

## GENERAL FUNDRAISING GUIDE

*Fundraising is ultimately about what works best for your chapter. In this guide is a general outline of how to successfully run a fundraiser that can be utilized and specialized to meet the needs of your chapter. Not all options will work for every chapter, but it is our hope that this guide will provide a general guideline that can be used to provide funding and community involvement for your chapter.*

### Brainstorm Ideas

*The first step is to think about what the needs of your chapter are and what sort of fundraiser could best meet this need. A couple general ideas are:*

- *Silent Auction*
- *Food based fundraiser*
- *Tournament*

***Pick an achievable money goal and timeline.** Think about if it's best for your chapter to put on a fundraising event that is over in one night or a fundraiser that takes place over many weeks. Also set a reasonable fundraising goal.*

### Create a Proposal

*Once you've chosen a fundraiser, create a proposal to present to your advisor, chapter and school administrator. In this proposal it's important to include the following:*

1. *Scenario—What's the general premise of this fundraiser and why are you doing it.*
2. *Goal—What's the specific goal of this fundraiser.*
3. *Details—Be as specific as possible*
4. *Target audience—Who are you trying to reach with your fundraiser?*
5. *Action Steps—How will you put on this fundraiser? What needs to be done?*
6. *Cost analysis*
7. *Conclusion*

### Advertise and Prepare

*Once you've gotten approval from the necessary sources, begin completing the action steps you outlined in your proposal. Communicate the fundraiser to your entire chapter and get them involved in preparing. Distribute the work amongst your chapter and make sure that items have deadlines. Make sure that if you have any initial costs that they necessary and can be paid for.*

*Advertise as much as possible. Utilize social media, your school, and community places to put up information about your fundraiser and event. Make sure that you focus on advertising towards your target market.*

### **Set Up**

*If you are putting on an event for your fundraiser make sure that it is well planned out. Arrange a set up crew far in advance and organize all necessary resources. If it is a fundraiser where you are selling things over a period of time make sure you have it coordinated who will collect the money and distribute the product. Make sure that your sale procedure or donation collection procedure is school-approved and well run.*

### **Putting on the Event**

*When doing your fundraiser, it is important to prepare for multiple outcomes. Be well prepared for things like weather changes or lower or higher sales/participation than expected.*

*Delegate jobs during your event. It's important to get the majority of your chapter involved but also have a leadership team that your members can go to if they have questions.*

### **After the Fundraiser**

*Make sure to say thank you to everyone that helped you put on your fundraiser. Take note from the success and shortcomings of the fundraiser so if it is done again, it can be done more successfully. Use the money wisely that your chapter made and make sure to stay in touch with major donors about your FBLA successes so they can see the impact that their money had.*

### **Additional Fundraising Ideas:**

- Silent Auction
- Coffee Stand at sports games or in cafeteria
- Flamingo Fundraiser (more information online)
- 5k Event
- Pool Party Fundraiser
- Selling Candy or Cookies
- Partnership with a local restaurant/ food establishment (i.e., Krispy Kreme, Chipotle, McDonald's)
- Sports Tournament (i.e., dodge ball, basketball, miniature golf)
- Book Swap
- Movie Night
- Carnival Night
- Board Game Tournament
- Car Wash
- Penny Wars