

Developing a Budget

Why develop a budget?

As recognized student groups on campus, Feminist Majority Leadership Alliances may be entitled to receive campus funding! Research Student Government, Student Activities, or other bodies that grant money for recognized student groups. Funding allows FMLAs to be more active and visible on campus. To receive donations from departments and other groups, including student government, you must know how much your event is going to cost. Making a budget is the first step.

What goes in a budget?

Start with your expected income. Think about what you might receive from your college or university, individual donations, donations-in-kind, revenue from fundraising events, your campus lecture fund, etc... If you are using a program like Excel, you might want to juxtapose your previous year's budget and actual expenses. Once you have an idea of how much money you have to spend, you can start planning how many events you can have and how you will prioritize your resources.

How to write a budget proposal:

Before submitting a budget, develop a solid proposal that provides the following information and be prepared to answer questions regarding this information. Remember that a professional presentation is essential.

- Explain the purpose and mission of your FMLA or campus group.
- Thoroughly describe your proposed activities and objectives.
- State the amount of money requested and how it will be used.
- Itemize your budget. Break down each project by cost for publicity materials and/or printing costs, materials for the event, travel, hotel, speaker or performance fees, security, rental space, food, misc. (For guidance on itemization, see Sample Annual Budget).
- Explain how the FMLA and its activities benefit the student body, faculty, staff, community, and university as a whole.
- Describe how the proposed activities appeal to or benefit specific audiences within the larger student body.
- Explain how the FMLA and its projects differ from what is already available on campus.
- Document what fundraising activities the group has done on its own and how much was raised.
- List support, contributions, or funds raised from outside sources.
- Include other types of activities the FMLA has sponsored in the past, and describe the result/turnout.

Tips:

- Work with FMF's Campus Team for help with the budgeting process.
- Start early and be aware of the deadlines for requesting funds.
- Estimate costs as generously as possible – student groups usually receive only a portion of what is requested.
- Demonstrate an effort to find the most economical accommodations and items for the FMLA.
- Spend all that is given – the FMLA may be given less next year if all funds are not used. If you need ideas as to how use your entire budget contact your Campus Organizer.
- Keep a record of amounts requested, received, and spent. Keep all of your receipts, and track your expenses over the semester and year to make sure you are not spending more money than you have or plan on receiving
- Err on the side of caution. Don't plan on spending all the money you plan on getting in your first draft of the budget – your estimates might be too low, you may want to organize an unexpected event, etc... You can always find ways to spend that money at the end of the year, but you never want to owe anyone money!

Sample Annual Budget: FMLA 2013-2014

INCOME

Student Activities Funds	\$2,000
Student Programs co-sponsor for Rock for Choice Concert	800
Women Studies Department Sponsorship	800
Donated: honorarium for Annie and the Lugnuts	2,000
Revenue from ticket and food sales at Rock for Choice	<u>3,000</u>
Total Expected Revenue	<u>\$8,600</u>

EXPENSES

Campus Education Projects: 1 event each session

Project 1: Did You Know Campaign on Reproductive Rights	
Publicity: 2000 fliers @ \$0.10 each	\$200
Project 2: Roe v. Wade Celebration	
Publicity: 1000 fliers @ \$0.10 each	100
Materials: tape, markers, and poster board	50
Food: soda and snacks	50
Project 3: International Women's Day Open Mic	
Publicity: 500 fliers @ \$0.10 each	50
Materials: markers, poster board, and supplies	50
Food: soda and pizza	50
Misc: microphone rental	<u>100</u>
Total: Education Projects	<u>\$650</u>

Rock for Choice Concert, featuring "Annie and the Lugnuts"

Publicity: 2000 fliers @ \$0.10 each	\$200
1 radio spot @ \$100 each	100
5 campus newspaper ads @ \$100 each	500
1 banner @ \$50 each	50
Materials: tape, markers, and supplies	50
Travel: 500 miles gas reimbursement @ \$0.30/mile	150
Hotel: 2 rooms @ \$100 each	200
Honorarium/fees @ \$2000	2000
Food: soda and snacks for 500 to be sold at concert	250
Security: 1 guard for 5 hours @ \$20/hour	100
Space rental: multipurpose room in Student Center	200
Other: 1 stage and 500 chairs	<u>1000</u>
Total: Rock for Choice Concert	<u>\$4,800</u>

Regional Collegiate Global Women's and Human Rights Conference – Delegation of 10 to Atlanta, GA

Travel: 10 plane tickets	\$2400
Bus and taxi: \$75/day for 2 days	150
Food: \$20/day/person for 2 days	400
Conference Registration: \$20/10 people	<u>200</u>
Total: Conference	<u>\$3,150</u>

Total Expected Expenses **\$8,600**

Fundraising

The Feminist Majority Leadership Alliance group or affiliate should apply for university or student government funding. In order to supplement that funding and increase the likelihood that university funding is awarded again, the FMLA will need to raise additional funds. FMLA fundraising takes two major forms: co-sponsorship and FMLA fundraising events or actions. When applying or asking for money, don't be afraid to think big!

Co-Sponsorship

Other progressive and feminist and women's student groups and departments may be willing to co-sponsor events by contributing to the cost. These donations quickly add up to a significant amount of money, and having the support of co-sponsors strengthens publicity and impact as well as increases attendance.

- Begin early, soliciting funds takes several months or weeks before a major event. Some organizations meet monthly or even less frequently and must have sufficient time to discuss the proposal and vote on it.
- Develop a well-organized written proposal that describes the nature of your request, a tentative budget for the event, and its benefits for the campus community.
- Target supportive groups, departments, and organizations with the project proposal. Make an appointment to present at a meeting. Send a copy ahead of time and take several additional copies to the meeting.
- Make appointments with the directors of various departments to inquire about their willingness to sponsor speeches or educational programming. Departments can be a good source of money, as well as a vehicle to publicize the event. However, we encourage you to approach multiple and varied departments, not just Women's Studies offices. Remember to approach graduate student groups and faculty.

Sources of Co-Sponsorship

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| <ul style="list-style-type: none"> • Student government • Women's student organizations • Women's and Gender Studies Department • Other relevant academic departments (e.g., Ethnic Studies) • University President, Vice President, and Deans • Sororities and theme houses | <ul style="list-style-type: none"> • Women's Centers and Cultural Centers • Graduate, Medical, and Law school clubs • Offices of Residential Life and Student Life, Student Activities • Women's alumnae organizations |
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More Fundraising Ideas

Apply for a Grant: Foundations and Student Activities Committees are always looking for fresh, innovative ideas. If your group can think of an effective and groundbreaking project that would require a large sum of money, do some research on how to write a grant proposal (your campus organizer would be happy to help), research local and national foundations that might be interested in your project, and apply. At the same time, you will learn valuable skills and gain insight into the non-profit development sector.

FMF Product Sales: The Feminist Majority has a variety of products that FMLAs can use to raise funds, including *Ms.* memberships, and long-sleeve and short sleeve sweatshop-free t-shirts. Contact a Campus Organizer for information about FMF product sales. You can also be creative yourselves: design and create everything from buttons to tampon cases to hats to jewelry.

The Jar: Have a jar at every meeting and event. Decorate and personalize the jar to make it recognizable. Pass it around at every chance and watch the change add up.

Car Wash: Organize a car wash with a local gas station. Suggest a \$10 donation from car owners.

Rock for Choice Concert: Organize a concert with local pro-choice bands. Sell tickets in advance and at the door. Allow your group at least two months to plan this event, and be prepared to make a significant initial investment. Visit www.feministcampus.org/act/rock4choice/ for more information and tips on getting organized.

Pay Equity Bake Sale: Put a feminist twist on the traditional bake sale! Advertise prices for baked goods at \$0.76 and \$1.00 for men. Include facts about pay equity at the table or on the baked goods packaging. Visit www.feministcampus.org/fmla/program-materials/default.asp for FMF pay equity fact sheets.

Silent Auction: Hold an auction where instead of bidding vocally, participants bid silently by writing down the amount of their bid. Solicit creative donations: ask friends and faculty to offer services, such as dinner for two or free laundry for a month. Be sure to state the minimum starting bid and the increment by which each bid must increase. The highest bidder at the end of the day wins. These events tend to be geared towards older audiences, so aim to raise large amounts of money.

Adopt-a -Feminist: FMLA members volunteer their time to faculty, staff, alumnae, or local community organizations in exchange for donations. Members could rake leaves, paint rooms, shovel snow, or stuff envelopes.

Tournaments: Host a game or sports tournament where individuals or teams pay an entry fee to participate: card playing tournaments (spades, euchre, hearts, uno), sporting tournaments (basketball, darts, volleyball), and board game tournaments (chess, checkers).

International Women's Day Cards: Design a special card that students and faculty can buy and personalize with their own special message. Include appropriate facts or figures to give the cards an educational, feminist flair. Offer to mail the card for them.

Host a Movie Screening: The Feminist Majority Foundation has an entire library of films that FMLA groups can borrow. Find a comfortable venue and ask people to bring their own snacks. Advertise the screening and ask for \$5 (half the price of a regular movie theatre!) at the door. Ask your campus organizer for good, relevant films.

Find Community Sponsors: Local businesses are often an untapped resource for funding. Approach a business with some information about your group and a letter explaining why you need money. Offer to put their company name or logo on materials that you will widely distribute; ask them to allow you to place a donation jar at their counter; or suggest products (paper, snacks, etc) that you would appreciate as in-kind donations.

Poetry Slam, Open Mic, Coffeehouse, Art Show: Charge admission and/or sell beverages and pastries at these types of events. Solicit donations throughout the event. You can also approach local business/restaurants/bars about hosting an event for free or allowing you to charge a cover that the group can use as a donation.

Campus Action Directory: FeministCampus.org was created to help pro-choice campus activists share your experiences and "lessons-learned". Use this directory to find out what other groups are doing on campus, and to share your action-ideas with others! For more information or to post your groups actions, check out: www.feministcampus.org/act/action-directory/