

PRSSA



2025–2026

FUNdraising Playbook & Sponsorship Guide

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Like a P^{Ro}

*Note that different events work well on different campuses. Take into account your school culture before planning. Promoting fundraisers is a critical part of the planning process, and the creation of flyers, social media posts and classroom visits will help fundraisers gain traction.

Oh Snaps!

Inspired by: Oh Snaps! Professional Headshots to Start Your Professional Career! by Sam Houston State University, Sick of the Selfie? Headshot Fundraiser by Grand Valley State University, Headshot Fundraiser by University of Florida, and Headshot Days by the University of Texas at Austin.

Earned: \$210~\$520

How: Grab a camera and set up a tripod in front of a cool background, famous university building or a scenic landscape. Charge a fee per headshot.

Why: Make connections with other young professionals on campus! Hosting a headshot fundraiser provides a cost-effective way for students looking to update their LinkedIn, portfolios, etc. to get professional headshots, and raises awareness of PRSSA. Especially useful during the spring before graduation or during summer internship application season.

Internship Expo

Inspired by: Internship Expo by Eastern Connecticut University

Earned: \$500

How: Find a space on-campus to host a career/internships expo for public relations/communications related majors. Contact recruiters in your area a few months in advance to encourage them to attend and purchase a booth. Optional to charge a fee for student entrance in addition to, or instead, of an exhibitor fee.

Why: Practice your pitching skills and get to know recruiters yourself! Scope out internships you're interested in and give your Chapter members a chance to further their professional development by attending.

Survey Says

Inspired by: Hainesport Public School Survey by Rowan University

Earned: \$550

How: Identify a business in your community to conduct research for. Contract payment per completed survey. Additionally, you can offer to analyze and provide reports on the findings of your survey to assist the client.

Why: Give your experience in research, insights and data-driven marketing. Data and insights are the backbone of all great and successful campaigns!

Media Contact List Fundraiser

Inspired by: Media Contact List Fundraiser by Grand Valley State University and Media Guide by University of Memphis

Earned: \$650 - 5,000

How: Create a Chapter committee of researchers to compile a list of local media contacts to sell to nonprofits, local businesses, event planners and more! Optional: Instead of just getting the contacts information via an online search, reach out to local media sources personally to form relationships that may further benefit your Chapter!

Why: This fundraiser allows for your Chapter to network with local media outlets. This may help you secure coverage and opportunities in the future!

Host With the Most

Fundraising Ideas Based on Hosting Events

Taste-Off

Inspired by: Hometown Taste-off by Northern Michigan University, Cardinal Chili Challenge by Ball State University

Earned: \$800

How: Challenge students organizations, local restaurants or the community to put their dish to the test! Either choose one standard dish for participants to prepare, such as mac and cheese or pizza, or have them whip up their specialty. Sell taste test tickets and have attendees vote for their favorite. Remember participants will need a count of how many mouths they need to feed so make sure to give them enough time to prepare.

Why: This will help your Chapter make connections with local businesses, restaurants, other student organizations and the community at large. Be sure to have a PRSSA booth at the event to promote your organization as well.

PRSSA Raffle

Inspired by: PRSSA Raffle by Universidad de San Martín de Porres

Earned: \$500

How: Start by choosing three prizes for the raffle:

- Consider buying tickets for a concert of a famous band or artist that's coming to your city.
- You could partner with different start-ups. Offer your services (doing research for them or creating a social media strategy) in exchange for some of their products.

Once you've chosen your prizes, assign each Chapter member a number of raffles to sell. Record each sale and remember to contact the winners once they're announced.

Why: Help Chapter members practice their pitching and negotiation skills! Also, while selling raffles, they'll have to explain what PRSSA is and why they are doing a fundraising activity. This is a great opportunity to connect with prospective members and get people from your community to know you.

Battle of the Bands

Inspired by: Fourth Annual Charleston Battle of the Bands by the University of Charleston

Earned: \$1,400

How: Reach out to local bands and your university's music department to participate in a battle of the bands competition! Find a venue (music hall, performing arts center, local restaurant or bar) for bands to rock out for attendees to vote on their favorite performance. Figure out a prize for the winner, such as cash or time at a local/university studio.

Why: This is a great networking opportunity and can increase exposure for your Chapter to reach into the community and across campus. Be sure to promote PRSSA at your event.

5K Fundraiser

Inspired by: The Running Dead 5K by Louisiana State University

Earned: \$1,611.36

How: Host a mile run/walk on campus, in a local park or around town. Be sure to involve the local community members to ensure you are not disrupting any paths with runners. Give your run a theme such as:

- **Zombie Run** – Have volunteers dress as zombies and chase runners at parts of the race.
- **Run for a Cause** – Invite community members to run while promoting a cause they're passionate about! This could get other organizations involved and allow you to create connections with your chapter.

Why: Planning events is a huge part of public relations. Runs require a lot of unique attention in planning. Your Chapter members will need to recruit and coordinate volunteers, discuss the event with local authorities or university staff and promote the event.

Paws with Claus

Inspired by: Paws with Claus by Michigan State University

Earned: \$680

How: Have a photographer and volunteer Santa Claus set up shop to take pictures with locals pets. Charge a fee for owners to get a picture sent to them digitally. Additionally, you can hold pet-related raffles.

Why: This is a very fun, timely event. If you are looking for a holiday fundraiser, this can be a unique idea from selling baked goods or candy canes! This also gives a members a chance to practice their photography skills.

Sports Tournament

Inspired by: Golf Tournament by the University of North Carolina at Pembroke and Volleyball Tournament Fundraiser by The Ohio State University

How: Choose your sport and invite all students to participate in some friendly competition. Participants must pay to play and are welcomed to organize their own teams or be placed onto a team if they are registering as an individual player. Play tournament-style games until time runs out. Afterwards, host a raffle for participants to win prizes.

Why: This is a great opportunity to network with other campus organizations. Focus not only on recruitment from these organizations but potential cross-events you can host, projects you can work on together, and opportunities to practice PR for them to allow your members to get more experience.

Additionally, playing sports is a great way for people to bond, practice teamwork, and network with their teammates and competition while on and off the court. Most importantly, successful teams must practice the best communication between themselves.

Networking With the PROs

How: Host a networking event with local PRSA members and industry professionals. Charge professionals \$15-20 to attend and market their tickets as “sponsoring” student attendance. Charge non-member students \$5-10 to attend and network. Do not charge PRSSA dues-paying members.

Why: Professional Networking events allow companies the opportunity to recruit local and upcoming talent while giving students the chance to meet and learn from professionals.

Restaurant/Bar Benefit Night

Inspired by: Downtown Dive Bar Fundraiser by Cleveland State University, Samurai Japanese Steakhouse by Rowan University, Applebee's Dining to Donate by Southern Illinois University-Edwardsville, Raise a Bunch at Brunch by SUNY Oswego, Kona Bistro Community Night by Miami University Ohio, Mad River Social by Temple University, Big Daddy's FUNdraiser by Southern Illinois University, Spring Wine Trail Outing by Southern Illinois University

Earned: \$100–\$400

How: Contract a “benefit night” with a local restaurant. This can be done in three ways:

- **Percentage Night:** Select a date and time slot where restaurants donate back a percentage of sales made. This can also apply to cover charges or tabs for a local bar.
- **Ticket Sales:** Sell tickets to an all-you-can-eat or designated menu meal at a local restaurant for full return on sales or percentage of sales profit back. This can also apply to a discounted cover or a drink special with a specific wristband or ticket at a bar.
- **Food/Drink Tour:** Organize a restaurant/bar crawl with a number of local restaurants. Sell tickets for people to get a taste or drink at each stop.

Why: This event can be very low stress for planning and execution. The restaurant becomes the host and your Chapter members just need to focus on promoting and getting people in the door.

Seal the Deal

Fundraising Ideas Related to Sales

Introduction

Selling a product on campus or in the community is a great way to raise funds for your Chapter. Planning a sales-based fundraiser can be done for one day or multiple days and can easily be made in to an annual source of income. To start your sales fundraiser consider these things:

What Will You Sell?

Survey your target consumer, think about what you would purchase and check out what other organizations are selling, see what is being sold and performing well on campus, or maybe go a completely different direction! You want a product that your consumers will be interested in and won't pass by to buy from another organization. Consider the funds you have to purchase the products you will sell as well. Some ideas of what to sell include:

- Baked Goods (cookies, donuts, muffins, etc.)
- Magazines
- T-shirts
- Flowers
- Holiday Themed Bags
- Candy
- Coffee/Hot Drinks
- Pizza
- Partner with another organization and sell their product/art
- Letters/valentines/notes to send to friends on campus
- Concessions/snack food

When Will You Sell?

Having a holiday themed sale can be a great way to drive sales! Try selling flowers on Valentine's Day for those who forgot them or coordinate with football season to sell concessions around tailgates. Timing is key. It's all about being strategic and offering your product at the right time and place. Coordinate your product with the season or if you are selling outside be sure it's a nice day to get the most customers.

Where Will You Sell?

Make sure you are in an area where your target consumer will see you and can easily access your set up. You want people to pass your product multiple times so they can continue to consider if they want to buy something from you. Make sure your product also fits the environment. For example, snack sales would be better at a tailgate and coffee might be better sold inside when less people are walking around outside in the winter.

Make Some Dough Fundraiser

Inspired by: Shippensburg University

Earned: \$600

How: Find the closest donut shop to your campus. Schedule the delivery or pick-up date. Print out order forms for Chapter members. And start selling!

Why: This is a low-stress fundraiser that's versatile to the Chapter's needs. You can customize the length of the fundraiser and what is sold.

Sponsorship

What is it?

Sponsorship is forming a relationship with a business or organization who provides resources or services to an organization, event, or cause. Sponsorships should be mutually beneficial, with the sponsor getting something in return for supporting your endeavors.

When thinking about sponsorships, financial sponsorship usually comes to mind, but sponsorships can also be in-kind. For example, merchandise, gift cards, and event tickets or passes can support your chapter's events.

How Can Sponsorships Help My Chapter?

Sponsorships help cut out of pocket costs for your Chapter and can develop into great long-term partnerships. Additionally, sponsorships can open up internship and mentorship opportunities for your members.

Whether you're putting on an event, making Chapter merch, hosting a District Concerence, or trying attend ICON, sponsorships can help develop your chapter and membership.

Who Should I Ask To Be a Sponsor?

This depends on what you are seeking sponsorship for. Before reaching out to prospective sponsors, consider how well your "ask" aligns with the mission, product, or interests of the organization you are asking.

Here is a list of community members to help you get started:

University-related:

- College student government association.
- Other student organizations.
- PRSSA alumni.
- College alumni.

Note: Some universities have offices or protocols to connect with alumni, and the university may be willing to help you reach out! When in doubt, ask!

Beyond your university:

- Local PRSA Chapter.
- Local PR agencies and firms.
- Local businesses and restaurants.
- Your professional network.
- Current or former internship employers.

Best Practices

- **Have a clear goal for sponsorships.** This could be a dollar amount, a number of in-kind donations for an event, or whatever best suits your fundraising goals.
- **Be personal.** Does your "ask" align with the interests of the organization you are asking to work with?
- **Make it worthwhile.** Provide specific incentives for sponsorship based on the amount/type of sponsorship they provide. Every package can look different depending on the goals of both parties. See Sponsorship Package Template (Link it) for baseline incentives.
- **Make sure the sponsorship is mutually beneficial.** Before asking for a sponsorship, consider what your chapter could do for the sponsor. This could include:

- Acknowledgement as sponsor at event or meetings.
- Logo placement on event or chapter materials.
- Social media acknowledgement and boosting.
- Permission to table at event or speak to chapter members at meetings.
- Helping them distribute handouts and promotions to the campus community.
- **Emphasize the sponsor's impact.** By showing how their gift supported your chapter, you are building upon your relationship with the sponsor.
- **Never just ask a sponsor to “donate.”** Instead, ask them to “support young professionals” “join the community in making this possible”, etc. The sponsorship is helping meet a goal, and that goal is never just to receive “donations”.
- **Send a thank you.** ALWAYS send a thank you to sponsors, whether that be personal, like through email or cards from chapter members, or publicly on your social media or at an event.

Templates

- [Sponsorship Package Template](#)
- [Pitch Deck Template](#)



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