



# April 12, 2023

## Here are a few things to consider about your fundraising cause before you apply.

Deadline to apply for a fundraising cause is April 1, 2023!

- **What are you fundraising for?** Consider what your needs are and what means most to you. Scholarships, Program Needs, Technology or Equipment Needs are just some the things that teams typically raise funds for. Contact the Advancement Office at [Giving@ferris.edu](mailto:Giving@ferris.edu) and we can help you decide where your greatest need lies.
- **Approval.** Make sure that your fundraising cause can be approved by your department, college or the university (and has an existing fund or one that can be created to deposit gifts). Per our fundraising policy, your cause must benefit Ferris students, program needs, technological needs, professional development, travel for university related activities or overall campus improvement.
- **Who will be the Team Captain and main contact for this cause?** Who will determine the cause, goal, messaging, set up the team campaign page and follow-up with communications to fundraisers and supporters? Also consider asking team members and/or students to assist in social media postings.
- **Set a goal!** Decide on a measurable, attainable, financial goal with a specific need or project in mind that you will be communicating to your supporters. For example: *Our goal is to raise \$5,000 to endow the \_\_\_\_\_ scholarship.*
- **Identify your target audience.** Who in your community can you count on to get involved and promote this campaign? Who are your prospective donors that you would like to reach for support?

ODFD TOOLKIT – REGISTER YOUR CAUSE  
<https://www.ferris.edu/giving/oneday/toolkit.htm>

Jennifer Yontz-Barger  
[JenniferYontz-Barger@ferris.edu](mailto:JenniferYontz-Barger@ferris.edu)  
(231) 591-3817

Ben Withey  
[BenjaminWithey@ferris.edu](mailto:BenjaminWithey@ferris.edu)  
(231) 591-3835

Leilani Sigsbey  
[sigsbel@ferris.edu](mailto:sigsbel@ferris.edu)  
(231) 649-2352

Do you want to participate in One Day for Dawgs but aren't sure what cause to apply for?

Here is a list of ideas to help you determine a cause that means most to you.

## Scholarships

- Create an endowed scholarship using the matching Ferris Futures Scholarship Challenge funds.
- Do you have a scholarship endowment already? This is a great way to increase that endowment and take advantage of the Ferris Futures matching funds.

## Program Needs

- As Ferris faculty or staff, do you have needs that will improve your ability to serve students but don't have the budgetary funds to make it happen?

## Athletic Needs

- As a coach or student-athlete, do you have a need that will improve your game but don't have the budgetary funds to make it happen?

## Students

- Would you like to fundraise for a Senior Class gift to give back to your program or the university?
- Are you involved with an RSO that supports a campus program or initiative?

Please contact anyone listed below if you have any questions about deciding upon a cause for your ODFD efforts.

### ODFD HOME PAGE

<https://www.ferris.edu/giving/oneday/homepage.htm>

Jennifer Yontz-Barger  
[JenniferYontz-Barger@ferris.edu](mailto:JenniferYontz-Barger@ferris.edu)  
(231) 591-3817

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