



SOCIETY OF PHYSICS STUDENTS

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PhysCon Fundraising Tip #5

Night of Lights

Recommended for: School with high on/off campus involvement, large upfront cost

Category: Campus Event

Potential funds raised: \$300-650 (~40 tickets sold)

Brief Description:

Find a location on campus or ask the community museum/discovery center if they will donate the cost of renting the place towards participating in the fundraiser. Some places will be happy to help, also offer SPS members to volunteer there every so often. Possible activities to include with event: a talk from a local scientist, food and beverages, physics demos, laser light show set to popular songs, oldies, etc. If looking for a guest speaker, try talking to your professors or other involved scientists in your community. If they speak at no cost, be sure to thank them at the event with flowers or another gift of gratitude. Marketing is very important for a strong turnout; this event should be available to the general public. Offer tickets as pre-sell and at the door ~\$20-30; open to students, faculty, the public, music enthusiasts, etc. Consider offering tickets for free to small children. Making a light show as an SPS chapter (or convincing the electronics professor to make that a final project) is a great way for members to apply their physics knowledge of electronics, programming, and music (<http://www.instructables.com/id/Laser-Box-Music-Laser-Light-Show/>)

Up-front Costs:

Consider the following as an outline for costs: food and drinks ~\$150, materials to create light show ~\$100, speaker may require travel funds, location may require a deposit or a share of the profit

Revenue:

If 40 tickets are sold at \$20/ticket, and \$250 was spent on food and drinks before the event, the club would make a \$550 profit.