University  
 201 High Street.  
 Farmville VA 23909  
 (You must use this address)  
 Taxpayer Identification Number: #####

# Spirit Night Best Practices

- Proof of Performance- What Won't Count
  - This handwritten note on printer paper does not count! You will not receive funds if this is sent in.
  - If you send in a picture of just your organization without signage you will not receive funds. It's a simple call to the store to find out if you showed up or not.
  - Although it doesn't hurt to have everyone wearing the same thing (Greek Letters, Org T-shirt, Uniform) it can't be your only way to show guests who they are supporting.



# Spirit Night Best Practices

- Proof of Performance- What Will Count
  - You can treat this as a fundraiser and a recruiting event for your organization. If the yare coming to support you chances are they are probably interested in joining if they haven't already



Wesley Campus Ministry brought flyers, cups and pens to give out.



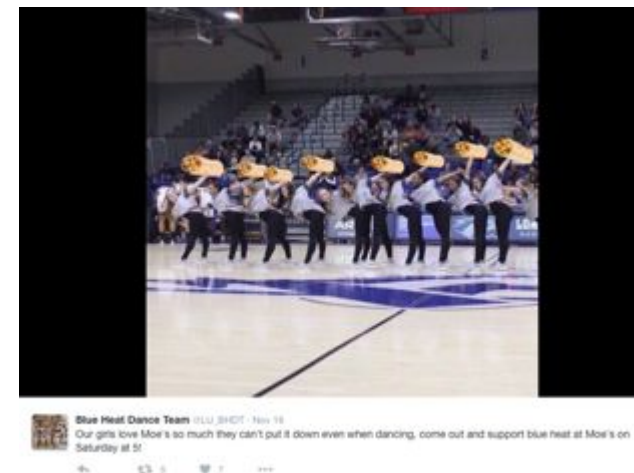
Poster (required), sign up sheet and all wearing their letters (additional)



You only need a poster or handouts, but having both is better

# Spirit Night Best Practices

- Proof of Promotion- Social Media
  - Facebook events are great but they need to be updated, not just created and forgotten.
  - Have a mascot or something supporters can take a picture with? Encourage them to share them on social media with a unique hashtag. Maybe even use it as a contest and give a prize to your favorite one.
  - Update social media the week of and the day of to keep it fresh in peoples minds. Remember the more people spend/the more people come out the more money for your organization.





# FUNDRAISING 101

- In order to hold a fundraiser, your organization must be pre-registered with the University Center & Student Activities Office via Lancer Link.
  - Fundraisers must be approved to be held..
- Bakes Sales, Raffles, and Spirit Nights are also considered to be Fundraisers.
- Proceeds must go to a group and not an individual.



# Other Fundraiser Policies/Notes

- Auctions which involve the process of “bidding” on a human being for their services, or the ability to spend time with a certain person are not permitted.
- Soliciting donations of more than \$100 from a business or individual must first be approved by the Office of Institutional Advancement.
  - INCLUDES DONATION OF GOODS OR SERVICES VALUED OVER \$100



# Bake/Food Sales

- Bake Sales must be registered and approved by Aramark in addition to the UCSA.
  - Policies associated with this form are located at <http://bit.ly/LUClubFormsAndDocuments> (scroll down and choose “View All Documents”).
- Must indicate on Fundraising/Philanthropy form of Events submission that it is a bake sale.
  - Electronic Approval Request sent to Aramark for approval.
- Must be held in a specific area designated by Scheduling.
- Also, make sure you reserve the space you want on Brock Commons or in a building prior to your bake sale.
- All food must be individually wrapped.
- A sign must be clearly displayed that states: “Homemade/ Not Inspected.”



# Raffles

- All profits must be used for educational or charitable purposes
- A fundraiser form also needs to be completed for raffles.
- Upon completion, a Prize Recording Document must be completed as well.



# Assessment Form

- If you are doing any event or type of fundraising (including but not limited to bake sales, raffles, and Spirit nights) you MUST complete the “Campus Fundraising & Philanthropy Assessment (2018-2019).”
  - Located at <https://lancerlink.longwood.edu/forms>
- This form needs to be filled out within 72 hours from the end of your event.
- Failure to fill out this form will result in your organization not being allowed to fundraise until it is complete.



# Filling out the Fundraiser Form (Needs)

- Prior to filling out the Fundraiser Form, the position must have “full” access to events within the organization.
- Can be found in previous email from LancerLink contained “Events & Access” document.



# Giving Access to Event Form

1. In the Action Center Menu, click "Roster."
2. On the top part of the roster there is a "Manage Positions" option, Click on it.
  - a. If a New Position
    - i. Click on the blue "+Position" button.
    - ii. Type in the name of the position title
    - iii. Position Type
    - iv. "Active" will make this a current position for members to be assigned.
    - v. Determine Access
    - vi. Limited Access
      1. Go to the "Events" option
      2. Choose "Full" from the drop-down menu.
      3. Once complete, choose the blue "Save" button at the bottom of the page.



# Creating an Event for a Fundraiser

1. Log in and go to your Organization's Action Center.
  - a. Next to your profile, find a square made out of dots, click on the square
  - b. Click on "Manage" on the small menu that appears
  - c. This will bring up the organizations in which you have authority to manage.
  - d. Click on the organization you want to host the Fundraiser.
2. On the left hand side of the screen you will see three lines in a column. Click that to open the action items.
3. Choose the "Events" option



# The Event Form/Process

1. Click the blue "+Create Event" button in the upper right hand corner of the Manage Events page.
2. Complete the form with all of the necessary required information
3. On the third page "Additional Required Information" ensure you indicate that the event is a "Fundraiser or Philanthropy event" by selecting "yes"
4. Complete the remaining pages of the form as detailed as possible.
  - a. Type of Fundraiser: Ensure you indicate the appropriate type.
5. Click Submit.
6. The event will be submitted to the Assistant Director of Student Clubs and Organizations for approval for posting. Approvals occur typically Monday through Friday between 9 am to 5 pm when the University is open.



# Beyond Spirit Nights

- Bake Sales or “Spirit Night Food” fundraiser (i.e. Krispy Kreme Donuts or Candy Grams)
- “Spirit Nights/Items” at other local vendors (Bowling, Uptown, Sheetz)
- T-Shirt Fundraising with Longwood’s Barnes & Noble
- Penny Wars/Jellybean Count
- Raffles
- Game Nights/Competition i.e. “Entry Fee”



# Common Fundraiser Mistakes

- Lack of advertising/publicity, planning, communication, timing
- Only marketing to your own people/group
- Not following up with procedures/requirements
- Vary your fundraisers, don't always do the same thing

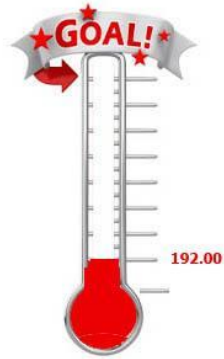
# FUNDRAISING FOR STUDENT ORGANIZATIONS

## NEED



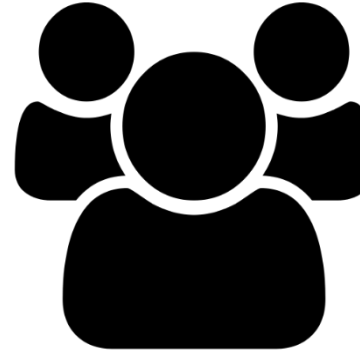
- Identify a need that requires funding

## GOAL



- Set Your Fundraising Goal by determining how much you want to raise and set a deadline

## PLAN



- Identify WHO would care about your cause and why they would support it.
- What is the best way to reach them?
- Ensure buy-in from your organization
- Brainstorm: restrictions?

## ASK



- Based on your plan, determine best fundraising method to meet your goal.

## ADVERTISE



- Socialize your fundraising plans across channels to reach max. number of prospects (i.e. Social Media, flyers, student emails)

<u>LOW</u>	<u>MID</u>	<u>HIGH</u>
• Ask/Crowdfunding (Day of Giving)	• Car Wash	• Silent Auction
• Spirit Night	• Merchandise Sales (t-shirts)	• Fundraising Event
• Merchandise Fundraising (Krispy Kreme, etc)	• Bingo Night	
• Fundraising Party (lularoe, Stella & Dot, etc)	• Walks/Runs	
	• Athletic concessions	

# Apply for Parents Council Grants!

## Who is Eligible?

- Undergraduate & Graduate Students
- Student Groups
- University Departments
- Faculty and Staff

Provides funding for projects/services that will benefit the Longwood community

- Can fund an entire project/service or supplement funds from other sources

Can request up to \$2,000

# How to Apply



## 2 Part Process

- Step 1: Submit an online application by Oct. 12
- Step 2: Present Proposal on Oct. 28
  - Groups/individuals will present their proposals to members of the Parents Council
  - Presentations will be 7 minutes in length

## Online Application Includes:

- Summary of Grant Proposal
  - No more than 150 words, does not include financial request
  - Should highlight the most important information about your proposal
- Program Information
  - Includes outline of objectives, how Longwood will benefit, timeframe of program/event, and
- Anticipated Budget

Applications will open soon! Email: [firstyear@longwood.edu](mailto:firstyear@longwood.edu) for more details



# Other Opportunities

- Katherine Bulifant
  - (FUNDRAISING FOR STUDENT ORGANIZATIONS Slide)
  - Director of Annual Giving
  - Maugans Alumni Center G19
  - (434)395-2032
  - [bulifantkm@longwood.edu](mailto:bulifantkm@longwood.edu)
- Parents Council Grant
  - Laura Black
    - [Blacklm2@longwood.edu](mailto:Blacklm2@longwood.edu)
    - Brock Hall 202



# Seeing is Believing

[lancerlink.longwood.edu](http://lancerlink.longwood.edu)



# Questions?

Gary Honickel  
Assistant Director of Clubs and Organizations  
University Center & Student Activities Office  
[honickelgs@longwood.edu](mailto:honickelgs@longwood.edu)  
(434) 395- 2267  
Lankford 204

# 2018 Fundraiser Training Presentation feedback