

IEEE Student Branch Leadership Training

Part 4

Branch Operations: Membership and Fundraising

Region 7

IEEE Canada

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MEMBERSHIP

- Student Membership Benefits
- Membership Group Discussion

Student Membership Benefits

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- *IEEE Potentials* magazine online and print
- The Institute online and print
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- 50% discount in IEEE dues for students graduating the first year after graduation
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Student Resources

Membership Group Discussion – Part 1 – Your Experience

Q1. Why did you join the IEEE?

Q2. Why did you become an active volunteer?

Q3. Why are you staying in IEEE – renewing your membership?

Q4. What improvements to the IEEE student membership experience would you suggest?

Q2. Why do some students neglect to renew their IEEE membership?

Q3. How would you encourage a student to renew membership after it has lapsed (expired)?

Q4. How would you attract a first year student to join IEEE?

Q5. How would you persuade students in other departments to join IEEE?

Membership Group Discussion – Part 2: Retaining and Attracting IEEE Student Members

Q2. Why do some students neglect to renew their IEEE membership?

Q3. How would you encourage a student to renew membership after it has lapsed (expired)?

Q4. How would you attract a first year student to join IEEE?

Q5. How would you persuade students in other departments to join IEEE?

FUNDRAISING

- There are 4 different kinds of money you may need to raise:
 - *Operating money* - for continual expenses.
 - *Seed money* - an “advance” for an event.
 - *Subsidy money* - to reduce the cost for members.
 - *Capital money* - to buy things.
- Student Branch Operations Guide (could be old) has a list of 19 ideas.
- Brainstorming is a good way to think of ideas. Then use the MoSCoW Tool (Focusing Tool) to organize your plan.
- Need to be aware of University/College Fundraising constraints
- Need to be careful not to tarnish the image of engineering.

FUNDRAISING

Money Sources (\$\$ and/or in-kind contributions):

- Branch bank account
- Money for submitting activity report from IEEE
- Fundraising events or activities
- School
 - Department Head, Dean, Student's Association, Engineering Student's Association
- IEEE
 - Local Section, Region, GOLD (YP) STEP events
 - For S-PACs and S-PAVEs: IEEE USA SPAC and MGA/SAC/SPAA
- Local Industry

FUNDRAISING

When asking for money...

- Donor must have money to give (not everyone does!)
- Put the request in writing and include a brief budget
- Convince them of the merits of your cause and how their involvement will help both you and them
- Show them that your proposal is well-thought out and that you are soliciting from others as well
- Give them time to make a decision and then follow-up

Conduct Fundraising Workshop for your volunteers (invite the Section Chair, the Section Student Activities Chair and your Branch Counselor and Mentor to participate)

FUNDRAISING

Group Exercise

1. It is the beginning of the year and you have very little money, if any, to hold an IEEE event. You would like to hold something soon before the assignments and labs start to bog everyone down. How would you go about simultaneously raising money and planning an event in less than two weeks?
2. Often companies are a good source of funds. How could an IEEE event be used to advertise or sponsor a company in return? How can you establish a good relationship with a firm so you are not stepping on anyone's toes?