



SCHOLARSHIP FUNDRAISING

Helpful tips (beyond auctions and raffles!)

- Publicize your scholarship fund on your website and on your email broadcasts. Let your alumni know that they can contribute year round. This also touches people who don't actively participate in Network events.
- On your website, consider profiling your most current scholarship winners. This adds a human interest element and personalizes the scholarship fund.
- Make sure that donors know they can participate through the employers matching gift program.
- Add an extra few dollars to the cost of attending an event with proceeds going to the scholarship fund.
- Have a wine and cheese tasting, for example, with proceeds going to the scholarship fund. If vendors see this as an opportunity to educate a new audience about their products, then they may be willing to work with a Network on such an event.
- Hold a "silent" meal auction in which members of the Network donate menus that they would prepare. Menus are auctioned off to the highest bidder, and the cooks are not revealed until the menu is sold. This leaves suspense as to who will be cooking for whom. The date of the meal is then arranged by the host and the winner. This is also a great way for members to get to know each other.
- *Note about raffles: Networks can only have two raffles per year but can have an unlimited number of door prizes.