

## *Section Nine*

# *Fundraising & Project Ideas*

# ***FUNDRAISING IDEAS***

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Raising money for your school society or for charity can be difficult. Problems such as soliciting money to recruiting volunteers commonly occur, or maybe you are just looking for some new ideas. The following is an alphabetical list of fundraising projects proven successful.

The names of schools that have effectively raised money from these fundraisers are provided, along with a brief description of each project. Take advantage of this opportunity and use these schools for guidance. Refer to the attached *ASHP Faculty/Student Liaisons and Student Society Presidents/Advisors Directory* for their phone numbers and addresses. Contact these liaisons for questions related to the project. They can probably provide a step-by-step approach to organizing the fundraiser, a timetable for planning the project, or simply warn you of any pitfalls.

## **Bake Sale**

Student members participate by both bringing in goodies such as cookies, bagels, and donuts and volunteering time to sell the food. Advertise the bake sale with posters displayed throughout the school. Sell the goods outside classrooms, near the cafeteria, or in commons areas.

## **Book Sale**

Abbreviations and laboratory reference manuals.

ASHP references

Drug Cards (prescription, nonprescription and injectable drug cards)

Contact Sigler and Flanders, Inc. This company has produced pharmacy drug cards since 1985. For more information the president of the company, Jeffrey Sigler, can be reached at 913-749-5259.

Drug Information books

Sell your schools regular textbooks (i.e. pharmacotherapy, microbiology, pharmacokinetics, etc.). Make it an incentive to join the student chapter by offering class textbooks at a reduce/discount price for ASHP members.

NAPLEX review/preparation guides such as ASHP's *PharmPrep* which also includes a CD-ROM to simulate the test-taking experience.

## **Bowl-A-Thon**

Donate the money raised to charity. One example is a Bowl for Breath in which all the proceeds are donated to the Cystic Fibrosis Foundation.

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## **Business Cards**

Sell business cards with student's name and school logo on it. It is a great way for students to hand out their information and keep in touch with friends and colleagues. Also great for internship, residency, and job searches!

## **Candy Gram Sale**

For certain holidays like Halloween or Valentines Day, sell candy. The idea is to send candy to your friends. Sell the candy grams for a few weeks before the holiday. Then, deliver the candy to the student's classrooms. One school sold Christmas Candy Grams. The students could choose to send their friends cups of either candy or coal, depending on whether they had been naughty or nice.

## **Car Wash**

Get permission to hold a car wash at your school or in the parking lot of any local business. Students participate by either volunteering time or donating money to buy the necessary items for the car wash (i.e. soap, sponges, water hoses etc.).

## **Chocolate Sale**

Most areas have regional candy factories that have fundraising opportunities for organizations. Boxed chocolates are very popular to sell at Christmastime. Likewise, chocolate bunnies and gourmet eggs are a must for the spring.

## **Christmas Ornaments**

Sell Christmas ornaments with your university's college of pharmacy logo on it. One school sold hexagon ornaments for only \$10 each. They were extremely successful.

## **Concessions**

Work at your local sports team concession stand. Whether it is baseball, football, or any sport, most stadiums are always looking for groups to volunteer to work a booth and in return they usually pay a percentage of the revenue taken in. It is a great way to watch some of the game and make money at the same time.

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## **Lab Coats**

Sell lab coats with your school's logo. Target the incoming 1<sup>st</sup> year class who will all need at least one or two coats. Send out the order forms in the summer so that the coats are ready to distribute at orientation or during the first week of class.

## **Logo Watches**

Sell logo watches with your university's college of pharmacy logo printed in the face of the watch. For more information search your local yellow pages for a watch company or contact the Director of the ASHP Pharmacy Student Forum.

## **Maid-for-a-Day**

Hold an auction for people to make bids on the members that volunteered to be maids for the day. Any students or faculty can bid. The maids are responsible for chores like carrying the student's books, getting lunch, or cleaning the faculty's office. It can be a lot of fun.

## **Membership**

Use your membership drive to raise money by charging a student chapter dues. This money can help defer the cost of future events for members.

## **Mortars & Pestles**

Sell collectable glassware with your school logo and/or personalized engravings such as "Jane Smith, Pharm.D. Class of 2002."

## **Mugs**

Sell mugs with your school logo printed on it.

## **Pharmacy Gifts from Scruples & Drams**

This company specializes in unique pharmacy items. Examples of just a few of the things they sell include mortars and pestles, squeeze bottles, canvas totebags, and a pharmacy license plate frame. Contact Scruples & Drams for more information at: (800) 979-0829 or visit them at their website at: <http://alpha.wcoil.com/~scruples>

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## **Pharmacy Pewter Decorator Tin or Pharmacy Afghans**

These items are collectibles for pharmacy professionals. The decorator tin measures 9 1/2" long, 4" wide, and 1 1/2" deep. There is a three dimensional pewter pharmacy design on the lid. The pharmacy afghan comes in a variety of colors. It measures 55" x 65" and is 100% cotton. Each item is an original copyrighted design offered exclusively through The Stone Goose. For more information, call The Stone Goose, toll free, at: (888)769-0966 or visit them at their website at: <http://members.aol.com/stonegoose/>

## **Raffle**

Ask for donations and use them to raffle them off to students, faculty, or whom ever. Sell tickets and have a drawing for books, supplies, gift certificates, airplane tickets, etc.

## **Shirts/Jackets/Shorts/Other Clothing**

Sell shirts with pharmacy designs like Pharmacists are indispensable or Hug your pharmacist BID PRN.

## **Student/Faculty Auction**

Have students and faculty auction off their time and/or company. Some ideas: homemade dinners, apartment/house cleaning, dog-walking, dinner & a movie (or other "date activities" such as amusement parks, concerts, theater, sporting events, etc.), "buyer's choice," etc. Important note: have all participants sign agreements to respect the terms of purchase and to release student organization for responsibility.

## **\$1 Dress Down Day**

If your school has a dress code, approach your Dean's Office to hold a fundraiser for your chapter or charity where faculty and students pay \$1, \$2, etc. to wear jeans/shorts/something casual for the day.

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### **Helpful tips for fundraising:**

- Don't flood the market. See what other organizations are planning. Most students won't buy five t-shirts in one semester. They will, however, buy two t-shirts, a pair of shorts, a sweatshirt, and a stadium blanket as well as school-related reference and text books. Be creative and sell something different.
- Start early in the semester. Student funds dwindle as the semester progresses and so do sales.
- Consider going in with another organization and splitting the profits of a big fundraiser. Some ideas may include staffing concessions at school football games, having a golf tournament for alumni, etc. These types of projects can bring in a lot of money, but you need lots of willing members to help out.
- Don't forget alumni! Tailgates at football games and especially Homecoming are very profitable. Sell your left-over merchandise and/or have t-shirts made up just for the event. Don't forget to take orders and charge for shipping, especially with more expensive items. Also, publicize you fundraisers in your school's alumni newsletter.

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Developing activities and programs to educate students about health-system pharmacy careers, professional presentation skills, pharmacy-related government issues, and residency training programs are important roles of the student society. It also is important for the society to offer programs educating the public and other health professionals about pharmacy as an essential component of the health care team. These programs can be developed and sponsored in cooperation with the state society or other pharmacy student organizations on campus. Like the fundraising section, the following is an alphabetical list, with school contacts, for the development of student society programs. The ideas were compiled from the Idea Exchange and Student Society Corner reports that schools mailed to ASHP.

## **Arthritis Program**

The Student Wisconsin Society of Health-System Pharmacists provided students an opportunity to work in small groups with rheumatoid arthritis patients. Students learned to do a physical assessment and ask questions about the patient's specific needs. The program followed lectures on arthritis.

## **Blood Drive**

Recruit other student organizations on campus to help develop the drive. Give donors a free T-shirt or a coupon for a free lunch at a local restaurant.

## **CPR Training Program**

Most pharmacy schools recommend their students get CPR certified before beginning their clerkship or externship rotations. Arrange for an instructor to come to the school and teach CPR certification sessions. If your school already sponsors the course, offer to co-sponsor the program in cooperation with the school.

## **Career Development**

- Residency Forum: Invite your institution's current pharmacy residents, or those of a neighboring health system to host a question and answer session regarding the requirements of their residency program, the daily routine, the stipend, etc.
- Midyear Clinical Meeting (MCM) preparation meeting: During the Fall semester, have a meeting where younger students learn from older students how to make the most out of the MCM. Consider focusing on how to survive the residency showcase, the Personnel Placement Service (PPS), and the student programming sessions.

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- **Clerkship Forum:** Have a meeting where your school's most senior students or those currently doing their clerkship or experiential rotations share with the younger students their experiences on rotations. Consider focusing on which rotations are most challenging, which require the most project time, which references are most helpful, etc.
- **CV/Resume Writing and Interviewing Skills Workshop:** Most campuses have a department on campus called the "Career Development Office" or something similar where there are resources to help students develop their CV's and interviewing skills. Perhaps hold a mock interview day where students can practice interviewing or critiquing CV's.
- **Financial Management Strategies:** Invite a speaker from a local financial management service to come and speak on managing your money. Consider focusing on how to manage student loans, new cars, investing, and getting that big paycheck after landing that first job!
- **NAPLEX Review:** Enlist your recent alumni to come and discuss their experiences taking the board exams. Have them share with you any information about the new electronic format, what they used to study, what you can expect on that big day, etc.
- **Board of Pharmacy Law Review:** Invite a member of your State Board of Pharmacy to come and give a brief law review for the licensing exam.

### **Educational Competitions**

In 1996, ASHP launched a nationwide Clinical Skills Competition. This team-based competition is designed to challenge pharmacy students to develop a practice methodology and help prepare for their role as patient care providers. Using actual patient cases, the competition leads students through assessment of patient information and current therapy; identification of drug therapy problems; development of a pharmacist care plan, including monitoring parameters and desired outcomes; and justifying their recommendations. The competition has two levels: The school and national level. On the national level, the winning teams from each school participate in a similar exercise with more complex cases.

Another educational competition program idea is a Pharmacy Bowl. Make the competition an annual event in which teams from different schools within the state compete. If there is only one pharmacy school in your state, form different teams within the school. The bowl is a quiz-type competition between the teams. Students of five work together to try to score as many points as possible in a 45 minute period. The questions cover various aspects of pharmacy including pharmacy law, therapeutics, anatomy and physiology, and medicinal chemistry. The competition is a perfect opportunity to get your local and state chapters involved in a student activity.

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## **Government Programs**

Awareness of government issues effecting pharmacy cannot be stressed enough. The practice of pharmacy is regulated at the state level, and students can play an active role in the legislative process. Policymakers depend heavily on input from the public. Students have a great opportunity to get involved and learn more about government issues by attending a state society's House of Delegates session or participating in the ASC's state's Legislative Day. Organize a "Brown Bag Day" at your state capitol, start a letter-writing campaign to state and national representatives in support of a health-related cause, start a petition, and get involved!

## **Grand Rounds Program**

The program involves presentations by fourth year pharmacy students. They discuss unique or unusual patient cases from their clinical rotations. The fourth year students also have the opportunity to get their cases **published** in *AJHP*. For more publishing information, call ASHP (ext. 1200).

## **Health-System Pharmacy Career Option Programs**

Following are some ideas for health-system pharmacy-related career option programs that can be developed for members:

- Invite local pharmacists to talk about career paths in health-systems, including hospitals, managed care, HMOs, long-term-care, ambulatory care, home care, clinics, and specialty practice. Other potential topics could be Trends and New Opportunities in Pharmacy, Opportunities in the Public Health Service, Veteran's Affairs Practice, etc.
- Work with the state society, local hospital pharmacy directors, and others to coordinate a shadow program. A program of this type allows for individual students to spend time with a pharmacist in a given practice setting as a way of being introduced to various career options.
- Sponsor a Roundtable program. Invite all students to attend the session. Have several pharmacists available to talk to students about pharmacy careers in health systems and their current practice responsibilities. The program allows students to interact with practitioners in a relaxed atmosphere, and learn about available career options. An alternative to the above Roundtable program is one called "How We Got Here from There." This program has several recent graduates practicing in components of health systems talk about their career development, the career options available to them and career decision making. This type of program will help to emphasize to students the need for career planning.

## ***PROGRAM IDEAS Cont.***

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- Sponsor a tour for students to a local home health care agency, hospice, HMO, hospital, nuclear, or ambulatory care center to investigate the roles and responsibilities of pharmacists in these settings. It can be a learning experience for students interested in pursuing a career in those specific areas.
- Encourage students to attend meetings of the local or state health-system pharmacy societies. Emphasize these meetings as the place for students to establish their own network and make potential local employment contacts, as well as learn about career paths. Many state and local societies offer significantly reduced (or even free!) meeting registration for student attendees. In order to become more involved with your state chapter, consider inviting the state officers to install your chapter officers after you hold elections. This will give your members a chance to network with future colleagues and employers.
- Sponsor a Career Fair and invite pharmacists from local hospital pharmacy departments and other settings to speak to students about career paths, residency training programs, summer internship programs, and the pharmacist's responsibilities in their area of practice. Have the participating pharmacists set up visual displays. The students then can walk through the expo and speak to the representatives. The Career Fair is another excellent opportunity for networking.

### **"Hot" Topics**

Consider having a meeting focusing on issues that are "hot" at your school or in the community:

- Review of alternative medicine and the pharmacist's role
- Hold a "How to..." seminar to teach proper blood pressure measurement, cholesterol screening, bone density scans and other physical assessment techniques. Have hands-on instruction on various blood glucose monitors, pregnancy tests, etc.
- Have a discussion on the latest update on legal and legislative issues affecting pharmacy. You may even consider having a "Lobby Day" where students and other pharmacy leaders in the community lobby at the state capitol for issues affecting pharmacy and the health profession.
- Consider having an ethical debate over pharmacy related issues such as assisted suicide, resource allocation, etc.

## ***PROGRAM IDEAS Cont.***

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### **Inservice Programs**

Provide an inservice for the staff of different businesses like a day care center, youth center, or fitness center. Discuss a topic that directly relates to your audience. For example, an inservice at a day care center should focus on the use of common childhood medications, how to properly measure body temperature, and tips on poison prevention. This can be an excellent service project for the student society.

### **Internship Programs**

Develop a directory that provides information on summer internship positions available in the state and a section on health-system jobs available. For a directory with national information, contact the Interorganizational Council on Student Affairs (ICSA) at (202)429-7595. ICSA produces a resource for pharmacy students on financial aid, scholarships, internships, fellowships, and residencies. The directory called the Interorganizational Financial and Experiential Information Document (IFEID) is revised annually.

### **Open House**

Get members to attend and represent the student society at your school's Open House. Discuss the activities and opportunities of the organization with those interested in choosing a career in Health-System Pharmacy. Set up a tabletop exhibit providing information about the society and the benefits of becoming a member.

### **Pharmaceutical Care Programs**

Develop a program emphasizing the importance of optimizing pharmaceutical care. Organize a panel of pharmacists from different practice settings as the guest speakers. Have the practitioners describe the process of pharmacists becoming more involved in the pharmaceutical care of the patient. Provide examples (e.g. Coumadin counseling, pharmacokinetics, and transplant counseling) that pharmacists have initiated. Another topic that could tie into optimizing pharmaceutical care is the pharmacist/doctor relationship. Invite pharmacists and doctors as the guest speakers. Have them discuss the importance of developing a relationship between the two built on respect. If the pharmacist is to become an accepted essential component of the health care team, a professional relationship must evolve.

## ***PROGRAM IDEAS*** Cont.

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### **Pharmacy Week**

National Pharmacy Week has been declared by the Joint Commission of Pharmacy Practitioners to be the final week of October. The following are ideas for activities during National Pharmacy Week:

- Ask senior pharmacy students (or recent graduates) to develop presentations about their completed hospital, health-system, clinical pharmacy clerkships, or senior projects. Schedule a day or afternoon that can be devoted to showcasing these presentations. This is a good way for graduating students to interest undergraduates in health-system pharmacy practice, as well as gain valuable presentation experience;
- Offer a career showcase that gives students an opportunity to explore pharmacy careers. Also, have members develop displays to exhibit the functions of pharmacists in a health-system pharmacy.
- Use the ASHP videotapes *The Invisible Ingredient*, *The Choice is Yours*, or *Go Ahead, Ask Your Pharmacist* in a program aimed at educating undergraduate students about health-system pharmacy and the role of the pharmacist in these settings;
- Visit local colleges and distribute information on a career in pharmacy and applications for pharmacy school. Answer any questions the students may have such as statistics for admission, prerequisite courses, and responsibilities of a pharmacist. Invite ‘pre-pharmacy’ students to your school for tours, tips on applying, mock interviews, and introduction to pharmacy organizations. Hold a PCAT review, set up a mentor program, etc.

### **Points System**

Give student members points for their participation in the society. Assign point values for each activity. For example, one point for attending a meeting, three points for attending a state society meeting, and five points for holding an office in the organization. The idea is to recognize active members and to encourage those less active members to participate more. Based on the accumulation of points, members can get reimbursed for their national conference registration fee and airfare to such meetings as the Midyear Clinical Meeting (depending on the finances of the society). Another idea is to give out year-end recognition prizes such reference books, t-shirts, or gift certificates for a local restaurant or movie theater. Remember that society members who may not hold a leadership position may be just as involved or more. Implementing a point system is an excellent method of increasing member participation.

## ***PROGRAM IDEAS Cont.***

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### **Professional Presentation Skills Workshops**

Following are program ideas focusing on marketing a pharmacist's skills:

- Offer a program on How to Communicate Effectively. Sponsor a guest speaker from the Toastmasters International.
- Offer a workshop called Pharmaceutical Sales: How to Market Yourself. Ask a representative from your school's Career Services to help students develop a resume that speaks for you. Emphasize the importance of customizing a resume for each position.
- Sponsor a program called Presentation and Interviewing Techniques. Discuss most commonly asked interview questions and questions you should consider asking a potential employer. Have a session on effective Power Point presentations, making handouts, etc.

### **Public Health Awareness Programs**

Following are topics focusing on public health awareness:

- Offer a smoking cessation, chemical dependency, HIV/AIDS, or any other public health issue seminar. Have the seminar focus on the pharmacist's role as a health care professional.
- Sponsor a Brown Bag Medication Screening for geriatric patients. Under the supervision of a pharmacist, students may look for potential drug interactions, counsel patients on their prescription and nonprescription medications, and check their blood pressures. Hold the event outside a local pharmacy. Also, give out goody bags containing toiletries and vitamins donated by the store to the participants.
- Participate in a Health Fair. Set up a booth and provide information related to pharmacy. Answer questions and promote the profession of pharmacy. Set up a booth to screen blood glucose, cholesterol, or hypertension. Work with other pharmacists and health care professionals.
- Under the supervision of a pharmacist, offer Internet counseling. Take advantage of technology and experience this unique opportunity.
- Sponsor a Phone-In. Take advantage of this great educational opportunity and answer phone calls on drug related questions.

## ***PROGRAM IDEAS Cont.***

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- Develop a Poison Prevention Week Program. Some ideas include setting up an exhibit at a local mall or hospital. Display pictures of household poisons that look similar to food items, and pass out pamphlets on methods that help prevent accidental poisonings. Distribute Poison Control Center numbers and Mr. Yuck stickers to parents. Another project idea is to write an article on accidental poisonings for a local newspaper. Visit local elementary schools, pre-schools, and day care centers. Teach kids about poisons, the confusion between medicine and candy, Mr. Yuk, and what to do if they or someone they know took a poison. Prepare a packet with puzzles and coloring activities for the kids and pamphlets for their parents. Contact your regional Poison Control Center for materials and tips.

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### **Residency Training Programs**

Unfortunately, students often learn too late in their undergraduate education about the benefits of residency training. The completion of a pharmacy practice residency training program is an important credential for success in today's competitive job market. The student society can play an instrumental role in educating students at the school about benefits of residency training.

Students should pursue a residency program if the student's career objectives center around the delivery of pharmaceutical care in health systems, especially acute care, home care, managed care, specialty pharmacy practice, and/or academia. A residency is also invaluable for any student wishing to enhance his or her pharmacy practice skills before pursuing a full-time position in *any* practice setting.

The following are some ideas for developing activities to increase student awareness of residency training programs:

- Invite the preceptor(s) and resident(s) from a nearby residency program to speak to students/society members about residencies. The preceptor can give advice to students on what to look for in a residency, and current residents can provide personal perspectives on why they decided to pursue a residency. For a list of residency programs in your area refer to ASHP's *Opportunities* publication or contact the Accreditation Services Division at ASHP.
- Take groups of students on a tour of a pharmacy department at a local hospital or other practice setting that has a residency program. Have the students meet with preceptor(s) and resident(s) and encourage them to ask questions about the benefits of residency training.
- Sponsor a Residency showcase at the school of pharmacy. Invite residency preceptors and residents from local programs to each set up a small exhibit in a central location to talk to interested students. Be sure to publicize this showcase to students through the appropriate channels. A Career Days, as well as meetings of the local/state society offer excellent forums for coordinating/presenting such exhibits.

## ***PROGRAM IDEAS Cont.***

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- Distribute Pharmacy residency brochures and ASHP's *Opportunities* publication (available from ASHP or ASHP Faculty Liaisons).
- Invite an ASHP representative to visit your school to talk with students about residency training, including the ASHP Resident Matching Program and other resources available through ASHP that may assist students in finding a residency that is right for them.

### **Social Events**

Receptions can be an informal method of networking, promoting membership, and discussing current pharmacy concerns such as legislative issues affecting the profession. Start an annual Pizza or Sub Night or a Welcome Back BBQ, and ask the local/state society to help cosponsor the event. Invite students, faculty, and local pharmacists to the program.

Starting pharmacy school can be a big adjustment for students. To make the transition a little easier, sponsor a Buddy System. The idea is to match up a first year pharmacy student with a second year pharmacy student. The first year student then has a friend that he or she can ask questions concerning classes, teachers, tests, or social activities. Before the social, the students fill out questionnaires about personal interests and hobbies. They then can be matched to someone with similar pastimes. Make the party more interesting by assigning a drug to each pair. Have the students wear a sticker with the drug name on it. The buddies find each other by searching the crowded room until they find another student wearing a sticker with the same drug name on it.

Have regular social activities throughout the year to build on the closeness of your organization – bowling or movie nights, picnics, pot-lucks, tailgates, parties, etc. Link social activities with service activities: cook dinner at a Ronald McDonald House then go see a movie, have a picnic after a 5K run/Walk for charity, make Valentines for nursing home residents at a movie night, etc.

### **Special Programs**

- Tours: Have your chapter host a tour of a local facility of interest such as a dialysis unit, a managed care facility such as a prison, a drug company, a medical examiner's office, a burn unit, etc.
- Mentoring program: Establish a program where incoming students are given the opportunity to have a mentor who can share with them information about the school, community, and the pharmacy profession. This would be most beneficial during the fall semester when new students first arrive on campus. You may consider putting together "welcome packet" that includes listings for area apartments, grocery stores, movie theaters, restaurants, gymnasiums, etc. Coupons are another great item for the packet.

## ***PROGRAM IDEAS Cont.***

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- **IndustryExpo:** Invite local drug representatives to exhibit their products at your school. Also, invite are practitioners and other health professional students such as medical, nursing, and physical therapy students to attend the exhibits. This is a chance for your chapter and school to network with many health professionals, all while raising funds for your chapter. You may consider doing this in conjunction with other pharmacy organizations on campus.

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