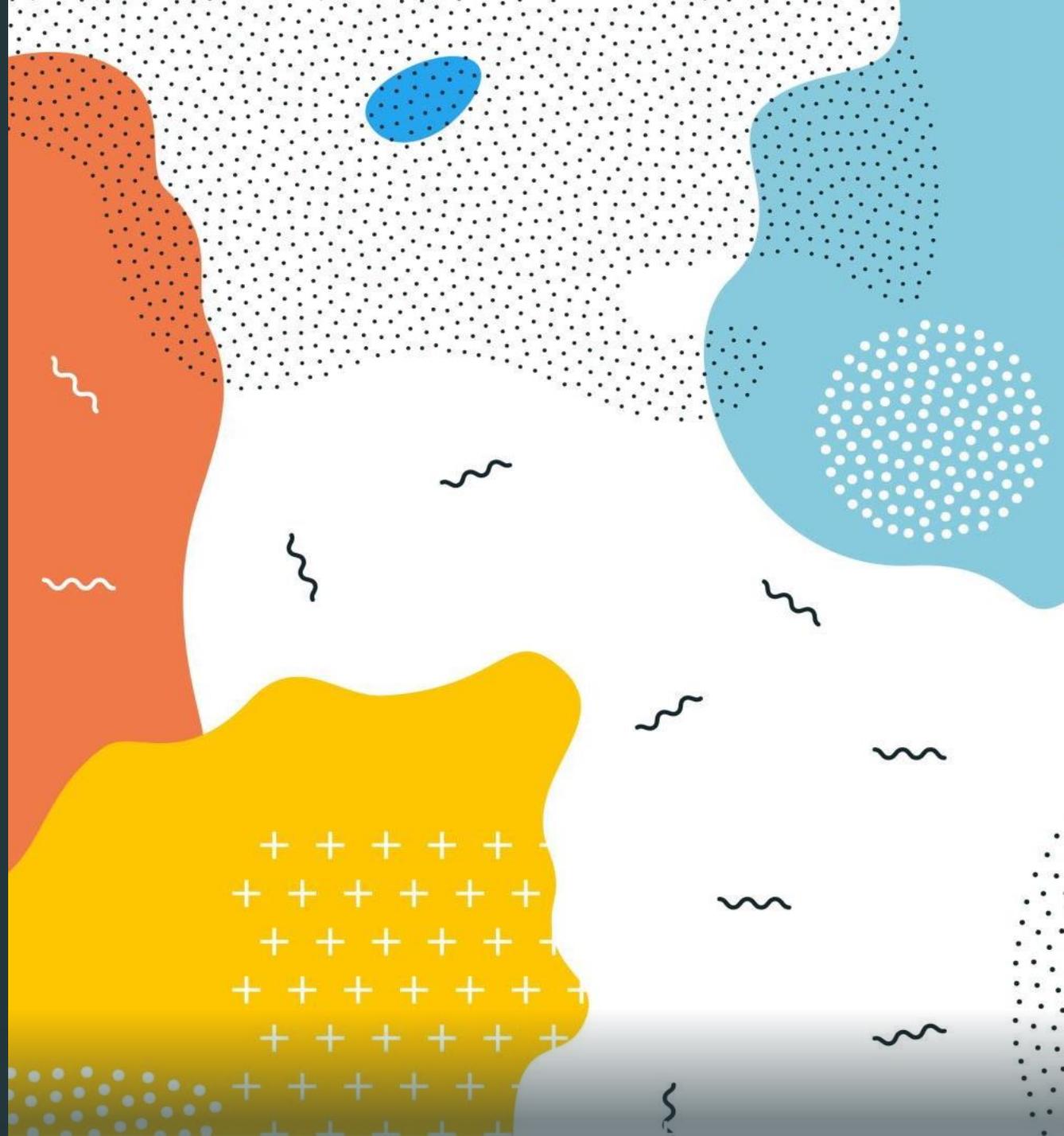




**buildOn**

# Fundraiser

Recommendations  
and Analysis



# The Plan

To begin our campaign, we developed a three-stage plan:

- ① **Leveraging Our Respective Networks**
- ② **Cold Calling**
- ③ **Hosting a Student Raffle**



# Leveraging Our Networks

- **Established** a GoFundMe to extend our reach to a wider audience
- **Reached out** to people we know (friends, families, colleagues, etc.) and shared our fundraising page with them
- **Connected with** student organizations on campus such as the Entrepreneurship Club



# Cold Calling

- **All** group members were encouraged to go out and ask people to donate
  - **Cold called** on and out of campus (door-to-door)
    - Focused on local businesses and family and friends off campus
    - Tried to get BOTH students and faculty involved in the raffle
  - **Made** phone calls
    - Most businesses have a phone number you could call
    - For future reference, we should look for the names of the manager/owner, to better get through the line
  - **Accepted** cash or donations made to the GoFundMe
- 

# Student Raffle

## THE ORIGINAL CONCEPT

- Raffle off a student season ticket for all St. John's men's basketball games (\$100 value)
- We hit a bump in the road when we discovered the tickets weren't transferable

## REINVENTING OUR STRATEGY

- Pivoted to raffling off a basket of SJU merch (of an equivalent value)
- Purchased materials and created a gift basket
- Used Canva to design multiple flyers to spread the word
- Contacted Louis and reserved a table in the lobby of DAC to sell tickets

## Design Assets

**BUILDON RAFFLE!!!!!!**

In collaboration with international nonprofit buildOn, we are currently raising money to build a school in Nicaragua.

By donating, you will be supporting education in underserved communities and thus helping children break the cycle of poverty.

With a minimum contribution of \$5, you'll be automatically entered to win these items...

...and more!

**SCAN HERE TO ENTER**

**WIN \$100+ WORTH OF ST. JOHN'S MERCH**  
**WIN \$100+ WORTH OF ST. JOHN'S MERCH**

**ONLY \$5**   **ONLY \$5**   **ONLY \$5**

Promotional Flyer

# Gift Basket



# Student Raffle

## SPREADING THE WORD

- Posted on our personal social media channels
- Encouraged followers and friends to repost
- Went building to building, bringing the raffle directly to the student body

## TICKET SALES

- Enticed passing students to donate by:
  - **Emphasizing** the cause
  - **Showcasing and highlighting the value** of the merch
  - **Targeting groups** of students in populated areas (DAC Starbucks, Marillac Cafeteria)



IG Story

# Results

- In the end, we raised **\$1,056** using these tactics
- We collected **\$242 in cash** and **\$814 via GoFundMe**
- However, we have been unable to transfer the funds out of the GoFundMe due to administrative complications
- Nonetheless, we are working to deposit the cash portion of the donations into the buildOn page while we resolve the issue at hand



# Recommendations

## AREAS OF SUCCESS

-  Capitalizing on existing connections
-  Attracting potential student donors with eye-catching visuals and a system that rewards contributions
-  Actively approaching students, professors and staff members
-  Spreading the message across campus using word-of-mouth, print flyers and social media

## FOR THE FUTURE

-  Avoid using GoFundMe; instead, use the buildOn page
-  Be wary of technical issues and run checks before fundraising (QR codes, formatting changes on different platforms)
-  If hosting an event, get the word out as soon as possible!

