

Fundraising

Intro Ask to borrow a dollar from three or four people—dollars will be returned after the activity. Once the dollars are collected thank them and walk away.

Questions:

- 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
- Where is the money going?
- 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, or the community?

Brand FCCLA

- Use logo
- 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
- Determine how much you need to raise
- Build a reputation for quality
- Community Service projects help build a reputation for student organizations.
- Don't be the organization that fundraises and gives nothing back to the community.

Learn and Earn

- Make fundraising projects educational
 - Profit/bookkeeping/planning
- Use planning process
- Use FCS Skills
 - Culinary skills

- Set a fundraising budget—“It takes money to make money.”
 - Supplies, merchandise, equipment, advertising, prizes, invitations
 - Volunteer help when possible involve parents
 - Free donations
 - If local businesses support you and your fundraising efforts— support their business when possible,
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Fundraising Sources

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

Value to students--student buy in

- Student Accounts

Pitfalls to Avoid

- Legal Restrictions
 - Check local laws and regulations
 - Health department
 - Taxes—are you required to pay sales tax check out taxes state by state at www.fundraisingtaxlaw.org
- Insurance
 - Will school insurance cover you
 - Liability insurance incase of injury
- Contracts
 - Check them with your legal department or a lawyer before signing.
 - Have requirements in writing
- Protect yourself from loss
 - Shoplifting
 - “Freebies” “if we work do we get ---- for free?” Establish guidelines before the fundraiser begins.

Fundraising Ideas

Write your favorite idea with a brief description on the green sheet deposit it in the “Bank” we will draw door prizes out of the box at the end of the workshop.

Fundraising idea sheet

Conclusion

Our goal today was to share with you fundraising ideas and some techniques that work in our communities. Unfortunately not all fundraising ideas will work in all schools

or communities. The ones we have shared are varied so hopefully you will find something of value from the workshop. Thank You!