FUNDRAISING TIPS
Girl Up Campus

Check out these awesome fundraising tips and make your next event a hit! Each activity is designed to be advertised to your Campus network, spreading the word and increasing your fundraising potential.

**CATEGORY 1: LET’S MOVE**

1. **Dance-A-Thon**
   Grab your friends, reserve a space (i.e. student campus center or gym) and dance all night while you fundraise for Girl Up! A 12-hour dance-a-thon is one of the best fundraisers at college campuses because it’s easy to do! We recommend charging a ticket for each person who registers and/or encourage them to donate $5-10 for every hour they dance. The winner is the person who consecutively dances the most hours (and therefore raises the most money!). Don’t worry, we all know you can move like Mick Jagger!

2. **Yoga Class/Fitness Class**
   College is the best years of our lives... so they say! We know you’re working hard in the classroom, but don’t forget to take care of yourself by going to a yoga or fitness class. Get a local instructor or student to donate a yoga, spinning, Pilates, Zumba, etc. class and ask for donations ($5, $10...) from attendees.

3. **Lip Sync Battles**
   We all sing in the shower, and now is your time to show your true talent. Find a space on or near campus to host a lip sync battle event and charge attendees for entrance or to perform. The best lip sync solo or duet wins Girl Up swag, mention on social media or other awards!

4. **Organize a Dance**
   Partner up with other clubs on your campus, or similar clubs from neighboring universities/colleges, and come together for a night full of dancing. Think of a holiday-themed soiree or homecoming dance where ticket proceeds (or a percentage) go to Girl Up. Nobody can say no to a night out dancing.

5. **Host a Charity Performance or Movie Night**
   Host a movie night at your campus like a screening of *He Named Me Malala* or another feminist film. Or ask friends to donate their time and talent to put together a “So you think you can dance? [name of college] edition.” Or have an a capella battle of all the a capella groups on your campus or from neighboring schools. Charge attendees for the performance or movie and sell snacks. Don’t forget to publicize and partner with other college orgs!
Partnership with Local Restaurants

Tired of dining hall food? Have a #TreatYourself night and eat out with your friends. Many local restaurants like Chipotle, Qdoba or Ben & Jerry's will be willing to give 15%–30% of their profits from one day or night. Just coordinate a date and time for a group of students to eat at their restaurant, especially during a night or time they might usually have an empty restaurant. Don’t forget to post about it on social media!

Sell Candy Grams/Flowers for Holidays

You can never have enough snacks in college—especially during holidays like Valentine’s Day or Halloween. Whatever you celebrate, do some tabling in your student comments and pre-sell a candy gram (with a note about what Girl Up is) the day of the holiday or send out a pre-order and collect funds via your club fundraising page and/or Venmo.

Karaoke Night

Find a local bar to host a karaoke night, or hold it at the campus/student activity center or your local College Pub. Charge participants to go onstage, or have profits from drinks/food sold go to Girl Up. Think of drink specials or themes for your karaoke night!

Sell Donuts/Coffee in the Morning

Some people are nicer with coffee in the morning, so why not help them be their best self? Sell coffee and/or breakfast favorites like donuts (that are not available in the dining hall) as students go to class. Make sure you get approval to sell breakfast snacks from your administration.

Sell Snacks During Midterms/Finals Season

Midterms and finals can be a scary time in the school year, but not so much when there's snacks involved! Sell warm snacks like donuts, cider, home-made cookies, boba drinks, muddy buddies, etc. at strategic locations like the library, study halls, campus/student center and labs. Maximize the rush in-between class periods.
**Girl Up Campus**

**CATEGORY 3: STRATEGIC FUNDRAISING ASKS**

**11 Sell Girl Up Merchandise**
Ready to kick off the school year right? Wear your favorite Girl Up merch like shirts, tote bags, water bottles, etc. and set-up a table on your campus quad or student commons. Sending out a pre-order form to students and professors interested in purchasing Girl Up swag is helpful. You can direct donors to pay for Girl Up swag on your campus fundraising page and if they don’t have cash on site, use online payment apps like Venmo!

**12 Raffles**
Buy gift cards from a restaurant most students go to or online shops like Amazon. Sell raffle tickets and choose a lucky winner to be announced on social media.

**13 Email Fundraising Campaign Party**
Ever heard of #GivingTuesday? Every Tuesday after Thanksgiving Day in the U.S. (and after Black Friday, Cyber Monday…) comes a day where people donate to their favorite charities. Host a club meeting where all your club members bring their laptops, have some music on and start typing away emails to ask family, friends, professors, alumni, etc. to donate to your club fundraising page. This year we have a 1,000 SchoolCycle bike goal to meet so ask people to donate 1 bike ($125 each) to ensure girls in Malawi can go to school.

**14 Class Wars with Donation Jars**
It’s the battle of the first-years vs. seniors or juniors vs. seniors! Class Wars means challenging your class year to donate their extra change to jars placed at specific locations (campus center, student store, etc.) Whichever class fundraises the most wins an award of your choice! This is a great activity to do raising awareness for International Day of the Girl and International Women’s Day, too.

**15 Donation Jars**
Collect extra change as donations at specific locations like the student store, student cafe, bookstore, etc. You can decorate the jars and include an info sheet about Girl Up.

**16 Email Alumni Network at School**
Alumni always love to give back to their alma mater, especially when they see eager students making a change. Email alumni in your network and ask them to help you reach your goal. You can even ask them to match a donation gift (i.e. if students raise $250, an alumnus will double that gift) - especially for International Day of the Girl or International Women’s Day!
17 Partner with Sororities/Fraternities
Greek life is a huge deal on many college campuses! Often times, sororities and fraternities do charity work and hold their own fundraisers. Contact a frat or sorority leader to see how Girl Up can be the benefiting charity. Make sure to check if there is a Theta Nu Xi chapter on your campus - Girl Up is their official philanthropy!

18 Tie-Dye Party
Time to get creative. Host a tie-dye party with your club members and friends. Charge students $10 or $20 (whatever seems appropriate) and provide the shirt plus art supplies.

19 Hold a Regional Summit
A Girl Up favorite, host a Regional Summit in your area or on your campus! Invite high school and college students to attend and have awesome speakers at a one-day event to spread the world about Girl Up. Entrance fees can go towards Girl Up and you can sell merchandise on site.

20 Host an Advocacy Boot Camp
A new Girl Up favorite, advocacy boot camps are 2-4 hour events that you can host for anyone on your campus or from local high schools to learn what it takes to be an advocate for women’s and girls' rights! Girl Up has an in-depth PowerPoint deck already prepared--all you have to do is find a space, charge a small fee and lead it!

WANT MORE IDEAS? CHECK OUT MORE AT:
GirlUp.org/Campus

OR EMAIL:
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