

# SECC Best Practices & Fundraising Ideas

- **PROMOTE your events on the SECC Facebook Page** – We have a Facebook page!! Promote this in your division/department and make sure we get as many followers as we can. Then, promote your event on the page and get more participation.  
[www.facebook.com/TAMUSECC](http://www.facebook.com/TAMUSECC)
- **Post your thermometer in your breakroom/common area!** Include your goal and update every week when you get reports.
- **Pass out the “We Give” poster to donors every week to display in their office space.** This will help promote awareness and the value of the campaign to the community.
- **Area and Unit Coordinator Communication** –
  - Area Coordinators host a kickoff event with Unit Coordinators to give materials, share goals and expectations and show appreciation. Gives everyone a chance to meet and be on the same page. *Kim Fox could be available to attend to answer any questions that have come up since the training.*
  - Make sure to let your Area Coordinator know about what fundraising activities you have planned in your unit/department so they can share with all members of your division/college and hopefully get more participation.
  - Stay in touch by email or face-to-face throughout the campaign. Don’t leave your team hanging alone!
- **Invite Charities to Speak** – If you have a staff meeting, include 5-10 minutes for a charity to come and tell a little about what they do. Have a collection jar at the meeting and collect change and designate that to the charity.
- **Soliciting Donations** – You can request donations for drawings or giveaways. First, identify the charity benefiting from this fundraiser. If the business needs a receipt, that will come from the charity receiving the donation, not from TAMU/TAMUS.
- **Meal Plates or Prepared Foods** –
  - Bake Sales of homemade baked items are exempt from requiring a Brazos County Health Department permit as long as they do not require temperature control (i.e. cookies, cupcakes, brownies, etc. are okay; cheese/meat kolaches, cream pies, cheesecakes are NOT).
  - You can sell meal plates or other prepared foods if they are purchased from a restaurant/caterer that is permitted by the Brazos County Health Department.
  - If you will be preparing the food yourselves (hot dogs, hamburgers, fajita tacos, etc.), confirm if you need a \$60 temporary event permit from the Brazos County Health Department. This has to be done at least 72 hours in advance of the event, and all food must be prepared on-site (nothing at home).
  - **If you are conducting your food-related fundraiser entirely within your department or building**, then you may not need a form or permit. Any public sales or food distribution must be approved in advance, though, and may require further permitting. See the “How do I get approval to serve food at my event?” page on the EHS website for more information: <https://ehs.tamu.edu/how-do-i/get-approval-to-serve-food-at-my-event/>
  - Anyone serving food, regardless of where it was prepared, should wear an appropriate hair restraint and gloves. Face coverings are optional.
  - **It is also recommended to keep on hand any receipts for prepared food purchased and contracts with caterers in case the Health Department needs verification of when and where the items were bought.**
- **Ice Cream Social** – You may serve store-bought ice cream, popsicles, etc. Individual, pre-portioned servings are recommended to avoid issues surrounding the proper use and sanitation of the service utensils.
- **Raffles or Auctions** — Please be aware there are very specific state regulations on organizing a raffle and in most cases, TAMU is not authorized to plan one. You CAN organize an office or online auction. Handmade items, donations from businesses and services make great items.
- **Plan fundraisers around special dates and/or occasions** - October is Breast Cancer Awareness Month (pink theme); Patriot day is September 11, Halloween, football season....
- **Alcohol** – Giving away of alcohol is not permitted, but wine or beer could be included in basket sales. Beer or wine tastings are also allowed. – provided the recipient and all participants are 21+.

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## Fundraising ideas:

- Watermelon seed spitting contest
- Jeans Days
- Bake Sale
- Ice Cream Social
- Snow Cone Sales\*
- Breakfast Tacos
- Lunch plates
- Tip/Change jar in break room
- Profit Shares
- Pie in the face contest
- Halloween costume contest/Pumpkin carving contest/door decorating contest
- Food cook off contest
- Silent Auction

## VIRTUAL IDEAS!

- Virtual Walk, Run or Bike
- Online Auction
- Virtual Talent Show/Open Mic Night
- Virtual Cooking Lessons
- Virtual Paint or Craft Night
- Virtual Rubber Duckie Race
- Virtual Tour – building, lab, highlight architecture...
- Virtual Movie Night with Netflix Party

\*Confirm permission with Chartwells to bring food trucks to your building.