

Everybody Likes Stickers

Okay, we're sure there are dissenters, but stickers are almost always a big hit. Plus, they increase the presence of your group when they start appearing on laptops, notebooks, and anywhere else they might land. If you don't already have a logo, or folks are looking for a logo-refresh, a sticker fundraiser is a great way to get that going!

Here are some tips for making it happen...

- If you don't already have a design, or want a new one, ask your group if there's anybody with visual art skills willing to volunteer to create a design or two. Always ask group members for designs before asking other folks.
- Make sure the artist has a copy of your group's constitution and/or mission statement to align their design with the group's values and purpose. The design's aesthetics and imagery should follow the mission statement.
- If your group has a social media presence, consider including the @handle somewhere in the design. At the very least, ensure that any student who sees your sticker can easily figure out the name of your group.
- Use time during a group meeting to vote for a favorite sticker design.

Flip over to the next page for important next steps...

The money part...

- There are many options for ordering custom stickers. If a local shop will print them for you, share your group's mission statement with them and stress that the stickers are for a fundraiser. Make sure you let them know one or two specific programs that you plan on funding with money raised from the stickers, and why those programs are necessary.
- For online ordering, [Sticker Mule](#) generally offers good quality stickers and is on the cheaper side. You can order 300 of 2" diameter vinyl stickers for \$99.
- Small stickers can usually sell for \$1/each.
- If you can't get funding from a sponsor or student government, you likely have two options:
 1. Make signs with an enlarged printed image of the sticker design, or display the design on laptops at a table. Take pre-orders for stickers until you have enough money to order a large batch—the larger your order, the more money you raise per sticker sold.
 2. Raise money within your group to quickly order the stickers, and then repay group members with your sticker profits until everybody is fully reimbursed. Keep in mind that not everyone has the means to give money and not be paid back for several weeks—make sure you recognize that they are still a committed and important part of the group. Folks can also contribute to the fundraiser by offering their time when it's time to sell the stickers.
- Sell stickers to everybody! Ask faculty and staff of different departments if they'd like to buy 10, 15, or 20 stickers for their department. Carry them in your backpack, ready to sell to anybody who comments on the sticker stuck to the back of your phone. You might feel silly or annoying selling the stickers, but your group depends on that money to do important things!
- When you're selling at a table, be sure to bring: (1) cash to make change; (2) a box to securely store cash while selling; (3) a sign with the Venmo @handle of **one** designated group member collecting Venmo sticker sales—your treasurer is a good choice for this role.