

How to be a Campus Fundraising Ninja

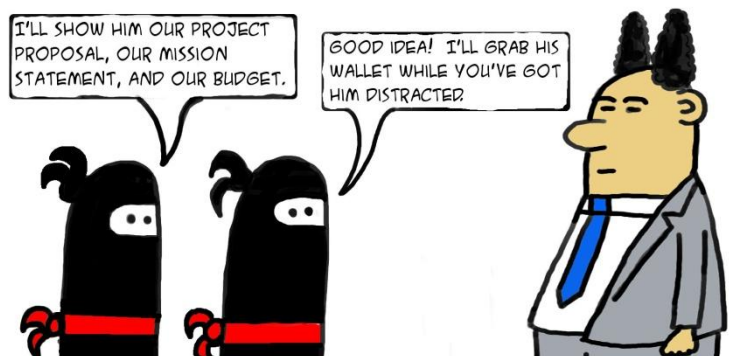
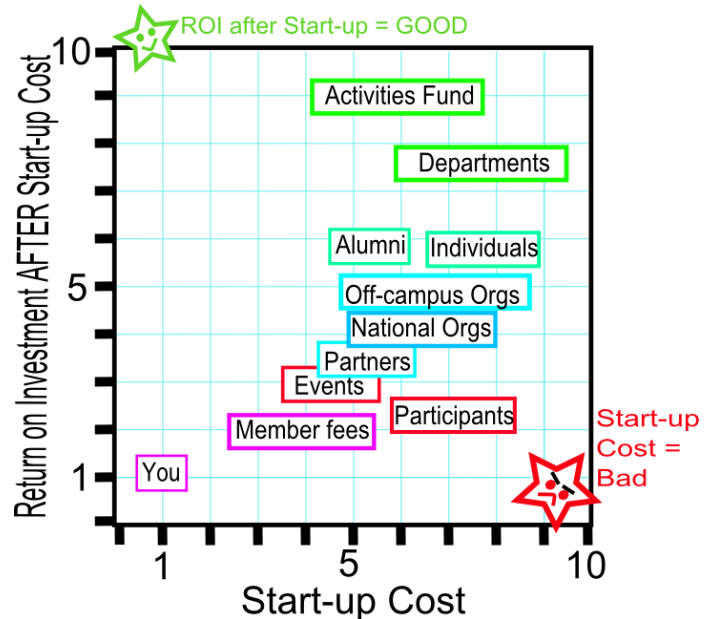
Start-up Cost: The effort you have to put in before you see any return at all from the fundraising method you're using.

Return on Investment AFTER Start-up Cost: How much effort you have to put in to raise each dollar AFTER you've paid the start-up cost.

Recourses for Making your Case to your Activity Fund:

1. Your group represents a minority and Universities love diversity
2. Use Goodman & Mueller: <http://bit.ly/auctDX>
3. Explain the value of your group AND the project for which you are seeking funding
4. Your group adds to the market place of ideas at your University

Campus Frundraising Matrix



<Campus Fundraising Refrain>

1. If your group exists, it's worth funding
2. Funding is about partnering; understand what your partners want
3. Funding streams are like habits (or relationships)
4. Diversity Rules

</Campus Fundraising Refrain>

Money/Event	Punch & Pie (or Pizza and pop)	Hemant Mehta Speaking for your group	New Orleans Service Trip	Susan Jacoby Speaking for your group	Debate between Ayaan Hirsi Ali and William Lane Craig
COST	\$50.00	\$500.00	\$1,900.00	\$5,000.00	\$25,000.00
FUNDING					
You	\$50.00	\$50.00	\$25.00	\$10.00	\$0.00
Other Leaders		\$25.00	\$25.00	\$0.00	\$0.00
Membership		\$50.00	\$200.00	\$250.00	\$150.00
Nationals		\$200.00	\$100.00	\$300.00	\$500.00
Swag Sale		\$10.00	\$150.00		\$250.00
Off-campus group		\$65.00	\$100.00	\$540.00	\$1,000.00
Participants			\$1,000.00		\$2,600.00
Partners				\$400.00	\$12,500.00
Alumni			\$100.00	\$500.00	\$1,500.00
Activities Fund		\$100.00	\$200.00	\$2,500.00	\$5,000.00
Departments				\$500.00	\$1,500.00

The recent article *Invisible, Marginalized, and Stigmatized: Understanding and Addressing the Needs of Atheist Students* in the journal New Directions for Student Services, by authors Kathleen Goodman and John Mueller points out the need for this kind of work. The article specifically points out that **“Atheist students, like atheists in the broader society, are often stigmatized as immoral, evil, or god hating. Because of this stigmatization, it is common for atheists to hide that aspect of their identity, rendering them invisible.”**