Fundraising items are a great source of new revenue for your organization. However, the process is often difficult to navigate if you are not already familiar with the university and college procedures. Pharmacy Council created this guide to assist UTCOP student organization members in efficient approval of new or old fundraising items and to set into place defined policies about how organizations approve their fundraising items to eliminate confusion. Please read carefully and follow each step – they are all a necessary part of this process.

**New Fundraising Items:**
These are items that have either never been done by your organization or are modified versions of a previous fundraising item.

1. **Set Budget & Goals**
Having defined goals in any process is absolutely necessary, especially when you will be spending organization money. Meet with advisors, executive officers, and fundraising chairs to discuss what your budget will be and what items will work best for your organization. Brainstorm what items would be popular, considering what would fall in general price ranges, profitability, item categories, etc. that you would be most interested in pursuing.

2. **Check Legacy Items**
Once you have an idea of what you would like, check to make sure that other organizations have not already had a similar design. The list of “legacy items” that have already been used by other organizations can be found online at: [http://www.utexas.edu/pharmacy/students/organizations/phrcoun/index.html](http://www.utexas.edu/pharmacy/students/organizations/phrcoun/index.html)

3. **Create a Design**
Contact a vendor or artist to create an electronic mock-up of your chosen design. Make sure to share this design with executive officers and fundraising chairs first in order to obtain opinions and changes that need to be made. Then share with your advisor when you are happy with the design. Ensure that the advisor approves of your design before you do anything else.

4. **Administrative Approval**
Send the electronic mock up to Vicki Matustik (vicki.matustik@austin.utexas.edu) to be approved. All fundraising items must go through Vicki. She is in charge of the use of the college’s wordmark and any associated brands, as well as knowing the rules for using any university trademarks. She will be able to help you ascertain what is and is not allowed in regards to copyrighted College of Pharmacy materials. As she is very busy, please allow at least two weeks for a response. You will often get a
quicker response, but this is not guaranteed.
If the item you are creating involves the use of copyrighted University of Texas materials, you will then have to send your item on to the university’s trademarking office. Vicki will be able to tell you what does and does not need to go through the trademark process.

5. Pharmacy Council Approval
Once the item has been approved by your advisor, Vicki Matustik, and trademarking (if necessary), you will need to send your item to Pharmacy Council to be approved. This request needs to be submitted to the Pharmacy Council secretary at least one full week before the next Pharmacy Council general meeting. The secretary will then review the item to make sure that it does not look too similar in appearance to a legacy item and will then send out an electronic ballot for votes.

6. Ordering Your Items
Once approved by Pharmacy Council, you may confirm with your vendor that you will be making the item. Discuss method of payment (usually purchased with the procard) and have your advisor sign all appropriate forms. Dean’s Allocation funds are NOT permitted to be used to purchase fundraising items. Funds in your organization’s gift account (if applicable) and/or fundraising account may be used to purchase your items. Please make sure you include the correct account number on your form for purchasing the items (Procard cover sheet, etc.). Then, purchase your items and sell away!

Legacy Items:
These are items that have been made by your organization in the past and are being exactly reproduced. If there are any alterations (with the exception of a differing color, i.e., gray t-shirts when they were previously black), you must use the new item approval policy, even if the change is small.

1. Set Budget & Goals
Having defined goals in any process is absolutely necessary, especially when you will be spending organization money. Make sure you review the goals of every item you purchase, whether it has been made before or not. Meet with advisors, executive officers, and fundraising chairs to discuss what your budget will be and how well this item sold in the past.

2. Approval
The approval process for legacy items is solely within the organization. Make sure your advisor again approves, but you do not need to go through Vicki Matustik or Pharmacy Council again unless alterations have been made. You may always double check with Vicki, though – that never hurts!

3. Ordering Your Items
You may confirm with your vendor that you will be making the item after approval from your advisor. Discuss method of payment (usually purchased with the procard) and have your advisor sign all appropriate forms. As a reminder, Dean’s Allocation funds are NOT permitted to be used to purchase fundraising items. Funds in your organization’s gift account (if applicable) and/or fundraising account may be used to purchase your items. Please make sure you include the correct account number on your form for purchasing the items (Procard cover sheet, etc.). Then, purchase your items and sell away!