HOW CAN I FUNDRAISE FOR MY CLUB?

1 WRITE A DONOR LETTER

When you have a specific need that you're trying to fundraise for, it can be helpful to write a letter to potential donors. Consider your audience - will the letter be directed to local businesses or family and supporters?

- Keep it brief and include a specific request. Are you seeking monetary or in-kind donations (like goods or services)? What will donations be used for?
- If you're fundraising virtually, post your letter on your fundraising platform and in emails publicizing the fundraiser.
- A physical letter can be effective when visiting local businesses to solicit in-kind donations. Many businesses will need a tax ID in order to donate. To request the Cal Poly tax ID, click here.
- For a sample letter to businesses, click here.

2 FOLLOW UP

Once you've made your initial request to a business, send a short follow up message after about a week. For a sample message, click here. For family and supporters, consider posting regular updates on your fundraising platform and social media to keep your audience informed of your progress.

3 ORGANIZE

If you're approaching multiple businesses for donations, keep a spreadsheet of details to keep track of who you've asked, who needs follow up, and who has donated. For a sample spreadsheet, click here.

4 SHOW GRATITUDE

Once you've received a donation, always send a thank you note to the donor! Share how the donation will be used and its impact on your club. Handwritten notes whenever possible are recommended.

5 KEEP IN MIND

- Start your fundraising process early if you have a deadline. Family and supporters may be able to donate quickly, but some businesses can require several weeks to approve a request.
- If businesses deny your request, don't take it personally. Oftentimes they're fielding several requests and have a quota of how much they can contribute.
- Refer to giving.calpoly.edu and Spur Change (Cal Poly's crowdfunding platform) for further fundraising tools.