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# STUDENT CHAPTER FUNDRAISING TOOLKIT

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



*students*

## fund-rais-ing

[fuhnd-rey-zing] – noun. The act or process of raising funds, as for nonprofit organizations \*

One of the main reasons interior design students join ASID is for the community interaction membership in ASID provides, especially on the campus level amongst peers. Aside from meetings, elections and other administrative objectives, chapters thrive on giving back to their respective communities.

When planning your chapter's fundraiser, you need to first **identify a cause or goal** to work toward. This can be a family in need, a student scholarship or field trip the chapter will take to educate and inspire design outside of campus.

Many chapters **set a monetary amount** to strive for. There is no minimum or limit when considering this dollar amount and any funds raised should be considered a success, as they bring the chapter closer to their goals.

With successful fundraisers needing multiple planning meetings, a marketing plan and a calendar to track success, **form a committee** with a student leader that will report back to the rest of the chapter on progress. This will help allocate responsibilities,

Always offer a **post-mortem review** for attendees and participants to provide feedback on what was successful and what could be improved.

The ASID Student Advisory Council (SAC) has built this Fundraising Toolkit to promote successful chapter events, filled with both conventional and non-conventional ideas for **creative fundraising!**

\*definition courtesy of [www.dictionary.com](http://www.dictionary.com)

### Student Chapter Rebate Program

There is only one way to receive funds from ASID for your student chapter, and that is with the rebate program. For each new or renewing member of your chapter that applies or renews their dues online, ASID will give your student chapter \$5.

Chapters will receive a check for no less than \$100 (20 members) and if the chapter has not yet met that number at the time of check issuing, they will roll over into the next cycle.

## Designer ‘Trash-to-Treasure’ Art Auction

### The Challenge:

1. The competition asks entrants to find something in their environments to re-purpose and convert a piece of trash to treasure. Repurpose something that is on the way to the trash, and rescue it by re-imaging it as a newly engineered creation. An invention or art piece that can become a desired element within a built environment for either indoor or outdoor display/use.
2. The invention must be made of at least two repurposed materials. Some repurposed examples: outdated showroom samples/catalogs, fabric, furniture, lighting, bicycle parts, paper, plastic, chip bags, plastic bottle caps, small electronics, wheels, clamps, springs, batteries, hardware, wood, bike parts, string, rubber bands, cardboard, kitchen gadgets, etc. ... anything that is difficult to recycle within your municipality and may end up going to a landfill.
3. Launch well in advance of Earth Day or consider holding the auction during Earth Week.

### How:

Make sure you have enough trash-to-treasure entries for an art auction. Create an artist application with specifications and entry form. Advertise the open call for art throughout social media, e-communications and verbally.

4. Invite the community. Get the information out there to come and see the art creations. Send out invitations at least four weeks in advance of advertising your auction, and follow up two weeks and one week before the auction to be fresh in people’s minds.
5. Find a space to hold your auction. You can contact a place that often holds art auctions or exhibitions or you can consider contacting a community hall center, a restaurant, a hotel conference room, or public library. There are many options, but you’ll want to consider whether the place you hold your auction has your preferred date and amount of space.
6. Promote the auction and to make sure that people will come. This could be a professor you’ve worked in the past, or a friend or family member that you have a connection with. Use such resources to help bring people into coming to your auction. Also, consider contacting an organization that you care about to hold the auction as a fundraiser. If you decide to do a fundraiser, you will have more people helping you to set up the event and more bidders will be interested in purchasing your art to benefit a charitable cause.
7. Set opening bids if you don’t want to sell the trash-to-treasure art below a specific price.
8. Engage someone to be the auctioneer and let them know the opening bid minimums for the works being sold. Don’t insist on too high of a price. Consider how much your art would normally go for on the market.

## Dance-a-thon

How:

A 24-hour dance-a-thon is an easy and fun fundraiser. Ask chapter members to sign up to participate, as couples or alone.

9. Then have the participants get pledges from the community. Allow enough time before the actual event for everyone to contact their friends, family, neighbors, and coworkers to sponsor them in the dance-a-thon.
10. Find a venue with enough space to accommodate the size of the group that will be dancing. A school gym or community center are good options. Provide beverages and light snacks to keep the dancers going for the full 24 hours.
11. A DJ can make things fun, but if you're strapped for cash, ask someone to provide a stereo with a CD player and have group members bring in their iPods with a variety of music and connect them to the stereo. Be sure to have a small prize for the last ones dancing!

Follow This Link > [www.fundraiserinsight.org/articles/fundraiser-dances.html](http://www.fundraiserinsight.org/articles/fundraiser-dances.html)

## Merchandise Retail Windows

How:

This works best in a mall or shopping district-type setting for maximum traffic. Create a flyer and form to distribute to local retail businesses with windows/storefronts asking them to post with hopes of eliciting interest in the campaign. The form would collect the store's business information for database, and establish the agreements.

12. Create a calendar outlining the project including time for creation of space and voting.
13. Establish a fee for participation (suggestion \$50).
14. Establish award and method of winner announcement (perhaps the award is merely the publicizing of their business ... a write-up in a local news outlet or a free ad space; perhaps one token item is gathered from each participant, to be put into a basket and distributed to the winner).
15. Given a one week time frame, students are paired with stores, and students use props, materials and the store merchandise to create an eye-grabbing installation that shows the store in their best light. Any additional

### Benefits:

- The store gets a fresh window to leave as long as they wish (perhaps they are willing to put up a small credit in the window that says "display designed by Jane Doe, Student Member of ASID, State University Chapter")
- The store and the student develop a relationship for possible future work or ongoing window displays.
- The store realizes the value of design and is introduced to ASID if they weren't previously.
- The student gets first-hand experience in composition, using existing props and merchandise to create something interesting.
- The store sees potential new or increased traffic and sales that week.
- The community is made more aware of ASID.

## Silent Auction

How:

1. Schedule when you will have your silent auction. The best time to hold the auction is in conjunction with another event that will draw a large amount of people. This can be a large dinner, meeting, fundraiser or any event where there will be a lot of people. If having the auction at a public area or on someone else's property, make sure you have permission to hold the auction.
2. Gather your auction items. Get these items from team members, local businesses, people who support your work or anywhere else you can think of. Items can include autographed books, antiques, gift certificates, art prints, jewelry, gift baskets or any other item you think might bring in some money. If some of the items are small and will not bring in much money, combine them in a basket so you can raise the bidding price. Log the items as you get them so you will have a record of the items you have.
3. Log all of the items you have gotten for the silent auction and determine starting bids. Assign someone to write thank-you notes to everyone who donated items.
4. Create bid sheets for the auction. The bid sheets should include item name, pertinent information, person who donated and opening bid. The bid sheet should also have lines where bidders can put their bid number and amount of their bid. Make sure there is a bid sheet for every item.
5. Create a sign-in sheet. This sheet should be numbered. Each number should have a space for the person's name, address, and contact phone number. When someone signs in they will be assigned a bid number. Their bid number is the number on the sheet in which they put their contact info. All of this info will ensure you can get in contact with the winning bidder, even if they leave before the auction closes.
6. Close the auction after a few hours of bidding. This may take some time, so make sure to advertise the closing time. Inform everyone a few minutes before the auction closes so they can get in last-minute bids. Tally up which bid number made the highest bid, and match the bid number to the person who signed in under the number.
7. Keep accurate records. Have one member call off the auction winner and bid amount to another member who writes this info down on a total sheet. Write down the winning bidder's name and the bid amount on 3 x 5 index cards. Give these cards as receipts as you give the item to the winner and they pay.

**Follow This Link > [www.wikihow.com/Run-a-Silent-Auction](http://www.wikihow.com/Run-a-Silent-Auction)**

## Portfolio and Resume Review: Interview Techniques Workshop

*Chapters find Resume, Interview Techniques and Portfolio Workshops to be among the best-attended events they have sponsored.*

### How:

The first thing you will need to organize is your chapter's ability to accept reservations and payments online. If your chapter is widespread, you will want to use either Constant Contact or Evites to announce the event, and then set up a PayPal account for receiving payments. Charging fees and building an address book will help to market future events.

8. Meet with the event host and set an appropriate fee to cover all costs and earn a potential profit. For a one or two-hour panel discussion or presentation, charge about \$20 per student. For an all day or half-day workshop with one on one feedback, you should charge \$40 or \$50 for the day. Identify your expenses, which should include refreshments and possibly a small gift for your speakers and presenters.
9. The venue for the workshop can be your school, your local design center, at a showroom of an ASID Industry Partner or at the professional ASID chapter office. This kind of workshop can also be held during a Student Career Day at your local design center or chapter sponsored forum. The most important thing to understand about the venue is that it should be readily accessible to your students, they should have a desire to go to that venue, and it should be free of charge to your chapter. If you have to reserve a spot in a location other than those mentioned above, that you have to pay for, then solicit sponsorship from one or two local Industry Partners. IPS are generally ager to sponsor events in their showrooms or to kick in donations to help the student chapters.

### **10. Your presenters will donate their time to teach the students valuable job search techniques. There are many ways to organize this.**

- Ask your faculty members who teach portfolio and business and professional practices to participate in the workshop. They can give a presentation followed by Q & A, or they can do a workshop in which one on one feedback is given.
- Ask your regional ASID chapter leadership to help you find a good presenter or leader, the person could be the professional development director of your local chapter board.
- Ask local interior design firms if they would be able to provide guidance to your students. Many are eager to offer help, and many have very good speakers as members of the firm. Remember that success in interior design depends on your ability to communicate and present your work. Local interior designers and architects are very good at this. Many times they are eager to meet the students who could well be their next employees.

11. Schedule your event, send out the Evites, put up posters advertising the event and put announcements on your student chapter's Facebook page and website. If the students are going to get feedback on their portfolios and resumes, make sure that your announcements say to bring them!
12. Make sure that one of your student chapter leaders (the treasurer) is keeping track of the prepaid reservations. It's a good idea to have a sign in sheet at the door so that those who have paid in advance will be noted. It's suggested having a higher "pay at the door" price so that you can monitor expected attendance. On your posters it's a good idea to say "Space is limited, so reserve your spot early", or something to that effect. If you are conducting one-on-one views, you could set up "appointments" with the different presenters. Make sure they are limited to 10-15 minutes each.
13. On the day of the workshop, make sure that your student chapter leadership arrives early, to set up refreshments and to greet your speakers and make sure that they are comfortable. If any of them are using a PowerPoint presentation, make sure that the equipment is set up and ready to go.
14. Use your creativity, your energy, your contacts and your ASID chapter to make this a fun and profitable day for all.

Follow This Link > [http://www.nxtbook.com/nxtbooks/naylor/access\\_2010fallwinter/index.php?startpage=20&qs=interview+techniques#/20](http://www.nxtbook.com/nxtbooks/naylor/access_2010fallwinter/index.php?startpage=20&qs=interview+techniques#/20)

## Raffle with Prizes Donated by Industry Partners

How:

### Compose on your ASID chapter letterhead a formal but friendly letter:

- Describing your chapter's fundraising event explaining how your chapter will gladly help promote this local business through all your advertising channels (chapter newsletters, website, event flyer, event email blast)
- Offering to comp a ticket or two (meaning give free tickets) to show your appreciation if they attend your event

1. At least two months before your ASID chapter's fundraising event, visit businesses in person in your school's neighborhood, and present each manager/owner with your letter. Ask faculty or other departments in your school to donate if able (especially student artwork). Assign a few businesses to each of your board members so that the solicitation work is evenly distributed; also ask if any of them have personal connections to other businesses whom they can contact.
2. Have your board members follow up with these businesses every two weeks to gauge their interest level. Emphasize how your chapter can provide them with market exposure to a huge number of interior designers. Remind them that you can comp one or two tickets for the manager or owner and provide them with priority seating or drink tickets during the event. You should also suggest that they consider applying to be an ASID Industry Partner if not already- you can explain the mutual benefits of doing so!
3. Try to lock down these businesses' commitment to donate raffle prizes at least three weeks before the event so that you can properly promote them as "Sponsors" on all your event invitations. You might want to feature different tiers of Sponsor recognition, such as "Diamond Tier", "Silver Tier," etc. Be sure you prominently acknowledge, thank, and promote all your sponsors on all your invitational media, etc., by posting their banners/logos on the event page of your chapter website, listing their names in your chapter newsletter and email blast, etc.

## Art Exhibit

How:

1. Find artwork by collecting donations from ASID student members or other students who are willing to donate for your cause. School alumni are also usually supportive towards events like these and can donate.
2. Determine an exhibit space. If your school has an existing gallery, find out if you can develop a show that will fit into their schedule. There may be a charge to use the gallery space so make sure you know that you can cover it by the amount of work you can sell.
3. Determine a date for your show with plenty of time to organize and promote. If you have a facility that is open to the public, make sure you have the show up as long as possible to give as many people an opportunity to see the exhibit.
4. Determine how you will sell work. Will work be sold on a first come/first served basis during the run of the show? You can price each piece and let people buy it as they see it. Another option would be to have a silent/live auction at the end of your show to sell the work. This can be a fun event and gets many people in the gallery at once.
5. Promote your event and advertise the exhibit to make sure people know it is a fund raiser for your student chapter. You could also partner with a local charity and donate a portion of the proceeds to a charity that will get people to be more likely to buy.

## Sponsor a CEU

### How:

For this to be a valuable fundraiser, you must be in an area with a good base of interior designers to attend the CEU. Students can attend the event but practicing designers are required to have .6 CEU's every two years to maintain membership - this is who you need to market the event to primarily. You must also have the space available to host this event and have it easily accessible. Once you determine that this is the fundraiser you want to attempt, use the following guidelines:

1. Set a date for your event and make sure to check your professional chapter calendar to make sure there are no conflicts. If your CEU is scheduled too close to something the chapter is doing, you may not get as large an audience as you would like.
2. Find a CEU to present by using the ASID website to see what is available. The online catalog for the Distinguished Speaker Series (DSS) is a great place to start.
3. Ask your faculty if they have a class that they could prepare and present to designers for possibly CEU credit. Hopefully they will do this for free and once they create it for your presentation, they can then take it on the road and maybe get it into the Distinguished Speaker Series. Check the ASID website for information on getting a class approved for CEU credit. For designers to get credit for the CEU it will have to be approved by IDCEC.
4. A third avenue is to find an Industry Partner with a CEU to present. Many companies present their CEUs to designers for free, so make sure you know what they typically do so that you are not charging for a CEU that is usually free.
5. Set fees and schedule for your event. Depending on the length of your CEU, decide how much you can charge. Investigate typical charges for CEUs in your area. Every chapter has a different expectation, so make sure you don't over or under charge because you will not get the audience you want. Depending on the length of the CEU and the time of day you want to present it, determine if a meal or any other food needs to be provided. If you can provide food that either the students can prepare or that you can get at a very reasonable price, you can also make money on this aspect of your event.
6. Promote your event by connecting with your professional chapter to get mailing lists or to ask them to e-blast your invitation to the membership. Get the word out to other adjoining chapters as well. And make sure to share your information with other local design associations (AIA, IIDA, etc). Team up with the graphic design department at your school to create a great mailer and or e-blast. They need things to do for their portfolios as well, so you should be able to find someone who will be willing to do this for you. Use Evite or other online invitation service.

Follow These Links > [www.asid.org/events/ceus/](http://www.asid.org/events/ceus/) CEU Events

[www.asid.org/education/ce\\_providers/Distinguished+Speakers+Series/Browse+Speakers.htm](http://www.asid.org/education/ce_providers/Distinguished+Speakers+Series/Browse+Speakers.htm) Distinguished Speakers Series

### Other Creative Fundraising Ideas:

- Design and sell merchandise (tote bag, water bottle, t-shirts).
- Host a senior reception for graduates.
- Raffle off design services (sorority/fraternity house, retirement community, daycare center).
- Have your event serve as a kick-off/closing reception for RealWorld DesignWeek.



## Past Student Chapter Award Fundraiser of the Year Winner Ideas

Project: “Indulge In Design” Banquet & Raffle  
ASID University of Wisconsin-Stevens Point Student Chapter

**Award:** 2011 Winner for Fundraiser of the Year

**What:** Held banquet for members of design community and worked with faculty and local businesses for donations (including a \$1,500 diamond pendant and high end furniture).

**Purpose:** To raise money for five student scholarships.

**Amount money earned:** \$2,826

Project: Celebration of Design  
ASID Alexandria Technical College Student Chapter

**Award:** 2007 Winner for Fundraiser of the Year

**What:** Held an event in which the student chapter selected speakers, practitioners and vendors to discuss design and hold seminars for students.

**Purpose:** To raise money for the Interior Design Program at ATC.

**Amount money earned:** Over \$6,000

**For more information about ASID or questions, please contact the student and emerging professional programs department at [futureofdesign@asid.org](mailto:futureofdesign@asid.org) or (202) 675-2352.**