

Fundraising Ideas for Club Scholarships

- 1) **Matching Program** – Certain corporations provide matching funds for scholarship support. Example: West Georgia Auburn Club set an agreement with the Callaway Foundation to match their club contribution for up to \$ 100,000 per year for five years.
- 2) **Restaurant Partner** – Restaurants or other local businesses may offer a percentage of sales to support the club scholarship during a special promotional time. Example: Carpet Capital Auburn Club is working with local Chick-Fil-A restaurant to share proceeds on away game weekends. As local fans head to Nashville or Knoxville, they will encounter the restaurant just off the I-75 interstate.
- 3) **“Aubie” plush toy** - A special item available through an Auburn alum who is a member of the Greater Birmingham Club. The bookstores around Auburn sell the item for around \$15 or more each. They are offering them to clubs for \$7 per unit. Example: Greater Birmingham Auburn Club, “During a fund drive it is not unreasonable to expect each member of the club to buy one Aubie for themselves and then sell 2-3 more to their friends and family. The amount of money raised can get BIG in a hurry.
- 4) **Limited Edition Item** – A unique, “exclusive” item, such as an ornament commissioned especially for the local club. Example: The Atlanta Auburn Club has commissioned a special hand painted ornament depicting the rolling of Toomer’s Corner. The ornament is only available through the club and club members can purchase at a discount.
- 5) **Golf Tournament** - An event that several clubs have used successfully. These tournaments have gotten more expensive to run in some locations, but offer a special way to involve a large number of people in an event to raise scholarship money.
- 6) **Hunting Trip** – A hunting plantation that can host a number of hunters for a specialized hunting event. Example: The SW Georgia Auburn Club has an alumnus that manages a local quail hunting plantation. They are offering their facility for a fund-raising event. There will be some expenses, similar to use of a golf course, but a significant amount of the fee for participation will go to the club’s scholarship fund. Coaches and former AU athletes will “captain” teams of hunters during the event.
- 7) **Recognize Recipients and Families** – When possible inviting the recipient to the annual meeting can be a great encouragement to club fund raising efforts. In the event that the recipient is not known at the time of the meeting, including the students in another club event is a great help.

- 8) **Club Scholarship Chair** – Where possible, assigning a specific club volunteer to serve as “Scholarship Chair” who is really interested in scholarship fund raising can be a tremendous help in keeping the communication going among members and the Alumni Affairs Office.
- 9) **Seats with the Coach** – Sell seats at the coach’s table during annual meeting. Example: Palmetto sold seats for \$100 to sit at table with Coach Pat Dye.
- 10) **Pictures with Aubie** – Request Aubie to attend the meeting. Prepare for a picture spot with Aubie. Photos could sell for \$ 20.
- 11) **Honorary/Memorial Scholarship** – Name the scholarship in honor or memory of an AU alum from the club that is well known or a great citizen. This will make the scholarship personal for many in the club that are familiar with the honoree.
- 12) **Auburn Authors** – Invite an Auburn author to attend the club meeting to sell their books with a percentage of the proceeds going to the scholarship fund.
- 13) **Autograph items** – Create a special item with club logo that might be suitable for autographing. Example: The Shoals Club created small plastic footballs that were sold for small children and those wanting coach autograph.
- 14) **Club t-shirts** – Create a club t-shirt to sell with proceeds going to scholarship fund.
- 15) **Just ask!!!** - Your members for contributions at your club meetings or in your communications.
- 16) **Raffle off a “theme night”** – Valentines- get contributions/donations from local vendors (restaurant, movies, theatre, and candy or flower store) make a basket and sell tickets.
- 17) **Football Tickets** - Have a member donate football tickets to raffle off.
- 18) **Garage Sale** - Have a garage/rummage sale with donated items from club members and the community (old clothes, books, toys etc.)- gather in a parking lot, sell all day, and donate remaining items to local charity or children’s home. Because there are usually no overhead costs, it’s hard to lose money on a rummage sale.
- 19) **Cookbook** - Make a cookbook with the best recipes from club members (tailgate, holidays, and special occasions) and sell in community.
- 20) **“Happy Birthday AU” party** - Ask everyone to bring a dime for each year of Auburn University’s existence (in 2006 we celebrate our 150th).

- 21) **Alum “Challenge”** – Have a challenge with a club near you to match \$1 for each \$1 raised for scholarships.
- 22) **“Draw Down” party** - Tickets are sold in advance for \$25 each. Every ten minutes draw a ticket. The holder of the last ticket wins a portion of the pot with the remainder of the money donated to club scholarship. (Example: Sell 50 tickets at \$25 each. The winner gets \$250 and the scholarship fund gets \$1000).
- 23) **Concession Stand** - Run a concession stand at a local sporting event.
- 24) **Community Events** - Volunteer club members to work in community events which then may donate money to the club scholarship for your contribution.
- 25) **Membership Dues** - Designate a portion of your membership dues toward scholarships... (membership=\$15/yr and \$2 of that for scholarship= \$13 membership)
- 26) **“Freshmen Send-Off/Tiger Walk” party** - Invite all freshmen in your area to attend a meeting in the summer before they start Auburn, to welcome them, have a Tiger Walk where they get that Auburn spirit, maybe incorporate a dinner with speaker and donate any proceeds to the scholarship (your scholarship recipient should be there).
- 27) **Childcare** - For big events, where childcare may be needed, ask the new freshmen in your community (also Young Alumni) to donate their time during the function and any donations made by the parents go towards the scholarship (or a portion of the whole event).
- 28) **“Match your grad year”** - At your annual event ask everyone to **donate an amount equal** to their year of graduation to the scholarship fund. (Example: Graduated 1985= \$19.85 or 2003=\$20.03)
- 29) **Walk/Bike-A-Thon** - This involves getting people to pledge a certain amount of money for each mile the participant in the event walks or bikes. People can also donate a set amount of money instead of making the per-mile pledge. There are many types of thons: dancing, swimming, bowling, etc...
- 30) **Sales and Services** - Selling merchandise or services is an easy way to raise money. Using donated services or items for sale: Bake sales, car washes, massages etc., can raise money. Selling items like: Bagels, t-shirts, buttons, or candy bars will probably have some overhead, so make sure not to over order or you might actually lose money.
- 31) **Selling flowers**- Consider selling flowers around holidays, such as lilies around Easter, wreathes around Christmas, Roses around Valentine’s Day, etc.

32) **Benefits** - performances by bands, theatre groups, singers, poets, and other artists can prove helpful in raising funds for your group. Getting the performers to donate their time is the key to this project.

33) **How to Raise \$100** – A simple strategy that can get big fast!

1. Put in your own \$10
 2. Ask your Mom for \$10
 3. Ask your boss for \$10
 4. Write a letter to 3 close friends and ask each for \$10
 5. Call your Aunt in Peoria and ask her for \$10
 6. Eat lunch at your desk for a week and save the \$20 you would have spent on fast food for this project
 7. Put a bowl in the lunch room at work and ask for co-worker's spare change; be sure to put up a sign on where the money is going to. Stop when you get to \$10.
- If everyone in your club hands this out to one person and tells them why they are raising \$100 each, you'd have a good deal of money with zero expense (except for fliers).