

## How to Fundraise on a \$0 Budget

**As a volunteer-run chapter, finding ways to raise money for your programming can be difficult, especially on a budget. Check out some ways you can fundraise on a \$0 budget.**

### The Purpose for Fundraising

**Fundraising is more than meeting a goal. The reason behind it is important, too.**

- Fundraising for your own UNA-USA chapter
  - Raising money for a scholarship, lowering travel costs, or preparing for a big event can all be reasons that you would want to raise money. Also, the cost of having an event or putting together programming for the community can cost money. Fundraising helps support existing programming and gives you the funds to add new ones.
- Fundraising for the UN
  - You can pick a Sustainable Development Goal that aligns with your members' interests.

### When to Start Planning

**When organizing a fundraising event, begin planning 1-2 months in advance.**

- Begin with discussing your ideas with your UNA-USA chapter.
- Give your members 'homework' and have them come prepared with fundraising ideas.
- If you are going to collect the funds on a mobile donation site, try to find one that does not take a percentage of your profit, such as Giving Grid. Have your chapter treasurer create this site and closely monitor funds.
- If you want to try to partner with local organizations (for space, in-kind donations, etc.), you'll want to start outreach 1-2 months before the event.

### Free Spaces to Gather

**Reach out to people and public spaces to reserve a space.**

- Libraries
- Community Centers
- College University/Campus
  - If you have a young professional who is still involved on their campus, ask if they can reserve a classroom for free!
- Neighborhood Club House
  - Neighborhoods often have spaces that members of the community can reserve for free.
- Partnership Organization
  - Engage with public working spaces and see if they would be interested in having you host a meeting or event there!



## How to Promote

### **Social media is a great resource for planning events.**

- Create a public event and invite your friends and others in your network.
- You can also put together flyers online and email it to your members, organizations and associations in the area, or via online resources that allow people to search for events (such as Eventbrite). Digital promotion is a great way to promote while being environmentally conscious.
- Make fliers, posters, or anything else that will help your event stand out and see if you can post them in areas around your community.

## Ideas

### **Give it Up Challenge**

- Propose that people give up fast food, coffee, or Netflix for a month and donate what they would have spent to the chapter.

### **Garage Sale**

- Ask your community to host a trunk/garage sale where the profits will go to your chapter. Invite local community college professors/local historians to host an antique roadshow for unique items.

### **Partner with a Local Restaurant**

- Contact the owners of your favorite local restaurant and see if they will offer you a space for free in exchange for participants purchasing food. Consider charging a small entry fee so that you make money.
  - Examples include: poetry slam, open mic, comedy night, or invite local experts to a panel to discuss something interesting in your community, etc.

### **Pledge Challenge**

- Remember the infamous ice bucket challenge? Challenges that involve your community can be fun! Have people ask their friends and family to donate and in return your chapter will do something funny, don't forget to capture it on social media.

### **Collect Return Cans/Bottles**

- If your state allows can/bottle refunds this can be an easy way to earn cash. Visit local neighborhoods and post signs about a can collection day, people can then leave you a bag of their cans and bottles outside. You can also contact your local store that offers returns, set up a table outside, and ask people as they come in if they'd rather give their cans to you.

### **Working at a Restaurant**

- Often local or even chain restaurants will let your group work for a few hours, and in return you will get a profit of every meal purchased.