

A374\_2016AbstractGannonJessica

## Abstract

This paper explores the history of the Ball State University Singers, focusing on their intended purpose to represent the spirit of the University to the rest of the world (Ball State, 2016) and their history of international outreach. The paper goes on to note that funding for such opportunities is diminishing and other fundraising events need to be considered. The paper outlines the research and data collection involved in creating fundraising ideas. The fundraising events of hosting a 5K race, an alumni auction, and a cast chili cook-off are presented, with the inclusion of a budget of expenses and resources to optimize the success of each event.

Honors College  
Ball State University  
Muncie, IN 47306