

Ideas and Tools for Seminole Club Endowment Growth

1. Overview of possibilities (Perry Fulkerson)

Most clubs raise most of their scholarship support primarily through fundraising events such as golf tournaments. There are other ways to grow a club's scholarship endowment as well, including **crowdfunding** with SparkFSU projects; making members and others aware of how to support the club's efforts through **deferred gifts**, **pledges** and **challenge grants**.

2. sparkFSU (Robyn Bertram)

sparkFSU is Florida State's in-house crowdfunding platform that allows students, faculty, and staff to initiate and design innovative and entrepreneurial projects with financial support garnered from alumni and friends. Spark is designed for short fundraising campaigns (up to 3 months) with goals ranging typically from \$500-\$5,000. With oversight and assistance from the Alumni Association and Foundation staff, and a great marketing plan, Seminole Clubs can use Spark as a way to raise funds for their endowments.

Why should you use sparkFSU? Using Spark for fundraising enables FSU to:

- Know who is really donating.
- Ensure that the money is actually going to the intended purpose.
- Give donors proper recognition and credit
- Improve our rankings. Underreported alumni participation impacts our national rankings, so tracking donor credit is crucial for reporting.
- Cut out middleman fees (most popular crowdfunding sites charge 3-5%).

3. Deferred gifts (Dion Guest)

Leaving a gift to an alumni club through a planned gift is another great way to promote legacies to a club's scholarship fund. A planned gift can be as simple as leaving a bequest to a club in a will or by completing a simple codicil to an existing will. A planned gift can also enable you to support a club while providing income and tax benefits to the member through gift planning vehicles such as charitable gift annuities.

4. Pledges (Perry Fulkerson)

Pledges made over three to five years are an easy way to make an impact on a Seminole Club's endowment. Managed by the FSU Foundation, a pledged gift can be divided into easy monthly or quarterly amounts. To make it even easier to give, pledge payments can be automatically deducted from a checking account or payroll deduction for university employees.

Pledges also are a good way to work toward President's Club membership at FSU.

5. Challenge Grants (Perry Fulkerson)

Challenge grants can incentivize clubs to grow their endowments. An individual or company can challenge the club to achieve a fundraising goal during a defined period, matching all gifts dollar for dollar up to a specific maximum total. It's a great way to double your money and provide a sense of urgency and purpose for potential donors.

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