



THE GLORY OF FUNDRAISING

\$15,000.

That's a modestly used car. That's almost a full year of rent at a moderately sized two-bedroom apartment.

That's also the amount of money that the Crew club has fundraised under the direction of Fundraising Chair Madison Allen.

Often times when clubs reflect upon fundraising, they may see it as a stressful endeavor that is likely to be a huge challenge.

Not Madison Allen.

So, where does this drive come from?

"I rowed in high school and knew immediately how spoiled I was with three docks and boathouses. Seeing where we were when I got here, part of the reason I joined was to help the program be successful. I realized how much fundraising had to do with it, so I said 'okay, I can be good at this,'" said Allen.

That being said, one of the unique challenges Allen has faced is determining a benchmark for what is considered a success. Just ask Crew president Sarah Bogdon.

"That's part of what makes Madison so great at Fundraising Chair. There's no actual thing to do where you can say 'okay, I did a good job.' It's just that drive within her to feel that there's never enough money. There's always more

we can be doing, that's why we've been so successful," said Bogdon.

Allen and the club have a breadth of advice for clubs to achieve the same level of success in their fundraising. According to Bogdon, they have tripled their fundraising in the two years Allen has been overseeing their efforts.



Madison Allen (second from left) and Sarah Bogdon (third from left)

can provide, but also to expand the boundaries. Be greedy. Try to get creative. I contacted 100 people for sponsorships, and I only got two. But don't give up, because those two people can make a difference," said Allen.

Jessica Cruz agrees that Madison's work has made an immediate impact on the Crew program, even if it isn't always clearly visible.

For starters, it is advantageous to not only see fundraising as monetary.

"I think it's important to focus on nonmonetary stuff, looking at opportunities to cover our costs, such as getting food for when we race, because that helps as well. Especially with how big the team is," said Bogdon.

Additionally, the club has found success in combining their event planning efforts with their fundraising efforts. Through their planning of an alumni weekend and parents' weekend, the club was able to raise close to \$10,000. When asked for a succinct summary of how she's made fundraising work, Allen was able to state it clearly.

"It's important to utilize what campus

"A lot of work doesn't get seen and the terrific job that she does gets slipped under the table and I felt like there needed to be recognition. She spends so much time and it helps us out so much," said Cruz.

Fundraising is not always the easiest job for Allen. Naturally, there are many challenges that come along with the job.

"I have to take the responsibility of making that contact and connections and making sure everyone will show up. I can stress out, but as long as everyone else can relax, I am okay," said Allen.

What keeps her going?

"Just having the hard work pay off. We were able to pay for new racks and a new wall. Just being able to go on these trips. Seeing how much we need to fundraise for every little thing. Making it a successful experience for everyone and making it easier on Sarah," said Allen.

"The glory."



Madison Allen (on left)

Notable Mentions: Nominate online! Find the link in our resource center under Marketing

Bowling's Joel Cohen Stays Dedicated

"Joel Cohen has been a member of the FSU Bowling team for many years. He bowled for FSU during the 09-10 and 10-11 seasons.

Due to personal reasons, he was unable to continue attending FSU and had to work a full-time job.

He saved up money over the course of five years in order to return to FSU and bowl one final season with the team, as well as finish his degree.

Joel earned a berth on the varsity team to begin the season"

-President Kenny Smith

Men's Ultimate's Connor Holcombe Dominates

"Connor Holcombe is the heart and soul of the team. He is our best and most dominant player. He was central to our nationals run last year by being our star cutter.

He gets open at will and doesn't commit turnovers. He led the Nationals tournament

in goals among all teams. We all look to him for advice because of his vast experience with the game. He sets the upbeat tone for the team as well. We all love Connor and would love for him to get more recognition."

-Secretary Scott Moore