


The cost to complete the activities described in the Playbook is relatively low. However, if your organization needs funds for supplies or wants to provide food, beverages, and/or additional incentives, you may need to seek additional funding.

There are **four** main types of funding sources:

- 1. Fundraising** – Your organization can raise funds by hosting a bake sale, talent show, or pageant on campus.
 - Talk with your fellow leaders and see what fundraising events have been most successful for your organization in the past.
- 2. Requesting funds from your school or student government association (SGA)** – Visit your school or SGA’s website for more information on the requirements to request funds.
 - Your school or SGA likely requires completed forms about the event and why you need the funds. See the budgeting and event description sections below for help.
- 3. Requesting funds from your national chapter** – Visit your national chapter’s website or ask your point of contact, such as a national representative, for more information on the requirements to request funds.
 - Your national chapter likely requires completed forms or a written proposal for the funds. See the budgeting and event description sections below for help.
- 4. Requesting funds from local businesses or organizations** – Visit local businesses and organizations (or their websites) and ask if they are interested in sponsoring or supporting your event.
 - To persuade local businesses or organizations to help, write a proposal with information about why you need the funds, including your budget and a description of the event. It also might help to offer local businesses or organizations promotion at the event, such as their logo and information saying, “Sponsored by _____.”



Tip:
Use your evaluation results to demonstrate why a funder should consider providing additional funds for you to complete the event again (see [Appendix B. Measure your event’s impact](#)).

No matter which method you choose to raise additional funds, you may want to recruit your organization treasurer or consider establishing a specific budget and fundraising committee to carry out the tasks.

Budgeting

The first step to funding your event is creating a budget that can help you estimate exactly what materials you will need, the estimated material costs, and what funds you will use to pay for the materials.

To start, make one table for your event expenses and one table for your event funds (see the sample below). The tables should include lines for each of the estimated items and costs for your event. As you buy each of the items or receive funds, you should make note of the actual cost or funds.

Expenses		
Item	Description	Cost
Tables	Provided by school	\$0.00
Four medium pizzas	Purchased from local pizza place	\$52.65
Two cases of bottled water	Purchased at local grocery store	\$6.12
Total expenses:		\$58.77



Tip:

Other example expenses are:

- Food/beverages
- Cups, forks, spoons, etc.
- Office materials, printing
- Incentives, such as T-shirts, water bottles, totes, etc.
- Technology not from your university - laptop, speakers/microphones, etc.

Funds		
Item	Description	Cost
Budget funds	Organization miscellaneous event budget	\$75.00
Student government association (SGA) funds	Student government association (SGA) funds	\$50.00
Total expenses:		\$125.00



Tip:

Use the blank spaces to fill in the expenses and funding for your event!

Event description template

You may choose to use this description of the Playbook activities to increase lupus awareness in your proposals for additional funding.

[Organization name] is participating in the Playbook Project – a campaign developed by the American College of Rheumatology (ACR). The goal of the campaign is to raise awareness of the signs and symptoms of lupus, and ultimately help reduce health disparities by reducing the time to diagnosis.

Lupus is a chronic disease, meaning it is a long term disease that should be managed. Lupus can affect many parts of the body including joints, skin, kidneys, lungs, and brain. While anyone can develop lupus, women are affected more than men. Lupus is two to three times more common in African American women compared to White women. Lupus also usually begins during child bearing years (15-44), so it can seriously affect young women’s goals for education, career, family, and health.

As leaders on our campus, we educated ourselves about lupus and increased own lupus awareness, defined as (1) what lupus is; (2) what the signs and symptoms of lupus are; and (3) what to do if you suspect you (or someone you know) has lupus, using a scientifically accurate presentation provided by the American College of Rheumatology. After increasing our lupus awareness, we created a social media campaign committee to plan and implement a social media strategy to further increase lupus awareness at our school.

Now, as a capstone, we are planning to host an event called the *Be Fierce. Take Control.*[™] hands-on event that encourages students on our campus to use chalk/paint or other art supplies to celebrate the ways they are fierce and what taking control of their health means to them, such as making healthy choices at the dining hall or making an appointment at the health center. The goal of our visual hands-on event is to get the attention of our school’s student population, especially African American women. Additionally, we want to further increase lupus awareness at our school. We will engage students who are passing by the event to participate in the event and share information through a scientifically accurate lupus fact sheet that addresses (1) what lupus is; (2) what the signs and symptoms of lupus are; and (3) what to do if they suspect they (or someone they know) has lupus.

As a leader in our community, we would greatly appreciate your help by providing funds for our event. We have attached a budget, which details more information about our estimated expenses and funding. If you are interested in helping support the *Be Fierce. Take Control.*[™] hands-on event, please contact us at **[contact information]**.