



# SOCIETY OF PHYSICS STUDENTS

An organization of the American Institute of Physics

## Chapter Fundraising Case Study: Donut/Coffee Sale

### Basic Information

---

**School:** University of Maryland, College Park

**Brief description of school:**

Public, 4387 faculty, 37248 students, suburban area next to Washington D.C.

**Approximate number of physics graduates per year:** 70

### Fundraising Information

---

**Brief description of fundraiser:**

Donuts, coffee, and tea are sold in the main lobby of the physics building every morning from 8 to noon. Donuts and other items are bought from a nearby Shoppers every morning at 7 AM by a student who's willing to make the drive.

The prices of each item are as follows:

- a. Donuts: \$0.75/ea
- b. Coffee: \$0.50/cup
- c. Tea: \$0.50/cup
- d. -\$0.10 if bringing own cup

This is in competition with our more well-known neighbor Starbucks, which sells the same items at a slightly higher price. Despite this, we're still successful. These prices may have increased by a mere \$0.10 over the past decade.

**Approximate amount raised:** Enough to buy pizza for the whole chapter once a week

**Investment required:**

*Upfront costs:* Cash box, 2 coffee machines, 2 coffee dispensers, coffee filters, cups, lids, cup holders, napkins, cream, sugar, etc...

*Time invested:* This sale occurs on a regular basis: M-F from 8 AM to 12 PM in half hour shifts supervised by two members at a time. Leftover donuts are eaten by physics



# SOCIETY OF PHYSICS STUDENTS

An organization of the American Institute of Physics

## Chapter Fundraising Case Study: Donut/Coffee Sale

students (that is, we just put them in the undergrad physics lounge so that only those who know the code to get in said lounge can have a 400 calorie sugar lunch).

### **Tips for chapters:**

- Always have someone stationed at the donut/coffee table (to conduct sales, for which there are extremely few breaks during standard morning class hours, and to protect monies).
- Two chapter members per 1 hour shift is usually efficient to handle influx of people. Someone should, say, be conducting sales while the other maintains the supply of coffee (which tends to go fast).

### **Contact:**

[umd.sps@umd.edu](mailto:umd.sps@umd.edu)