

Great Ways To Fundraise



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Steps to Achieving a Great Fundraiser

- STEP 1: Set a goal. How much do you want to raise?
- STEP 2: Develop a plan with clear objectives and deadlines.
- STEP 3: Identify four to six people to serve as the core volunteers.
- STEP 4: Pick a fundraiser that everyone is motivated to tackle. The more enjoyable it is and the more enthusiasm you have, the more momentum will be created.
- STEP 5: Involve others to help with publicity, sponsors, ticket sales, event planning, etc.
- STEP 6: Use PSAs, e-mails, letters, telephone calls and posters to publicize your event and involve the whole community!
- STEP 7: Organize a big marketing committee. Each member is asked to sell ten tickets and find ten people to sell ten tickets, who find ten people to sell ten tickets, etc. The number one reason people give to charity is that they were asked.
- STEP 8: Meet regularly to measure your success and gauge what to do next.
- STEP 9: Create excitement using assemblies, announcements, radio interviews or celebrities to help promote your event.
- STEP 10: Cover your bases, such as directions, parking, food, emcee, PA system, ushers, materials, supplies, silent auction, gift tracking, thank you letters, and follow-up.
- STEP 11: Ask major sponsors to give larger gifts to have their name associated with the event or printed on the back of your t-shirts.
- STEP 12: Say thank you again and again to those who help with time, money or gifts-in-kind!

On the following pages, we have provided you with some great tips on how to ask others to support your fundraiser!

BE ASSERTIVE!

Ask anyone and everyone to sponsor you. Remember, the minute you limit who you ask, you limit how much you will raise.

SET A CHALLENGING GOAL.

Test your limits. See how far you can go!

MAKE A LIST.

Write down all of the people who are willing to help. This includes but is not limited to friends, family, co-workers, and businesses.

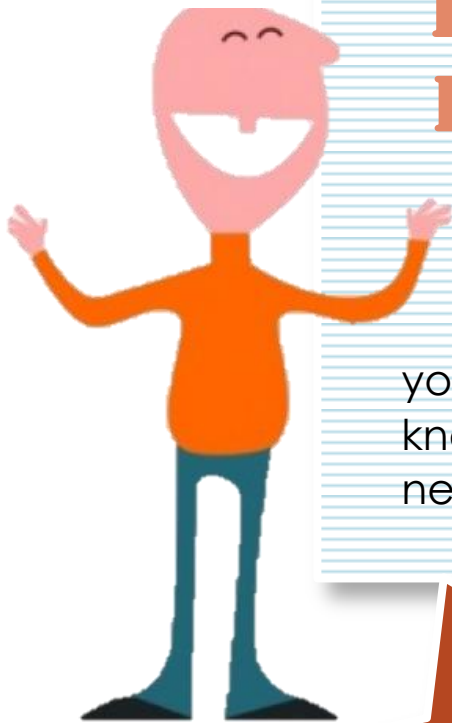
USE DONATE LIFE!

Take advantage of the Donate Life materials, brochures, and pamphlets to promote the organization and provide necessary information. (Contact Donate Life if you need materials.)

MAKE IT PERSONAL.

Explain why YOU are participating.

HELLO!



HOW TO APPROACH A POTENTIAL SPONSOR

When approaching someone to donate, it is important to know what you are going to say. It is imperative to know how to get what you want and need. Here is a suggestion on how to ask!

“Hello, my name is ____, and I am raising money for _____. Would you like to support our group by purchasing ____? Thank you for your generosity, and have a nice day.

SUCCESSFUL FBLA FUNDRAISERS

RLW/RLC BASKET AUCTION - Run this auction similar to the SLW Basket Auction, each chapter in the region should bring a basket for the auction.

ACTIVITY NIGHT – Open the gym, pool (if you have one), cafeteria for a dance, classrooms for PS3, XBOX, gaming or for poker, library and/or auditorium for movies. Charge \$5 - \$6 to get in and provide the pizza and soda for each person in attendance.

DODGEBALL TOURNAMENT or STUDENT FILM FESTIVAL – Revenue from your events is generated through ticket sales, local sponsorship, concession stands, raffles (when permitted) and competitive entry fees (for Dodgeball only). Contact non-traditional media for more information.

BATTLE OF THE BANDS – Charge a \$2 admission fee, and then charge \$1 for every vote. The band that raises the most money wins.

MOVIE NIGHT – Show a movie for the community and have a basket for monetary donations or charge an admission fee that goes to Donate Life Pennsylvania.

FLOWER BASKETS – Get the club together to make flower arrangements and sell them for different holidays. Contact local florists for assistance.

POWDER-PUFF FOOTBALL GAME – A Girls vs. Girls flag football game (where the guys dress as cheerleaders). Advertise to the school and community and charge admission. It's a lot of fun and can attract a big crowd. Have a refreshment stand to make even more money.

SHEETZ COUPON BOOKS – Contact your local Sheetz to see if they participate.

RESTAURANT NIGHT – Chapters will receive 20% of the bill at a local restaurant. Contact a local restaurant.

T-SHIRTS & BEACH TOWELS – Features officially licensed characters, sports, and environmental designs. Free shipping, great quality, high profits & individually packed orders. Easiest and most successful sale you'll ever do. Call Uncle Jerry's Tee's at 800-556-2887.

COUPON BOOKS – A quick, easy and 20 years proven fundraising product. Selling custom tailored coupon books with exclusive 2-for-1 valuable coupons from your own community. Profits start at 65%. Call the Educational Resource Foundation at 800-241-3116.

CAR MAGNETS – Becoming increasingly popular over the last few years, car magnets are an excellent vehicle of expression. Car magnets can be customized any way you choose, and are a great way to raise money and promote awareness for your group and unity among your community. Call GoMagnets at 888-780-0290.

Other Fundraising Opportunities from A-Z

Auctions: Many teams are putting together live or silent auctions. Teams can make a whole event out of it- work with an auctioneer who will donate his/her time and hold a live auction. Maybe have a silent auction during a family reunion. Some teams are putting together sports auctions, which are very popular. Collectibles are hot! Auction off the boss- have the boss or department head as your assistant for the day at work.

Bake Sales: Hold a bake sale at work or at a busy place- a bank branch held a bake sale once a week for several months. Or have a No-Bake sale where co-workers pay so they don't have to bake goodies.

Balloon Day: This is good for students. Sell a balloon with a message attached for \$2 each. The students take orders in advance and then deliver the balloon messages at a later date.

Bank For A Year: Get everyone on your team to put in \$2 each week at the beginning of the year. In 50 weeks each team member will have his or her \$100. Or try this – 50 cents every day, in 50 weeks you will have collected, from yourself, \$175 – add just two more friends giving you 50 cents each per day and you will now have a total of \$525 in 50 weeks. See how easy it is.

Block Party: Put together an old-fashioned block party in a parking lot, or close off a neighborhood street (with permission). Have a band donate a few hours, have a BBQ, do face painting, offer hayrides, etc. Have fun and raise money for your team.

Book Sales: Do it in conjunction with a publishing house that will donate books or have everyone on your team ring in good condition used paperbacks or hard cover books. Set up a table to sell your books. Get permission to have your table set up in a local mall or plaza, or if you work for a large employer, set it up in the break or lunch room.

Boss for the Day: Allow people to bid on being boss for the day-high bid wins.

Brown Bag Lunch Day: Everyone brings in their own lunch and donates the money they would have spent on lunch that day.

Can and Bottle Drive: Set up at a central location and collect cans and bottles from passerbys. Return for deposit to nearest redemption center. You will need pick up trucks to carry the cans or ask a local redemption center or local store if you can set up in their parking lot so you don't have to carry the cans to be redeemed.

Car Washes: This is a great idea, especially in the spring when everyone wants the mud off of their cars. Try saying, "donations accepted" instead of charging a set price.

Challenges: Split your chapter into teams. Challenge another team to raise more money than you. Some radio stations may gladly put your challenge on the radio.

Cookbooks: Collect recipes from employees and have them published and sell them. Can be produced for approximately \$2 each and sold for \$7-\$8. *Recommended that all recipes are healthy and follow nutritional guidelines.

Dances for a Cure: Students can hold a school dance. Adults can put together a dance at a local club or hall. Get a band or DJ to donate their services.

Dog Walkers: Have your chapter walk the neighborhood dogs for a donation. Many pet owners would appreciate the opportunity to let someone take their dog for a long walk.

Dunking Booth: Set up a dunking booth at your school and recruit teachers and staff members to sit for you.

Fashion Show: Work with new or existing clothing stores to hold a fashion show. You could have it at the store, or use a club or church hall. Offer refreshments and your team members can be the models.

Golf Tournament: Have your chapter put together a golf tournament with the proceeds benefiting your chapter's goal. Collaborate with a local country club or golf course.

Haunted House: For Halloween, organize a haunted house and charge admission. Or as a chapter, organize a haunted forest. You can sell refreshments such as hot chocolate.

Stress Car Smash: Secure an old car and write in large bold letters LET IT OUT across the car. For a dollar donation you get to smash the car and let out your stresses with a sledgehammer.

Hot Dog Dress-Up: Principal at an elementary school agreed that if ALL the teachers would raise \$100 each he would dress up like a hot dog and let the students squirt ketchup, mustard, and relish on him.

Ice Cream Socials: Plan one at your school or for friends, asking for a donation to attend. Sell ice cream for dessert.

Jail & Bail: For a donation, classmates can be arrested. For an additional donation they can post their own bail or students have a bounty placed on their head, are arrested and are not set free until the entire bounty of at least \$20 is raised.

Kiss a Pig Contest: Put the face of your teachers on a jar, and who ever raised the most money must kiss the animal (could be a team mascot, goat, mule, dog, etc.)

Movie Night: Set up a movie showing at your school. Provide the popcorn and soda and charge admission.

Open House: A fitness center held an open house with a variety of toning and aerobic classes offered throughout the day. They also included a silent auction and babysitting. Ask for donations.

Pot Luck Lunches: Designate a certain day of the week as Pot Luck Day, where your chapter takes turns making chili, salads, desserts, etc. and offer to students and teachers at a set price or donation.

Quoits Tournament: Hold a quoits or horseshoe tournament.

Raffles: There are so many different types of raffles you could have. Make up theme baskets where everyone in your chapter brings one item to go in the basket – Summer fun basket could include sun screen, paperback books, sunglasses, bottled water, magazines etc., - Easter basket could be made up of candy, chocolate bunnies, stuffed animal etc. Night out packages could include gift certificates to the movies, or tickets to a play, concert or sports event. Be creative.

Spaghetti Dinner: Have your chapter hold a spaghetti dinner at a local hall or club. School teams have also done this with the help of their parents. The students take the tickets wait and clear tables.

Student/Faculty Basketball Game: Set up a benefit basketball game between students and faculty.

Turkey Raffle: Great way to raise money during the holidays! Get a grocery store to donate a turkey for you to raffle off. You could also do the same with a ham at Easter Time or a BBQ package for Memorial Day.

Video Sale: Hold a video sale and have students bring in videos they won't watch anymore, especially kid videos their children have outgrown. Other employees with younger children would appreciate this.

Wrap Presents: During holidays (Christmas or Mothers Day) set up a booth at a local mall, bookstore, or busy department store. Have your chapter donate the paper and tape to raise money while helping out the holiday shoppers.

X-Box Tournament: Have a night where you charge people to come and play your favorite video games like Guitar Hero or Rock Band!

Zoot Suit Party: Hold a swing dance party and give awards for the best zoot suit there.



If you have any success stories or great ideas that you would like to share, please contact:

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