

Fundraising

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Iberian Student Branch Congress 2009

Many thanks to Dirk Van Hertem
for letting me use and modify his slides

Who I am (or some boring stuff about me)

Amélie Anglade

- ▶ PhD student in Music Information Retrieval (Queen Mary University of London)
- ▶ IEEE member since 2007
- ▶ QMUL IEEE Student Branch Communication Officer 2007-2008
- ▶ Member of the Region 8 SBC 2008 organising team (Vice-Chair Communications and Publications)
- ▶ QMUL IEEE Student Branch Chair 2008-2009
- ▶ Member of the IEEE UKRI Section Student Activities Committee
- ▶ IEEE Region 8 Student Branch Coordinator (R8 SAC)
- ▶ **LinkedIn:** <http://www.linkedin.com/in/amelieanglade>
- ▶ **Facebook:** <http://www.facebook.com/amelie.anglade>

Proposed program

Time Schedule

- ▶ Who are you and why are you here? (10 min)
- ▶ Intro (5 min)
- ▶ First brainstorming/exercise session (25 min)
- ▶ Interactive presentation of fundraising solutions (30 min)
- ▶ Second brainstorming/exercise session (25 min)
- ▶ Conclusion/Questions (5 minutes)

Who are you and why are you here?

Answer in one minute the following questions

1. What is your name?
2. Which country are you from?
3. Which student branch are you from?
4. What is your function within the branch?
5. What do you want to learn in this session? (1 sentence)
6. Does your branch have troubles getting money?
7. What is your yearly branch budget (confidential/estimate)?
8. How much of that money is coming directly from IEEE?

Introduction

The big picture

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- ▶ **Successful fundraising efforts** will allow your Branch to host **more, better and bigger events**
- ▶ An active program of events ⇒ **more members and more money**
- ▶ More importantly the events that fundraising will allow you to organise will help your Branch develop a **meaningful identity**

Introduction

The big picture

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- ▶ **Successful fundraising efforts** will allow your Branch to host **more, better and bigger events**
- ▶ An active program of events ⇒ **more members and more money**
- ▶ More importantly the events that fundraising will allow you to organise will help your Branch develop a **meaningful identity**
- ▶ In these dark times of **economical downturn**:
 - ▶ Some of your most loyal industrial sponsors might have decided to **stop funding you**
 - ▶ if you have just launched your branch you might find it **difficult to attract sponsors** when they already suffer from the economic stand still

A Student Branch Budget

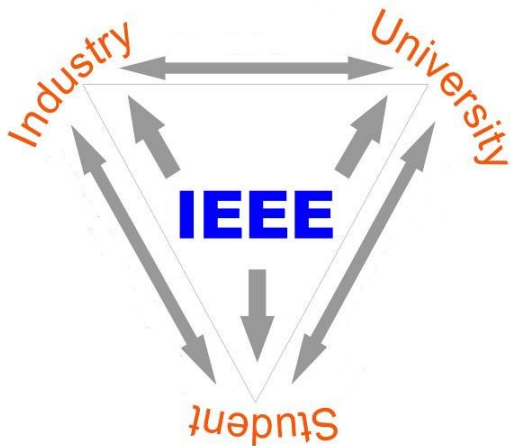
In his article "*Running a Successful Student Branch*" that appeared in IEEE Potentials Magazine, Dr Gerald Karam divides the Student Branch money in four categories:

- ▶ **Operating Money** – for items that require regular payments
- ▶ **Seed money** – money up front for activities that will at least break even
- ▶ **Subsidy money** – for projects in which the charges to members are below cost
- ▶ **Capital money** – for things to buy

When planning your fundraisers you should take these four demands into consideration.

Quite often a particularly successful fundraiser will allow you to hold an immediate event and allocate the remaining funds towards future endeavours.

What is the position of an IEEE SB?



Sources of money

- ▶ Industry
- ▶ University
- ▶ Participants in meetings
- ▶ IEEE
- ▶ Earning money yourself
- ▶ Other???

Axioma

- ▶ IEEE money should form no more than $1/3$ of the yearly budget for a healthy operation

Brainstorming/Exercise Session 1

Instructions

Work on the following questions by teams of people all coming from different Student Branches.

Question 1

What are some types of funding that you Branch could initiate, that may not provide benefits immediately, but that will result in funds for future Executive Committees?

Question 2

Often companies are a good source of funds. How could an IEEE event be used to advertise or sponsor a company in return? How can you establish a good relationship with a firm so you are not stepping on anyone's toes?

Getting money from Industry

Why would a company give you money?

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- ▶ They want to gain something with it!

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So you have to offer them something!

- ▶ Advertising their company
 - ▶ Mostly: Not to sell something (no marketing for engineers)
 - ▶ You are their direct **link to EE and CS graduates**
 - ▶ Organize a venue where they can present their company
- ▶ Visibility
- ▶ Use the IEEE brand name to lure companies

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 - ▶ Organize a venue where they can present their company
 - ▶ Workshop for computer software
 - ▶ Company presentation (technical)
 - ▶ Symposium
 - ▶ Job fair
 - ▶ Conference?
- ▶ Visibility
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If they pay enough

Why would a company give you money?

Most important

- ▶ Make sure that if they come and pay, that they are satisfied
- ▶ Then they will return next year
- ▶ Offer value for money

How to contact companies?

How to find them?

- ▶ Send letters/emails to everyone in the phone book
 - ▶ 5 % return, 1 % successful
- ▶ Contact people within companies directly
 - ▶ Contacts you know (family, friend, old school friend, . . .)
 - ▶ Ask IEEE-friendly professors (counselor) who they know (and to introduce you)
 - ▶ Old IEEE branch leaders
 - ▶ Companies attached to the university (spin-offs)
 - ▶ Small companies in niche markets
- ▶ Good events is the best advertisement

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 - ▶ Some professors know big shots in companies
 - ▶ It is more impressive if a professor asks
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What to tell when asking for money

You are IEEE SB, not just anyone

- ▶ You are no student organization that just wants to drink
- ▶ You want to work in good cooperation with the company
- ▶ Your members are skilled engineers. . .
- ▶ . . .who want to learn something
- ▶ You are with a lot (never tell them there is only 5 of you!)
- ▶ IEEE is the major professional organization in the world
- ▶ IEEE is big and it would be nice to be involved with it

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 - ▶ Local CEO of a SB sponsor was at a symposium of the SB, and there were some spectrums lying around. He was truly amazed his company (worldwide) was advertised in it

When you go there/phone them to discuss sponsorship

Be prepared

- ▶ What kind of company are they?
- ▶ Have a look at their website
- ▶ Do they have vacancies (for your students?)
- ▶ Make sure you can present yourself (slides/yearbook/website)
- ▶ Dress for the occasion (nice, or IEEE clothes with logos from companies).
- ▶ What are you going to do with the money?

How much do you ask?

Value for money...

- ▶ Make subdivisions: Platinum, Gold, Silver, (Satin?)
- ▶ Make it clear what they get at which price and include this in the letter/email/contract and/or put it on the website.

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- ▶ Make it clear what they get at which price and include this in the letter/email/contract and/or put it on the website. **This way you display equal fairness to your sponsors and avoid potential conflictual situations on the details of your contract with them**

How much do you ask?

Example

The old Leuven SB policy

- ▶ Platinum sponsor: 2500 €
 - ▶ Main event + T-shirt + Extra visibility
- ▶ Gold sponsor: 750 €
 - ▶ Event + T-shirt + visible on main activities
- ▶ Silver sponsor: 250 €
 - ▶ Event with reception
- ▶ Satin sponsor: ? €
 - ▶ Women oriented funding/events

http://homes.esat.kuleuven.be/~iee_sb/en/sponsors_contracts.php

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Value for money... but don't forget to scale your offers

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 - ▶ Sponsor specific things at your events. Example: coffee break sponsor at a seminar

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 - ▶ Sponsor specific things at your events. Example: coffee break sponsor at a seminar
 - ▶ **Make sure their name is mentioned on the items they sponsored! Ex: *"This coffee break is sponsored by ..."***

Job fair

Interesting for students and companies (and SB)

- ▶ One day work, several paying companies
- ▶ There will be lots of students
- ▶ Different companies might find a job fair more interesting than a lecture
- ▶ the small companies/start-ups/spin-offs will have a high visibility
- ▶ If well organised, a lot of money can be gained

Retaining sponsors

Have great events

- ▶ Lot's of participants (free drinks)
- ▶ Good feedback
- ▶ Have a talk with the speakers, company representative afterwards during the drink
- ▶ Make sure that there are plenty of participants wearing the T-shirt with the company names on it
 - ▶ Best for showing their name
 - ▶ Better if they are not on it YET!
- ▶ Ask feedback from companies
- ▶ Main sponsors: inform them what you did that year (yearly report)

Money from the university

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- ▶ If they can not provide financial support they might be able to give you some computers, a spare room for your SB headquarters, free rooms for your events, free use of the printers, etc.

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- ▶ Universities usually have funds for student and social activities and are just looking for well organised and useful projects/activities such as the ones an IEEE Student Branch organizes.
- ▶ If they can not provide financial support they might be able to give you some computers, a spare room for your SB headquarters, free rooms for your events, free use of the printers, etc. **Don't neglect this! This saves you a lot of money! So like your sponsors they deserve to be mentioned in your documents, events, website, etc.**

Money from the university

Prove your value

- ▶ IEEE == promoting EE and CS engineering (and maybe even Science and Engineering)
- ▶ Help during open door days
- ▶ Be the spokesperson between (PhD?) students and faculty/department
- ▶ Help during receptions
- ▶ Student paper contest

Money from participants

Money from participants

Willingness to pay

- ▶ Students often do not want to pay (much)
 - ▶ Even not for free beer afterwards
 - ▶ Even not for free food afterwards
 - ▶ Certainly not for a technical speech
- ▶ IEEE members should experience a benefit (free or serious reduction)

However people might be willing to pay for training:

- ▶ Remember that some professionals pay a lot for computer training
- ▶ \LaTeX sessions, Linux install parties, programming skills can be useful to all the Science and Engineering students
- ▶ If you charge a small fee (between 2€ and 5€) for **non-members** then Biology, Maths, Physics, etc. students will come to the training

Getting money from IEEE

Money from the section

Have a good and clear relation with the section

- ▶ Show them that you are active
- ▶ Get active at your Section level (how can you help them?)
- ▶ Invite them to your events
- ▶ Let them present IEEE at your university?
- ▶ Section leaders at your university?
- ▶ Section leaders in interesting companies?
- ▶ Ask them what you can expect.

Money from IEEE

Other IEEE resources (target the right one!)

- ▶ IEEE headquarters
- ▶ Region
- ▶ Technical Chapters and Societies (for technical events):
- ▶ SPAC/SPAA: professional awareness
- ▶ Gold, WIE
- ▶ Awards (to improve your visibility!)
- ▶ IEEE Foundation, Life Membership and New Initiatives

Money from IEEE

Other IEEE resources (target the right one!)

- ▶ IEEE headquarters
 - ▶ Yearly amount dependent on membership: US\$1 per student member and US\$2 if you have 50 or more members in your branch
- ▶ Region
- ▶ Technical Chapters and Societies (for technical events):
- ▶ SPAC/SPAA: professional awareness
- ▶ Gold, WIE
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Money from IEEE

Other IEEE resources (target the right one!)

- ▶ IEEE headquarters
- ▶ Region
 - ▶ Limited amount (up to 500 \$), and not for every activity (keyword: joint non-technical activity)
 - ▶ Email us (r8sac@ieee.org) with your request
- ▶ Technical Chapters and Societies (for technical events):
- ▶ SPAC/SPAA: professional awareness
- ▶ Gold, WIE
- ▶ Awards (to improve your visibility!)
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Money from IEEE

Other IEEE resources (target the right one!)

- ▶ IEEE headquarters
- ▶ Region
- ▶ Technical Chapters and Societies (for technical events):
 - ▶ Contact chapter chair if active (= existing) in your section
 - ▶ Contact society otherwise
 - ▶ Only when in their field
 - ▶ Ask them for money or for a speaker
 - ▶ Consider becoming active on the chapter level (graduate student member)
- ▶ SPAC/SPAA: professional awareness
- ▶ Gold, WIE
- ▶ Awards (to improve your visibility!)
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Money from IEEE

Other IEEE resources (target the right one!)

- ▶ IEEE headquarters
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- ▶ Technical Chapters and Societies (for technical events):
- ▶ SPAC/SPAA: professional awareness
 - ▶ Networking
 - ▶ Career building
 - ▶ ...
 - ▶ Up to some hundreds of dollars (travel expenses)
 - ▶ Contact: Marko Delimar (m.delimar@ieee.org)
- ▶ Gold, WIE
- ▶ Awards (to improve your visibility!)
- ▶ IEEE Foundation, Life Membership and New Initiatives

Money from IEEE

Other IEEE resources (target the right one!)

- ▶ IEEE headquarters
- ▶ Region
- ▶ Technical Chapters and Societies (for technical events):
- ▶ SPAC/SPAA: professional awareness
- ▶ Gold, WIE
 - ▶ Mainly if you mutually organize something
 - ▶ GOLD: João Figueiras: (figueiras@ieee.org or r8gold@ieee.org)
 - ▶ WIE: Shaimaa Yehia (shaimaa.yehia@ieee.org)
- ▶ Awards (to improve your visibility!)
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- ▶ Region
- ▶ Technical Chapters and Societies (for technical events):
- ▶ SPAC/SPAA: professional awareness
- ▶ Gold, WIE
- ▶ Awards (to improve your visibility!)
 - ▶ Student paper contest
 - ▶ Website contest
 - ▶ Outstanding student branch counselor
 - ▶ IEEE Student Enterprise Award (for technical and non-technical student branch projects) → up to \$ 1500
 - ▶ ...
- ▶ IEEE Foundation, Life Membership and New Initiatives

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- ▶ Gold, WIE
- ▶ Awards (to improve your visibility!)
- ▶ IEEE Foundation, Life Membership and New Initiatives
 - ▶ Special application form
 - ▶ Large amounts (> 1000\$)
 - ▶ Only for **special** projects, look at the respective websites:
<http://www.ieee.org/foundation>, <http://www.ieee.org/lmc>
and <http://www.ieee.org/initiatives>

Doing things yourself

What can you do yourself?

Doing something yourself is normally cheap

- ▶ Reception/drink/snacks: go to a shop, and prepare it yourself. IEEE members can give the drinks to the participants.
- ▶ Website (probably better than a “professional”)
- ▶ Design posters,...

Fund raising activities

- ▶ Selling coffee, doughnuts, sandwiches, drinks, ice cream, etc. in the student faculty lounge or at student social events
- ▶ Selling copies of course books (become the default copier)
- ▶ Sponsor social events such as movies, pizza parties or maybe a scientific pub quiz and charge admission
- ▶ ...

What else?

Brainstorming/Exercise Session 2

Question 3

It is the beginning of the year and you have very little money, if any, to hold an IEEE event. You would like to hold something soon before the assignments and labs start to bog everyone down. How would you go to simultaneously raising money and planning an event in less than two weeks?

Question 4

You want to hold a huge IEEE event at the end of the term; you have 4 months to prepare. How would you raise funds and what guidelines would you follow?

At what point should you have 50% of the funds needed? 100% of the funds needed?

The end



Any question or for the slides: amelie.anglade@ieee.org