



Aggie Mom University

Best Practices
Fundraising & Scholarships
Recording in Progress!

Please hold all
questions until the
end!

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Fundraising Success and Pitfalls

- Ways to make money
 - Keep money in your account
 - Get venues, decorations, podcasts, etc. donated - don't need to pay for them from your budget!
 - Make money on in-kind items
 - Donors are happy to give items for PR/partnership
 - Many small businesses don't have the cash to donate, but are happy to donate in-kind
 - Cash donations
 - Good for their taxes
 - Prefer the one time actions
 - Pay for a particular item - ie - desserts for an event, transportation during an event, etc.

Fundraising Success and Pitfalls

- Ways to make money
 - Add money to your account
 - Have members and donors see if their companies will match their donation
 - Develop a large project that is a win/win for everyone involved
 - Club dues - add an area for people who would like to donate at additional levels - Reveille, 12th Man, etc. Their extra donation will get them a sticker from your Club/mention in Club PR, etc.

Fundraising Success and Pitfalls

- Ways to engage with donors
 - Create benefits to entice people/businesses to become donors with your Club!
 - Local businesses WANT to support you and earn your repeat business.
 - Approach them with a plan
 - How will this be a win for them?
 - Don't over commit with benefits - review annually.

**ALWAYS BE TRANSPARENT ABOUT WHY YOU NEED THE MONEY AND
HOW YOU PLAN ON SPENDING IT!!**

- Making money for your Club takes a lot of teamwork and communication!
- Include ALL parties that will be involved in decision making and actively working.

Fundraising Success and Pitfalls

Our [Federation Website](#) has a ton of resources for you to be successful in raising funds for scholarships and student organizations.

aggiemoms.org/clubresources

- [Donations to TAMU Student Organizations](#)
- [Guidelines for Fundraising and Distribution of Funds](#)

Use Pinterest and Google to look for ideas on fundraisers, auction items, etc.

We are working on a list of fundraising ideas to place on website.

Fundraising Ideas

- Themed Lunches/ Dinners - ticket sales, fashion shows
- Trivia Nights
- Silent Auctions/Raffles
- Watch party - with silent auction
- Boutique
- Singing Cadets
- Making/selling food items - cookies, tamales, pecans
- Give Back Events - Kendra Scott, Round Top Collection Gallery, restaurants
- Club stores - sell your goods before meetings
- Poinsettia sales
- Golf tournaments
- Chili or other cook off

Auctria

What is Auctria?

- Online (web-based) auction software licensed by Federation of Aggie Moms for use by Federation and Local Aggie Mom Clubs
- Facilitates online or in-person silent auction fundraisers

www.auctria.com

Auctria Functionality

- ❖ Online (Web-based internet) Auctions
- ❖ In-Person Auctions (Silent and Live Auctions)
- ❖ Hybrid - Combines Online and In-Person with Online Pre-Bidding and Event Night Silent/Live Auction
 - Auction Website with custom URL
 - Bidder Pre-Registration
 - Online Catalog Viewing
 - Online Bidding (with online enabled/ with email and/or text notifications)
 - Online Checkout @ Auction close
 - Ticket Sales (with in-person auction)
 - Bidder Pre-Registration
 - Table Assignments (with in-person auction)
 - Bid Sheet Printing (with in-person auction)
 - Name Tag Printing (with in-person auction)
 - Robust Reporting Options (Financial Tracking, Donor, Catalog of Items, Bidders)

Example of Auctria Website

Aggie Mom Camp Website - Example Only

[Home - Reserve Now!](#) [Auction Catalog Preview](#) [Our Donors!](#) [Donate!](#) [Federation Home](#)

Aggie Mom Camp 2020 - Standing Ready





Aggie Mom Camp 2022 Registration Fee

Price: \$300.00

Camper Registration Fee for AMC 2022-Standing Ready

Please limit purchase to ONE Admission Ticket. Camp T-shirt, meals and activities are included with purchase.

- 1 +

Add to cart

Quantity remaining: 198

Example of Auctria Dashboard

Dashboard for Aggie Mom Camp - Example Only

AGGIE MOM CAMP 2022 - STANDING READY
THE FEDERATION OF TEXAS A&M UNIVERSITY MOTHERS' CLUBS

Auction Dashboard / Website / Auction Dashboard

- Dashboard
- Auction
- Bidders
- Bidding/Sales
- Checkout
- Communication
- Credit Cards
- Donors
- Expenses
- Import/Export
- Items
- Online/Mobile Bidding
- Organization
- Printing
- Reports
- Tickets
- Website

Aggie Mom Camp 2022 - Standing Ready Dashboard

Overview of your auction

Auctria Resources
Find resources & help to get you started with running your event

[AUCTRIA RESOURCES](#)

# of items 12	# of bidders 16	Total income \$3,990.00
Online bidder registration Disabled	Online bidding Closed 53 days 15 hours 9... <small>23 Aug 2021 8:46 am to 25 Aug 2021 8:00 pm</small>	Auction web site auctria.events/AMC2022
Licensed plan Emerald Plan <small>ACTIVE Expires 16-Dec-2021 Users: 5</small>	Credit card processing Enabled (USD) <small>TEST</small>	Texting 1-979-200-2270 <small>Sent: 1, Received: 1</small>

Item Summary

TYPE	COUNT	VALUE
Silent	3	\$ 300.00
For Sale ¹	8	\$ 64,500.00
Total	11	\$ 64,800.00
Donation Items	1	

¹ For sale item values are included in the total value if the item quantity is more than 0
³ Sales tax is added on to the bid amount. [Configure](#)

Income Summary

Closed Bids & Sales		
Closed Items	3	\$ 3,390.00
Bidder donations		\$ 0.00
Purchases		\$ 600.00
Total Income		\$ 3,990.00
Inprogress bids		\$ 0.00
Sales Tax ³		\$ 279.68
Payments	2	\$ 610.00
Balance due		\$ 3,659.68

Using Federation Auctria License

- Federation Responsibilities
 - Maintain Current License
- Local Club Responsibilities
 - Contact Corresponding Secretary - corrsec@aggienetwork.com for Auctria Organization and User Setup
 - Corr Sec Creates Local Club Organization & Auctria Admin Login
 - Utilize Auctria User Manual and How-To Videos
 - Set up Auctria for your Event
 - Administration of Auctria Auction Functions
 - Donated Item Entry
 - Website URL Creation
 - Donor Entry
 - Credit Card Processing for Event
 - Bidder Registration

What to do with the money!

Scholarships

Student Club/Organization donations

Aggie Ring Scholarships

Aggie Experience with Division of Student Affairs

Veterans Resource Services Center

University departments

Local charities



Recording will now be
turned off

Questions?

Visit

*aggiemoms.org/Club
Resources/Aggie Mom
University*

for all upcoming classes
and Class Library!
