

APhA-ASP INNOVATIVE PROGRAMMING AWARD

Croc Charms Fundraiser Howard University

Custom made Croc charms designed to allow students to creatively represent their chosen field of study! Charms were made available for Pharmacy, Dental, Medical, and Law students.

Planning:

- The Financial VP created a system where she:
- Uniquely designed various small-scale images.
- Printed the various images on sturdy paper specifically sized for Crocs.
- Applied a special coating to prevent damage by weather and normal wear-and-tear.
- Placed a backing which allows students to attach said images to their everyday crocs!
- Croc charms were sold in packages of 3 for \$12 or sold separately for \$4 each.

Fundraiser Results:

- Increased APhA-ASP visibility not only among the college of pharmacy but other professional schools on campus.
- Our sale has been a great way to finance future events.
- Improved new membership and participation of our current members.

Financial Gains:

Current Gross Profit: \$804

Expected Gross Profit: \$1000

