

Fundraising

Dollar Activity: Introduction Ask to borrow a dollar from three or four people (dollars will be returned after the activity). Once dollars are collected thank them walk away. Do not tell the person what the money is for, what organization you are with, or who you are.

Questions to ask participants:

- How do you feel about our exchange?
- Do you feel you received something of value for your generous contribution?
- What are you supporting?
- Why did you give me the dollar?
- Are you likely to make a contribution again? Why or Why not?

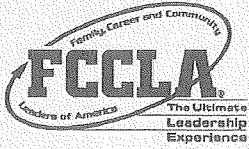
Often times we approach fundraising in the same manner our goal is to raise money, but we don't have a specific purpose for raising the money and we may not be offering our customers something they value in return.

- Adding value to fundraising
 - Let people know who and what they are supporting
- Where is the money going?
 - Have a specific goal in mind students should be able to share that with customers. For example the money will go for students to attend the National Leadership Conference, or state conference to compete in STAR Events.
- Who benefits?
- What have you done for or given to the community or customer in exchange for their contribution or donation?
- Why are you fundraising? Purpose behind the fundraiser.
- How will this fundraiser benefit students, the school, local business or the community?

Brand FCCLA

When fundraising let people know who you are, so they don't get you confused with other organizations that are raising money.

- Use the logo
- Make your own logo, but follow the guidelines in the Guide to Promoting FCCLA, and Brand FCCLA publications
- Write newspaper articles about projects and what programs the money is being used to support.
- Use a sales pitch that includes who, what, where, how and why you are raising money.
- Students need to know enough about FCCLA to explain it to customers.



Build a fundraising program

- Annual events
- Build a reputation for quality
- Use local merchants/supplies where possible.
 - For example products made in your state or area
- Community Service projects help build a reputation for student organizations.
- Don't be the organization that fundraises and gives nothing back to the community.
 - Fairly quickly the community tires of supporting you and fundraising becomes more difficult.
 - Invite other groups to join you or join forces with another organization, sharing the work and sharing the profits.

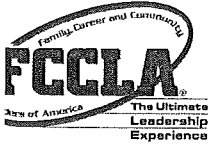
Learn and Earn

- Make fundraising project educational
 - Profit/bookkeeping/planning
- Use FCS Skills
 - Culinary Arts—food production
 - Clothing and Textiles—crafts or a product you design
 - Child Development—Childcare for a local event with arts and crafts for kids

Fundraising sources

- Banks have community reinvestment dollars
- Local foundations and businesses
- National Organizations
 - National Organization for Youth Safety noys.org
 - National Highway Traffic Safety Administration
 - State Farm Foundation
 - Allstate Insurance
 - National Youth Leadership Council
 - Pay It Forward Foundation

Share your favorite fundraising idea



Planning Sheet for Product Sales

Name of Fundraiser _____

Date: _____

Chairperson: _____

Contact Number: _____

Checklist

	Assign committee members	Phone number
_____	Committee Members	_____
_____		_____
_____		_____
_____		_____
_____		_____

Committee



- _____ Review school policies and procedures for fundraising.
- _____ Brainstorm ideas—keep the list for later.
- _____ List possible dates.

Chapter

- _____ Discuss proposed fundraisers and make final selection.

Committee



- _____ Select a vendor if applicable—Local if possible.
- _____ Establish timeline and schedule it on the master school schedule.
- _____ Fill out request form and file it with student council or the activities office.
- _____ Determine incentives

Adviser

- _____ Sign contract with vendor

Committee



- _____ Written directions for the event such as price, deadlines, student and parent responsibilities.
- _____ Organize kick-off event for sales campaign
- _____ Publicize event in local papers, flyers, athletic programs and local cable station.
- _____ Create and distribute individual student record sheets

Adviser/Treasurer/Chair person

- _____ Deposit receipts daily.
- _____ Verify records.
- _____ Track student receipts.
- _____ Issue purchase order for sale inventory.
- _____ Count and record initial inventory.
- _____ Secure merchandise/payments during delivery period

Committee

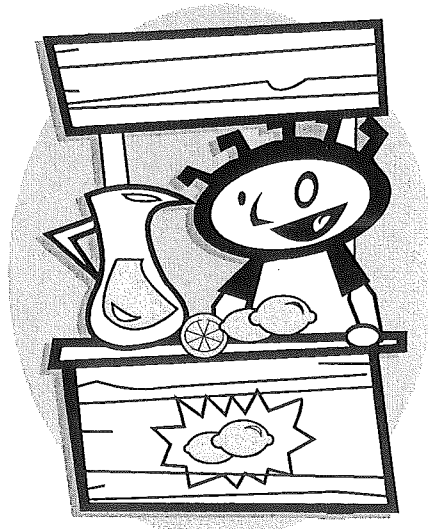


- _____ Secure, inventory, and return unsold merchandise and complete final inventory.
- _____ Conduct fundraising reconciliation.
- _____ Request check to pay the final bill.
- _____ Hold followup and recognition meeting.
- _____ Finalize fundraising breakdown and post amounts to student accounts
- _____ Organize and file notes, records, and evaluations.
- _____ Thank everyone who contributed to your success



Fundraiser Checklist

- ✓ Identify Fundraiser
 - What is your goal?
 - Dates of event
 - Permission for Event (check polices)
- ✓ Chairpersons / Committee
 - Advertising
 - Media Contacts
 - Press Release Times
- ✓ Supplies Needed
- ✓ Money Box
- ✓ Refreshments for Crew
- ✓ Clean-up Crew
- ✓ Thank You's



Chapter Budget

Projected costs for planned activities for 2008-2009

Three Forks FCCLA Chapter

Adviser: Cathe Felz

Planned Activities	Anticipated Cost
Affiliation state and national for 30 members	\$ 600.00
Cluster Meeting \$250.00 per student	\$2,500.00
Tailgate party	\$ 150.00
Awards and recognition	\$ 200.00
Purchase equipment	\$ 800.00
State Conference \$125.00 per student	\$1,250.00
Expenses for NLC \$1,500.00 per student	\$4,500.00
<u>Project Expenses</u>	<u>\$2,000.00</u>
Total	\$12,000.00

Planned Fundraisers	Anticipated Revenue
Concessions	\$2,000.00
Summer Rodeo	\$1,000.00
School Store	\$2,000.00
Carnations	\$1,000.00
Dirt Cups	\$ 300.00
Carnival	\$ 600.00
Cookies Dough	\$ 800.00
Cookie sales	\$ 300.00
Horse Drive	\$ 400.00
Car Wash	\$ 400.00
Pasties Fall	\$1,700.00
Spring	\$1,500.00
Total	12,000.00

FCCLA Chapter

Adviser: _____

Planned Activities

Affiliation state and national for _____ members @ _____

Anticipated Cost

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Total

Planned Fundraisers

Anticipated Revenue

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Total

Cushion



Fundraising Ideas

Cookie Sales

Mother / Daughter Luncheon

Mr. Potato Head Fundraiser

Father / Son BBQ

Cardboard Boat Race

Dodge Ball Tournament

Box Tops For Education

Pajama Day

Fundraiser Insurance

Change Wars

Snowman Poop Fundraiser

50/50 Raffle

Arrest A Fan

Fashion Show

Dinner Auction

Car Show

Rappin' Teacher Fundraiser

Breakfast with _____

Candy Cane-a-Gram Fundraiser

Miniature Golf Tournament

Gift Wrapping Fundraiser

Holiday Cookie and Cakes Sales

Crazy Hat Day Fundraiser

Ice Cream Social

Super Bowl Sub Sale Fundraiser

Car Bashing

Cookbook Fundraiser

Trivia Night

Make Believe Tea Party

Grant Ideas

Captain Planet - Project Grant

Me to We - Cash Prize

Tolerance.org: Mix it Up - Project Grant

Do Something - Project Grant

GenerationON - Project Grant

Kohl's Cares For Kids - Project Grant

The International Award for Young People - Project Grant

Youth Service America & Disney - Project Grant

Build-a-Bear-Workshop - Project Grant

Best Buy - Technology Grant

US Airways - Project Grant

Kids in Need Teacher Grants - Project Grant

GreenWorks Grants - Project Grants

Braitmayer Foundation Education Grant - Support Grant

WK Kellogg Foundation - Support Grant

Teacher's Pet - Support Grant

State Farm Grant - Project Grant

Target - Travel Grant

Cash Sales Record

Event or Sale: _____ Date: _____

Change box to start event

Cash amount in change box _____

Coin amount in change box _____

Total in change box _____

Change box at the end of event

Cash amount in change box _____

Coin amount in change box _____

Checks amount _____

Total at the end of the event _____

Gross profit _____

Expenses

Business/receipt attached	amount
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_____	_____
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_____	_____
-------	-------

_____	_____
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_____	_____
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_____	_____
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_____	_____
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Total expense	_____	-
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Net Profits	_____	_____
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With ever-tightening school budgets, fundraising has become a necessary part of student activity programs. To avoid cutting back on programs, FCCLA chapter advisers often search for ways to provide money to support chapter activities. Putting chapter members in charge of organizing fundraisers is a good opportunity to not only raise money for chapter activities, but also provide leadership development and career skills for members.

Start your fundraising effort by setting up a fundraising committee with a reliable and energetic member of the chapter to head the entire project. This committee could be a standing committee that is charged with all fundraising efforts for the year, or it could be a special committee that works only on one particular fundraiser. Once you establish a committee, follow these steps to organize a successful fundraiser:

- **Determine how much you need to raise.** Your members should discuss why they want to raise money and how much they need. Set a specific dollar target. The goal you set will be a critical factor in determining the type of fundraiser needed. If your chapter needs to raise \$3,000, you're not likely to choose a bake sale as your project.
- **Brainstorm ideas.** Brainstorming with the committee is a great way to start getting ideas for how to raise the money and gives everyone a chance to contribute. Remember to keep the chapter goals in mind. Rather than simply conducting a sale of some item that is unrelated to your goals, consider how you could raise money and accomplish your goals at the same time.

For example, if one of your goals is to strengthen family ties, brainstorm a list of fundraisers that could be related to that goal. Relating your fundraising efforts to already established group goals enables you to get double the value for your efforts—raise funds and accomplish goals at the same time!
- **Make sure the activity is worth the effort.** Consider how much time and energy will be invested in the fundraiser and what the profit margin will be. There's no sense in putting in a huge effort for a small payoff.
- **Attain chapter approval.** The committee should select the best fundraiser idea and present it to the entire chapter at a meeting. Involve members in a discussion of the proposal and vote on it. If all members of the chapter are going to be expected to participate, it's important that they all support the idea.
- **Select a date for the fundraiser** that won't be in competition with another activity that expects to draw the same crowd you hope to attract. Check the school's master calendar to avoid scheduling conflicts.
- **Obtain administrative approval.** Take whatever steps need to be taken at your school to receive approval to conduct your fundraiser.
- **Develop a plan.** Determine the steps involved in organizing the fundraiser you have selected. A product sale will involve different steps than a service or activity. Using the FCCLA Planning Process can help members work through the various elements involved in planning any project and help them consider aspects they might not think of on their own.

Put your plan into action by having people sign up for the various subcommittees or tasks such as making posters, creating tickets, selling tickets, setting up, cleaning up, and so forth. Once chapter members have done this, student leaders should create a master schedule of tasks, deadlines, and member responsibilities.
- **Work up a budget.** It usually costs money to put on a fundraiser—for merchandise, supplies, equipment, advertising, invitations, prizes. Based on the projected income from the event, estimate how much the group can afford to spend to

organize the fundraiser. Set a limit and stick to it. Keep costs low by relying on volunteer help, free donations, and monetary contributions wherever possible.

- **Get students excited about the project.** The more you publicize your fundraiser, the more people will participate. Use attention-grabbing announcements, dynamic posters, fliers, bulletin boards, and other creative publicity techniques to draw attention to your efforts.
- **Keep your goal in mind.** Post your objective in a clearly visible spot and regularly update your progress. Help members see that their efforts are having the desired effect or, if the effort seems to be lagging, develop some incentives to motivate members to work harder. You might want to set aside a portion of the profits to establish individual and group incentives for reaching the goals. For a fundraiser in which products are sold, prizes for students who sell the most, for every student who reaches the goal, or for students who exceed the goal can help motivate students to higher sales levels.

- **Remember the details.** Keep accurate records of inventory, individual sales, money turned in, and so forth. Be sure to conduct an evaluation of the fundraiser when it is completed and file project report forms for future reference.

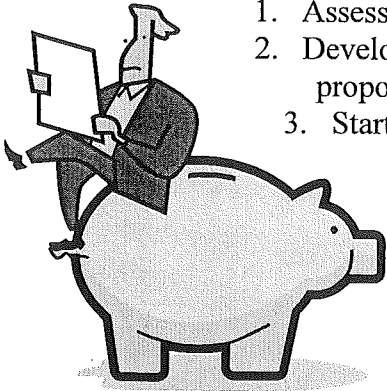
- **Thank everyone who helped in the effort.** When the curtain has fallen on the event, the receipts have been tallied, and the bills paid, send thank-you notes to every person and firm that contributed in any way to your success. Even the most altruistic volunteer workers and helpful business firms like to be recognized for their contributions.

- **Celebrate your success!** After the sales period or event is over, take time to celebrate your accomplishments. Remind yourselves what the money will be used for and congratulate yourselves on achieving your goals.

Portions of this article were excerpted from *The Bucks Start Here: Fundraising for Student Activities*, by Lyn Fiscus & Earl Reum. Available from Leadership Logistics at www.leadershiplogistics.us.

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Grant Writing Guidelines



1. Assess your community or school to prove that you have significant need.
2. Develop a project idea to address the need you have identified. Make sure your proposal describes a project or program to bring about change.
3. Start with outcomes. Start with the end in mind.
4. Use research to support your assessment of need and the plan to address that need.
5. Research funding sources including goals, application process, and eligibility.
6. Determine whether your goals and objectives match the goals and objectives of the funding source.
7. Target foundations, agencies and funding sources which are appropriate to your field and project. Think outside the box do not limit your proposal to one or two sources.
8. Before you write your proposal contact the granting agency with any questions you may have.
9. Use the requested format to write and submit your proposal. Some states have common applications use them when appropriate.
10. Use clear concise language, avoid flowery language and jargon when describing your need and project idea.
11. Use active rather than passive voice.
12. Use proper grammar and correct spelling.
13. Be clear, factual, supportable, and professional.
14. Prepare an interesting, persuasive, and unique proposal.
15. Answer the following questions
 - Who are you?
 - How do you qualify?
 - What you want?
 - What problem will you address and how?
 - Who will benefit and how?
 - What specific objectives will you accomplish and how?
 - How will you measure your results?
 - How does your funding request comply with the granting agencies purpose, goals, and objectives?
 - Who can you get to help you?
16. Be clear about why you are seeking a grant, what you plan to do with the money.
17. Be specific about the goals of the project.
18. Follow-up with the agencies about the status, evaluation, and outcome of your proposal, after it is submitted.
19. Request feedback about your proposal's strengths and weaknesses.
20. Make revisions and resubmit rejected proposals.
21. Do not give up, keep trying.



Banking on FCCLA

Volume 1, Issue 1

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July 5, 2010

Time Management Tips

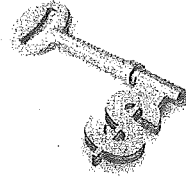
- Set priorities daily
- Do first things first
- Remember, you don't "find" time, you "make" time.
- Recognize there is always time for important things.
- Recall long-term goals while doing small tasks.
- Eliminate unproductive tasks quickly.
- Focus on one thing at a time.
- Establish deadlines for yourself.
- Delegate, Delegate, Delegate!
- Handle each piece of paper once.
- Keep things organized.
- Things happen, if you don't control it don't sweat it!

Grant Writers Top 10 To Do List

1. Select Grant Ideas
2. Identify possible funding sources.
3. Review guidelines
4. Conduct pre-proposal contacts.
5. Talk to past grant recipients.
6. Outline proposal
7. Write your initial proposal draft.
8. Conduct a literature review.
9. Use search engines to find documenting statistics. (Google, scholar)
10. Edit your initial proposal draft

Resources:
Proposal Planning & Writing,
Jeremy T. Miner, Lynn E. Miner

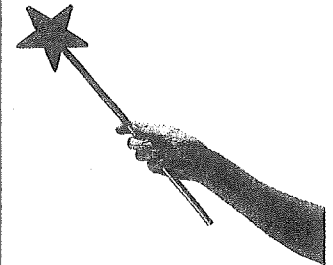
Great Plains IDEA Program.
Grant Development and Management.



Develop a Clip File System

Create a system of folders, notebooks or electronic folders with the following headings

- Goals, Objectives and Outcomes
- Methods
- Evaluation
- Dissemination
- Budget
- Appendixes
- Abstract/Summary
- Grant Review and Funding Decisions



Where is my fairy godmother when I need her?

Developing Grant Ideas

- Write a wish list.
- What would make your program excel?
- If you have ever said "We could do that IF we had the money." You have a grant idea.
- Write "that" down and add it to the Clip File
- Brainstorm with your chapter members, officers, parents and administration for ideas for projects.
- Combine several similar ideas into one grant proposal.

Write One Great idea you have!



Developing the GREAT Idea



To build a dream
start one brick at a
time

Source: Great Plains
IDEA Program

Ask yourself the following questions;

1. What are your clients' and your agency's interests and specific needs
2. What are your own professional interests?
3. Are these needs/interests unique or similar to peer agencies or other colleagues?
4. What innovative approach can be used to meet these needs?

5. Are the needs real:

How many people will be served? Would I make a significant difference in people's lives? Would this approach solve the problem and make a difference in people's lives? Does this project duplicate work in progress elsewhere?

6. Research the field.
7. Have funders supported this area? How could I build upon their work
8. Will my idea be sustainable

after the funding period? Are there future funding sources?

9. Would I be effective if I found partners that complement my organizations capabilities?
10. Does the project fit with the mission of my organization?
11. Do we have time and personnel to develop this proposal in a competitive fashion?

*"If you don't
sweat when
you're planning,
you'll bleed
when you're
implementing."
Anonymous*

Looking at the Goal of the Project OBJECTIVELY

Define the Goal of your project. The goal is a brief umbrella statement describing what your projected is intended to do.

The Objectives are measurable outcomes they should describe what will be done, the area of change and the result. Next define who, the population involved in the project. How

many and to what degree will the participants change during the course of the project. Finally when will the project be complete. What is the timeframe or deadline?

Use the worksheet as a working model to write goals and objectives for your project.



Write for the Review Panel

Grant reviewers have a wide range of grant reading and writing abilities. Government reviewers and reviewers from large foundations have the highest levels of sophistication. Smaller foundations may have a grant expert on staff or they may rely on their donors to read

grant applications.

Most foundations have limited time to read and evaluate proposals making it important for writers to share their ideas in clear concise language. Keep in mind if reading your proposal bores you it will probably not intrigue the reviewers either.

Many reviewers are unfamiliar with industry jargon and acronyms try to limit their use in your proposal.

Knowing the audience for your proposal and who is likely to read it is one of the most important tools in the grant writing tool kit.

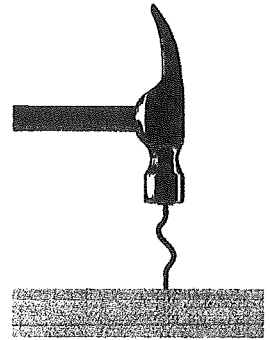


A mountain is crossed
on rock at a time. Challenge each part of the proposal individually.

Questions to answer in the Needs Statement

Does your proposal . . .

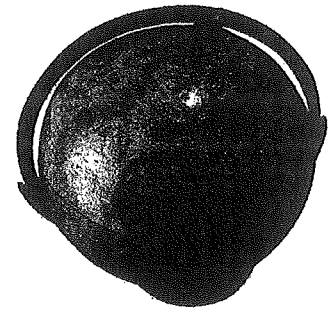
- Demonstrate a precise understanding of the problem or need that you are attempting to solve?
- Clearly convey the focus of your project early in the narrative?
- Indicate the relationship of your project to a larger set of problems or issues?
- Justify why your particular focus has been chosen?
- Specify clearly what is not addressed by your project?
- Establish the importance and significance of the problem?
- Signify the potential, sustainability, and contribution of your project?
- Summarize related projects and demonstrate how your project will build on these earlier efforts?
- Include citations to ongoing studies as well as earlier project findings?
- Establish the theoretical and conceptual base for your project?
- Demonstrate the problem is solvable?
- Make the review want to read more?
- Indicate how the problem relates to the goals of your organization?



How well can you hit the nail on the head and drive it home.

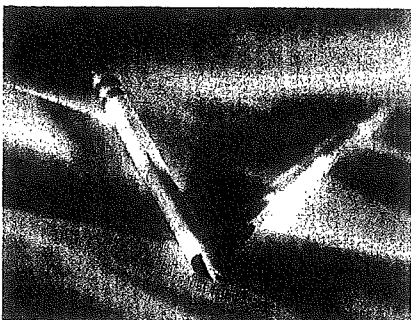
Top ten Ways to Fix the World

1. **Missing Link**—the world is doing just fine in its own way. The problem is that the services are not properly linked so they work together. Your idea is not to replace services but to connect them to better solve the problem.
2. **Symptom Cause**—The world is not really dealing with the heart of the problem. Instead of Band-Aid approaches, you see a possibility of an alternative approach which could eliminate the problem altogether.
3. **Old Message, New Medium**—The world is doing fine; however, the problem is that certain critical populations of people are being missed by current approaches. You proposed to tailor a specific message into a new medium so it communicates effectively.
4. **Old Idea, New Population**—The current approach is working well, but you want to see if it will also work with a new target group.
5. **Anticipate Crisis**—The world is going its merry way in complete ignorance of a major new factor that is going to render irrelevant or obsolete much of what it is doing.
6. **Consolidate Resources**—The world is inefficient. Your propose to consolidate and streamline services so that current approaches can become more cost-effective.
7. **Revitalize Markets**—You see that with proper stimulus a business climate could be created to reverse present trends toward increasing dependency on the public sector.
8. **Discover a New Population**—Current service providers have chosen the wrong categories to look at the problem. They are unable to diagnose clients correctly and prescribe proper remedies. You decide to isolate a specific group that represents, in your judgment, the appropriate treatment category.
9. **Discover a Promising New Idea**—You conclude that the current approaches are not solving the problem. Your propose to eliminate accepted preconceptions and to approach the problem in an open-ended way that would offer the potential of new and promising discoveries not possible in the current closed environment.
10. **Its Just Broken**—The way things currently are just are not working for anyone. You. You propose to start fresh with a new program or service.



If you don't like something change it; if you can't change it, change the way you think about it.

Mary Engelbright



I

Ideas

*"Ideas are funny things—
they won't work unless you do!"*

Ideas for Fundraising

Items and Services for Sale:

Newspaper Drive
Paint House Numbers on Curbs
Talent Show
Bake Sale
Watermelon Feed
Magazine Sale
Auction
Concession Stand at Games
Aluminum Can Drive

Shovel Snow
Carnation Sales on Holidays
Garage Sale
Bumper Stickers
Copper/Silver Drive
Print/Sell Student Directories
Baby Picture Contest
Spirit Chain Links
T-shirts with Class Members' Names on Them

Grams:

Val-a-Grams; Spook-o-Grams; Santa-Grams; Thank-You-Grams; Shamrock-Grams

Spirit Items:

Mugs, Mini-Pom Poms, Ribbons, T-shirts, Bumper Stickers, Painter's Hats, Book Covers, Frisbees, Key Chains

Wash:

Store Windows, Cars, Car Windows at Drive-in Movies, Airplanes, Postal Trucks.

Guidelines for Fundraising

- Don't schedule fundraisers immediately before or after another money raising project, or at times when other financial burdens are evident (school pictures, yearbook sales, and so on).
- Raise money for a specific reason and be sure the student body knows what it is.
- Show the student body how the money is spent.
- Sponsor a free contest now and then and offer a prize worth winning. Your credibility and support will improve.

Ideas for Dress-Up Days

School Colors
'50s Day
Mash Day
Look-Alike Day
Western Dress Day
Crazy Hat Day
Tourist Day
Pajama Day
Shades Day
College T-shirt Day
Spirit Buttons Day
Scarf Day

Bandana Day
Tie Day
Bermudas Day
Sweats Day
Boots Day
Crazy Sock Day
Pairs day: Jack and Jill, Laverne and Shirley,
Raggedy Ann and Andy
Kiddie Day
Opposite/Backward Day
Hawaiian Day
Dressy Dress Day

When planning a dress-up day, remember to select a theme that will appeal to all students. Start slowly with a low-threat idea or pick a theme that provides a wide variety of ways to dress. For example, on Hawaiian Day students who are apprehensive can wear their normal clothing and add a plastic lei around their necks. Students willing to take a medium risk can wear shorts and hats. Students who are gungho about the event can wear hula skirts.

Ideas for Service Projects

Canned Food Drive
Caroling at Nursing Homes
Neighborhood Clean-up
Adopt-a-Grandparent
Guides at School Functions
Read-A-Thon
Tutoring
Vandalism Repair
Care Packages
Clothing Drive
Giant Birthday Card
Free Babysitting at School Functions

Ideas for Appreciation

Write Notes to Team Members
Birthday Cards for Representatives
Staff Breakfast
Room Service for Teachers
Secret Pals
"T Is for Teacher" Apples
Singing Telegrams to Staff
Treat the Cooks to Lunch
Clean-up for Custodians