

## 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.

### Choosing what to fundraise for

Fundraising is more than meeting a goal. The philanthropy behind it should be 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 is a way to help support existing programming, as well as give you the funds to add new ones.
- Fundraising for the UN
  - You can pick an SDG that aligns with your chapter's passion and work from there!

### When to start planning

2-3 months in advance should be enough if you are planning a fundraising event

- Begin with discussing your ideas with your UNA-USA chapter
- Give your members a bit of 'homework' and have them come prepared with a fundraising idea in mind.
- 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 keep a close eye on the 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. So, before then you'll need to know what the event is, it's purpose, the anticipated outcome, and, of course, why you think the organization should care about this and what they will get out of this engagement.

### Free Spaces To Gather

Reaching 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 with their campus see if they can reserve a classroom for free!
- Neighborhood Club House
  - Often neighborhoods have spaces that residents can reserve for free, check with your members to see if this is possible!
- 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 like marches

- Create a public event and invite your friends, social and faith groups you are part of, etc.
- You can also put together flyers online and email it to your members, organizations and associations in the area, or on tools 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 do part antique roadshow for unique items.

Partner with a Local Restaurant

- Contact the owners of your favorite local food spot and see if they will offer you a space for free if you promise that people will purchase food. Charge a small entry fee so that you make money and host whatever event appeals to your crowd.
  - Examples include: poetry slam, open mic, comedy night, 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 a fantastic and easy way to earn cash! Go around to local neighborhoods and post signs about a can collection day, people can then leave you a bag of their returnable 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.