



**The Funds Are There For the Taking:** Every year, thousands of dollars on college campuses go unused. This is money that is meant for student-led programming and it often goes unused just because students don't know where to find it. But, at the same time, we constantly get calls from our students asking us if we can help fund their great ideas and projects. There is clearly a disconnect between the money that we know is on a college campus and the students who have incredible ideas on how to use that money. The goal of this toolkit is to hopefully bridge that gap, and lead our students down the right path to be able to fund all of their great ideas. So, whether you are trying to start a compost program on your campus, or just get funding to throw a zero waste potluck for your student group, we hope that this toolkit will help you.

## **So How Do You Secure the Funding:**

**Step 1: Find Potential On-Campus Funders:** Every campus is structured a little differently, and no one understands your campus better than you! There are often programs already in place for students to go ask for funding; you just have to find them! Some places we suggest looking are:

- Student Governments
- Office of Personal/Career Development
- Office of Sustainability
- Departmental Grant Programs
- Office of the President/Provost
- Other Environmental Organizations or Departments
- Office of Scholarships
- Honors College

And don't stop there! The key is asking around and seeing what resources and organizations already exist on your campus. When you find them, set up a meeting to explore what options they have available and what they offer funding for. Once you find the right funding source, move on to Step 2.

**Step 2: Prepare for Your Meeting:** No matter where you ask for funding, you are likely going to have to answer the following:

1. What are you trying to do with the funding?
  - a. Is it an event? Are you buying something for your organization, starting a program, etc?

2. Who will this funding involve?
  - a. Is everyone from your campus invited to the event, able to access these funds, etc., or is this money just for your club/group?
3. What exactly will you be spending the funding on?
  - a. You want to have an itemized list of what exactly you are buying, down to the last seed if you can.
4. Why should the school support you in this?
  - a. What benefit do you, your group, or the school get? Why is it important?

While you may not always have the answers to all of the questions right away, the more that you can have ready for the meeting, the better. The better prepared you are to answer these questions well, the more likely you are to get the funding, so you want to make sure that you are on your A game.\*

*\*REMEMBER: If you need help preparing the ask, you can always turn to a PLAN Campus Coordinator for support!*

**What To Be Prepared For:** Occasionally, you might be thrown a curveball, but it doesn't mean you can't be ready for it. Here are a few things to keep an eye out for.

- Do you need to have an advisor?
  - i. Sometimes funding requires you to have a professor or campus staff person to serve as your advisor.
- Are there restrictions to the funding?
  - i. Sometimes, there can be restrictions on what school funding can be used for. Make sure you are reading the fine print when making the ask.
- Don't go alone. Many offices are actually more likely to give funding to groups rather than individuals, because they easily make the connection that more people will benefit. You could even partner with another on campus organization to add some more numbers behind your ask!

## **What If They Say No?:**

You can't win them all! Sometimes even the best and most thought-out asks can be rejected. But, don't let that discourage you! There are still plenty of things that you can do moving forward!

- Ask for feedback, see what you were missing for that yes
- Make changes, by implementing the feedback, and ask again (if you're allowed)
- Ask elsewhere
  - Remember that list of potential funders you made at the beginning? Try asking someone else off that list!

And if all else fails, don't be afraid to get creative! There is more than one way to get funding for your project! Here are just a few ways to get creative with fundraising!

- Host an experiential event that is donation-based. These can be a great way to engage with people, and also raise some money. Obviously, you want to play to your own or your group's strengths and expertise here, but here are a few ideas:
  - Teach people how to sew their torn clothes
  - Upcycling workshop or Repair Fair
  - Gardening workshop
- Movie screenings for donation or a fee
  - To show a movie to a crowd, you often have to have a screening license. Luckily, many campus libraries already have movies with those licenses that you can use. All you would need is to set up a space where people can join and maybe make some popcorn.
- Edible goods sales
  - This method is the tried and true way to fundraise, but it works!
- Sell club merchandise!
  - This one takes a little money to get started, but can also be very profitable. You could even use your PLAN membership for discounts on great goods, like 50% off custom Klean Kanteens and so much more!

And there are so many more ways to raise money! Be creative when it comes to accessing the funding that you need. And if you have any questions, just reach out to us!