



American Medical **Women's** Association
Empowering Women & Improving Health Care Since 1915

Student Fundraising Handbook

2016

Introduction

At AMWA National, we understand that our branches are essential to furthering the mission of our organization. However, holding events and supporting branch members can be expensive. We created this step-by-step guide with the hope that it will help individual branches with fundraising efforts for those expenses. AMWA branches have used these ideas to fund travel for many students to the National Conference and create programs to benefit the community. We thank you for your efforts and hope that you will not hesitate to contact us with questions!

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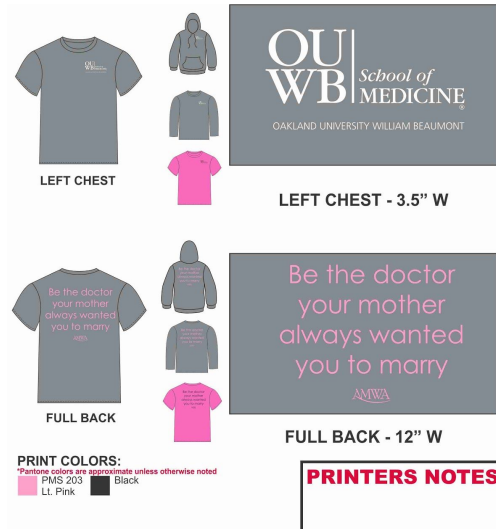
NOTE: Prior to running any fundraisers, make sure to contact the appropriate people at your school to learn about school fundraising policies.

Table of Contents

AMWA T-Shirt Fundraiser.....	3
Roses at White Coat Ceremony Fundraiser.....	4
Candy Grams Fundraiser.....	5
Corporate Sponsorship.....	6
General Tips Regarding Fundraising.....	7
Other Quick Fundraising Ideas.....	7
Notes on Using AMWA 501(c)3 Non-Profit Status.....	7

AMWA T-Shirt Fundraiser

(Able to be personalized to with your school logo!)



Suggested Date for Fundraiser: First Meeting of the School Year

Note: The shirt design above **cannot** be changed other than adding in your school logo in the left chest area. This design has been pre-approved for use.

Steps:

- 1.) Email treasurer@amwa-student.org to obtain a high-resolution AMWA logo and an excel document to use for recording your sales.
- 2.) If you would like to personalize the shirt with your school logo, you will need to get approval from your school prior to contacting a t-shirt printing company. If not, you can create t-shirts like the left photo above.
- 3.) Contact a local t-shirt company and give them the photos above. They will be able to recreate the shirt. Many schools have a preferred vendor for t-shirts who will give better prices, so check with your school's staff.
- 4.) Ask this company for estimates for the t-shirt (both colors and short- and long-sleeved).
- 5.) Based on the estimates, determine prices for your sale. Recommend prices: \$10 for a short-sleeved t-shirt and \$15 for a long-sleeved t-shirt.
- 6.) Advertise the shirts prior to your introduction/first meeting at the beginning of the new school year.
- 7.) At your first meeting of the year, collect money and keep record using the excel document.
- 8.) Send your order list to the t-shirt company so they can begin printing your shirts!

Tip: Your branch will sell MANY more shirts if they are sold at the very first meeting when people are extremely excited to join the organization.

Roses at White Coat Ceremony

Suggested Date for Fundraiser: White Coat Ceremony (Med School) or Graduation (Pre-Med/Med School)

Steps:

- 1.) Get pre-approval from your school to hold this fundraiser at their event
- 2.) Visit local flower shops for flower donations
- 3.) Your table/booth at the event (or near the event) should display the flowers and have a suggested donation amount. Include a sign that says something like “Surprise your student/grad with flowers.” Make sure to include some literature on your table about AMWA so that people are able to learn more about what their donation will support.

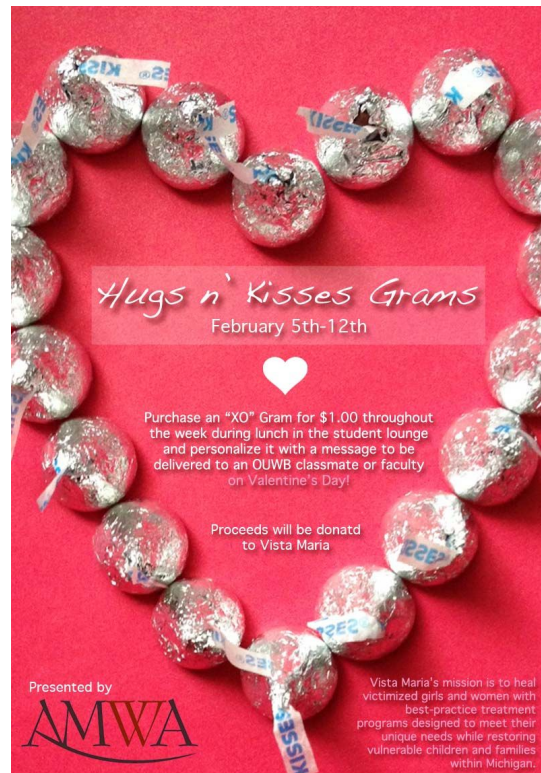
Tip: Avoid referring to the fundraiser as a “sale”. It becomes more legally complicated and people are less willing to donate extra if this terminology is used.

Candy Grams Fundraiser

Suggested Date for Fundraiser: Valentine's Day

Steps:

- 1.) Get pre-approval from your school to host a fundraiser and distribute candy to students and staff. Choose a non-profit organization to donate your proceeds to - the American Heart Association works well with the theme! Make sure to check if baked/unpackaged goods are allowed or if all food distributed must be pre-packaged, based on your school's rules and regulations.
- 2.) Advertise! Create a fun, eye-catching flyer, make sure it is approved by your school, and post in pre-approved locations.
- 3.) Set-up a google-doc where members of your committee sign-up to to sell and assemble. Go to your local dollar store and buy valentine cards for consumers to fill out.
- 4.) Set up a table in a location very-well populated by students. Make sure 1-2 members of your committee are working the table and selling during designated times.
- 5.) Sell for 1-3 days, based on your school's population and class schedule, and have the seller fill out each valentine with their own unique message. Personally, visit professor offices and sell candy grams. Professors and staff love getting in the holiday spirit!
- 6.) Go to the local dollar store and the sale section of a grocery store and buy your candy. Get together with your committee to assemble!
- 7.) Distribute candy grams closest to the holiday date as possible.
- 8.) Optional: Offer "singing candy grams" by talking to your school's musically talented students/DocAppella and working together to have them sing a love song when the gram is delivered for a fun, interactive option! Additionally, flower grams can be substituted for candy grams!



Corporate Sponsors

Steps:

This incentive was developed as a way for branches to get a bit more funding or support, while also helping AMWA National reach its goals. In the end, you can do as much or as little as you and your branch would like.

As student branches, you are able to pursue new corporate members. These corporations join as **silver-level members (\$10,000) or gold-level members (\$25,000)**. Our current Corporate Members are listed below:

- Blue Sky Co.
- The Wood Insurance Group
- Hologic
- Forums in Healthcare
- Kaplan Medical
- Allergan
- Medelita
- Inquarta: Graduate School Admissions Consulting
- Noven
- The Lincoln Motor Company

In order to seek new corporate members, please read the instructions below:

- 1.) Decide the organization(s) from whom you wish to seek membership. **Email these names to Lexi Shepherd (treasurer@amwa-student.org), to verify that these companies/corporations have not already been contacted and to receive a letter to be used to contact potential corporate members.**
- 2.) Upon receiving confirmation from Lexi, contact the company using the **letter** which contains the form to sign up as corporate members. It is usually easier to contact companies with whom you have connections, but many companies will also have general contact information on their websites.
- 3.) Update this spreadsheet (https://docs.google.com/a/amwa-student.org/spreadsheets/d/198puY5Z2do8KkTjxIz_9EbIcJYvuheXrqiVE23Tj9BU/edit?usp=sharing) with the required information after sending letter.
- 4.) Upon response from the company/organization, update the same spreadsheet to include whether or not they will become a corporate member. If they want to become a corporate member, make sure that they turn in the form to the appropriate people listed at the bottom of the form.

Once the transaction has been completed, **your branch will receive a check for 10% of the membership fee!**

General Tips Regarding Fundraising

- 1.) Local companies often have donation quotas for the year. The earlier you ask for in-kind donations, the more likely they will be able to support your event. This is especially true for food donations.
- 2.) Fundraising is easier when something is given in exchange for a monetary donation (i.e. providing cookies or candy grams with a suggested donation amount). People generally do not like to just donate money, especially students with a lot of debt.
- 3.) Be specific regarding fundraising goal (i.e. We are raising money to send our students to the AMWA National Conference)
- 4.) Split the funds raised between your branch and another local non-profit. If you do this, make sure to advertise that the money raised is going to both organizations.
- 5.) Have a donation box available at your events (especially ones involving the public or physicians). If someone really appreciates the event, there is a good chance they would be willing to donate!

Other Quick Fundraising Ideas

- Instead of hosting a bake sale, consider an Arts & Crafts Sale, Scrub Sale, or even a Book Drive where books are donated by M3 & M4 students to be sold at a discounted price to M1s & M2s
- Organize a “Scrubs Night” at a local restaurant where students come to grab a bite to eat and a portion of the profits benefit AMWA (note: Chipotle is a great place to do this!)
- Host a “Heart-throbs of Healthcare” Male Pageant where you auction off dates with your male colleagues!
- Perform the Vagina Monologues as an informative and entertaining event to raise money for local charities
- Host a Wine & Palette night
- Organize your school’s white coat embroidery (if the school doesn’t do this for you) and charge \$3-5 more with profits going to your branch

Notes on Using AMWA 501(c)3 Non-Profit Status

Please contact the Student Treasurer (treasurer@amwa-student.org) if you would like to use this non-profit status. She will walk you through the details of using this status in your fundraising efforts!