

CHAPTER FUNDRAISING TOOLKIT



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ABSTRACT

LOWERING COSTS

Conferences are the pinnacle of the FBLA experience, offering a myriad of invaluable leadership and skills development opportunities. Students across America converge for incredible training and inspirational and intense moments. One standout event is the National Leadership Conference (NLC)—a four-day whirlwind bringing together the brightest minds in FBLA. Picture a canvas painted with 70+ career technical competitive events, knowledge-enriching workshops led by business leaders, a vibrant Future Leaders Expo Hall featuring National Officer campaign boots, and yes — the black market of pin trading. Truly encapsulating the nature of FBLA, NLC offers a stage where members can embrace all these enriching experiences in a single trip.

However, there's a significant hurdle—financial constraints. Accounting for airfare, lodging, food, and registration, NLC can total over \$2000. And that's assuming some financial aid from your school district. For many members, this hefty price tag becomes a roadblock to the highlight of the FBLA season, and that's disheartening.



ABSTRACT

Tentative Cost

Travel Package: *\$1,139

Travel Packages includes:

- 6 nights lodging
- Conference registration
- Washington State Day—transportation to/from Six Flags, Six Flags entry, lunch at Six Flags, and dinner at Dave & Busters
- 10 state trading pins
- Spirit items for general session
- Washington FBLA NLC shirt and drawstring backpack

Group Airfare/person *\$900 - \$1,200

- (minus) Estimated credits - \$ 300

Total due to NCHS **\$1,739 - \$2,039**

COST FOR A MEMBER OF NORTH CREEK HIGH SCHOOL TO ATTEND THE NATIONAL LEADERSHIP CONFERENCE

Enter chapter fundraising—a beacon of hope. With a collective effort, chapters can rewrite this story, turning financial barriers into stepping stones to equity. Chapters can tap into alternative sources of revenue that can substantially alleviate the cost of attending NLC for each member.



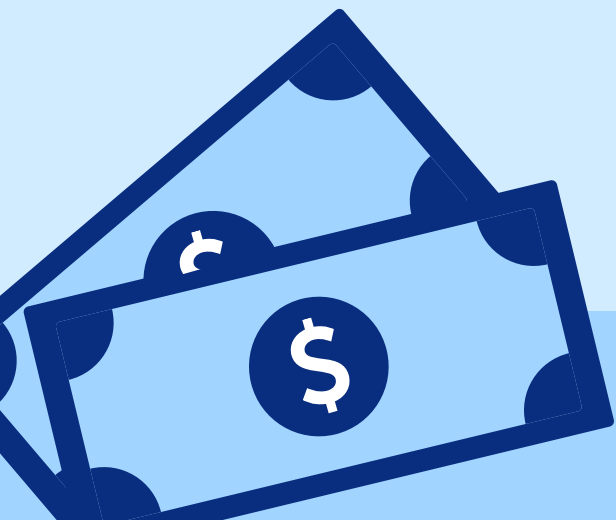
ABSTRACT

PURPOSE

That's where this toolkit steps in – your guide to unlocking creative fundraising strategies. Inside, you'll uncover the step-by-step process of crafting compelling campaigns, from active campaign promotion to diligent financial management. The toolkit delves into planning fundraising events and securing school/business sponsorships—elements forming the cornerstone of fundraising.

OVERVIEW

Some of the fundraising strategies we will uncover in this toolkit include establishing committees and social media promotion. Establishing committees can be useful to divide up the tedious task of scheduling fundraisers. Also, utilizing platforms like Instagram and Facebook can be helpful in promoting your fundraiser to a larger audience.



ABSTRACT

Additionally, we have interviewed three chapters which include Hazen High School, Walla Walla High School, and Komachin Middle School on their successful fundraisers. Some main lessons learned from these various fundraisers were to use incentives, remain organized, establish good communication, and follow trends.

Reading through these pages, you will not only learn the basic mechanics of fundraising but also how to amplify your chapter's community impact in the process. By the end of this toolkit, you'll be well-versed in creating effective fundraising campaigns for your chapter!



**KOMACHIN MIDDLE SCHOOL RAISING MONEY
FOR THE MARCH OF DIMES**



GETTING STARTED

FINANCIAL NEED

The first step in any fundraiser is determining how much funds you need to raise.

With this number in mind, you can evaluate your options and prepare adequately for the most successful fundraiser possible.

First, determine the amount of money you'll need per member.

For example, how many NLC packages are you attempting to raise money for? With this number, you'll have a unit price that you can base your next calculation on.

NECESSARY FUNDS

Now you can determine the scale of the funds you need to raise. How many members in your chapter will need the funds? How many are planning on participating in the fundraiser?



GETTING STARTED

Using these two numbers, use the unit price you calculated in part A to determine the total amount of funding needed and then divide it by the number of participating members participating. This number will be the ideal amount of money each participating member will need to raise to meet your goal.

SMART GOALS

With your fundraiser's abstract constraints established, you can now begin to create more concrete plans and goals. One helpful method is the SMART goal, standing for Specific, Measurable, Achievable, Relevant, and Time-Bound.

Establish these as guidelines for your members to give them more structured, concrete goals to work towards.

For example, instead of telling them that they will be selling cookie dough, and to sell as much as possible, tell them that they will be selling cookie dough and should attempt to sell at least 100 dollars worth of dough within two weeks.



GETTING STARTED

By giving your chapter more tangible goals to work towards, it makes progress much more concrete in their minds and gives them a set finishing point, which increases productivity for many people.

CHAPTER RESOURCES

With your goals established, you can begin planning your fundraiser's exact mechanics and processes. Assess the capabilities and resources of your chapter, and use that to determine the scope and scale of your fundraiser.

Promote member engagement by allowing your chapter to set the fundraiser's terms to a degree. Vote on a method or dates democratically so that members can engage with the fundraiser on their terms, and you can utilize your resources with maximum efficiency by picking a fundraiser and time that works best for your members.

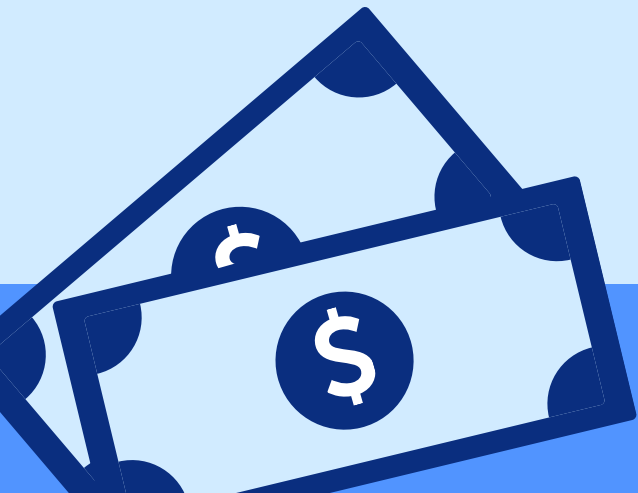


GETTING STARTED

TARGET DONOR

With your plan established, it comes time to execute the fundraiser. Begin searching for businesses and community members to target for donations. Focus on your local community as much as possible since people feel more attached to things happening in their vicinity and will be more likely to want to support you.

Once you've established a list of potential partners, reach out on behalf of your chapter to gauge interest. Make sure to present your case professionally and charismatically, and impress upon your prospects the importance of FBLA to the development of its members.



STRATEGIES

COMMITTEES

In order to kickstart your fundraising efforts, establish a dedicated fundraising committee among your chapter officers. Ideally, your chapter treasurer will lead this team due to their position's focus on financial development. As the driving force behind your fundraising endeavors, the committee will ensure that every step is well-organized and executed effectively. Creating the committee, however, is half the step; clearly defining roles within the group is vital to maintaining focus and accountability. For instance, designating an event coordinator, communication lead, logistics manager, and financial tracker would facilitate the distribution of labor, promoting efficiency and cohesion between aspects of the fundraising campaign.

To learn more about the best times to host a fundraiser and engage your audience, look below!



STRATEGIES

TIMELINE

The moment you launch your efforts can determine the level of engagement, participation, and success you achieve. For the National Leadership Conference (NLC), the recommendation is to schedule your fundraising efforts between the Washington Leadership Conference in early February and the State Business Leadership Conference in mid-April. This window aligns with the heightened motivation of all members aspiring to attend NLC, not solely those who ultimately secure a spot. Alternatively, tapping into the holiday season, encompassing Christmas and New Year, provides another opportune window for fundraisers to thrive.

BUDGETING

Successful fundraising depends on meticulous financial management. On a comprehensive budget, lay out your expected expenses, fundraising goals, and potential income sources. Closely monitor the flow of funds, checking regularly to ensure everything is on track with your goals. Your capital inflow is a guiding compass to track your progress and adjust strategies as needed.



STRATEGIES

PROMOTION

If awareness about your fundraiser is limited, your efforts are rather pointless. Therefore, you must inform your chapter members and the broader community through various promotional strategies. Leverage the power of social media platforms, like Instagram or Facebook, to create buzz around your fundraising events. Compile compelling student narratives that highlight the impact of attending NLC and SBLC. Utilizing visually appealing physical and digital content, from posters to videos, can capture attention. Utilize the school intercom, bulletin, or other communication channels to spread the word. Regularly update your members on progress and milestones, fostering a sense of collective achievement.

To learn more about how to involve your local community or involve your local FBLA alumni, look below!

STRATEGIES

COMMUNITY

Expand the scope of your fundraising by involving your local community and connecting with FBLA alumni. To this end, partnering with local businesses for sponsorships or joint events is always a plausible and enterprising chapter project. Note: local businesses are often willing to contribute, as their donations can sometimes be used as tax write-offs. Meanwhile, FBLA alumni are almost always welcoming of opportunities to support an organization that has pivotally shaped their middle/high school journey. They can bring valuable insights and resources to the table, drawing from their prior FBLA experience. More importantly, they can bridge your chapter to broader networks they have developed.



PROGRESS

MONITORING

As your fundraiser becomes open to the public, it is important to continually monitor it so that you can adjust your marketing strategy. For example, if you sell candy grams at your school for an entire week, take some time after the first day to see what went well and what didn't. Another example would include partnering with a local food business. Suppose you notice that not a lot of people are attending your fundraiser. In that case, you have time to adjust accordingly if your fundraiser lasts for a couple of days. As a result, you may be more strict on advertising for your fundraiser to gain more attraction. Considering this will allow your fundraiser to maximize its profit.

Does your Chapter Treasurer track all of the funds made during a fundraiser? Look below to see why this is beneficial!

PROGRESS

TRACKING FUNDS

Once your fundraiser has concluded, tracking funds raised (revenue) and expenses will help you determine the profit you've received. This can be calculated by subtracting the fundraiser's expenses from the money raised. Calculating profit can help you determine how much money you can put forth to lower the cost of conference fees for members in your chapter. Additionally, if your fundraiser lasts more than a few days, tracking the amount of money raised after each day can help you figure out which days people are more likely to show up. Tracking your revenue and expenses will allow you to compare your fundraiser to ones you have done or will do in the future.



UNION HS SELLING CANDY GRAMS ON
VALENTINE'S DAY

PROGRESS

EVALUATING

At last, your fundraiser is complete, and you receive the total profit generated from it. It is wise to take some time to reflect upon your fundraiser to see what was successful and what wasn't. Evaluating its success will help you in organizing more fundraisers in the future. For instance, let's say your fundraiser revolved around partnering with a local business. You may see that not a lot of people went to this fundraiser, which might lead you to try partnering with a different business or approach to fundraising. On the other hand, you may see that this fundraiser generated quite a bit of profit which might lead you to partner with the same business again.

IMPROVEMENT

Finally, no fundraiser is perfect, so there is always room for improvement. Reflection is the most important step for improvement. Even if your fundraiser wasn't as successful as you thought it would be, that's okay. Don't give up! Fundraising is a long journey; you can't expect to get most of your funds from just one fundraiser.

CASE STUDIES

HAZEN HS

Fundraiser took the form of a custom bucket hat stand in the lunch room leading up to a sports game. Hats were purchased in Senior blue or white and then dyed to spirit colors. Customization options such as paint and stickers were provided at the stand so customers could customize their hats on-site. (LARGE CHAPTER)

65% of merchandise sold, majority of buyers were from outside FBLA.



CASE STUDIES

LESSONS LEARNED: HAZEN HS

HAVE A BACKUP!

What would happen if it rained?
Or if there was a fire alarm?
Be prepared for anything.

FOLLOW TRENDS!

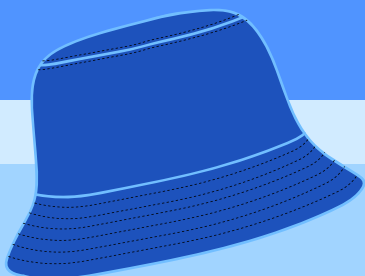
Students are more likely to engage
with your fundraiser if you provide
something they want.

BE ORGANIZED!

During selling, make sure to
create a spreadsheet that
consists of your stock, what is
being sold, and how much of it is
being sold. A lot of times, things
get pretty hectic. Have someone
on top of this AT ALL TIMES.

BE PREPARED!

Do things earlier than you anticipate.
For example, if you're setting up,
make sure to add 15-30 minutes of
buffer time in case something goes
wrong. Plan the whole fundraiser in
advance too! Hazen's executive
board spent about 2 weeks prior to
this fundraiser.



CASE STUDIES

WALLA WALLA HS

Members volunteered to run concessions and ticketing for a series of middle school basketball games for three days at two schools. The adviser was paid for the efforts, and funds were used to purchase food at SBLC. Members also gained volunteer hours, as they were not individually paid for their efforts. (SMALL CHAPTER)

In total, 800 dollars were raised to fund breakfast and lunch for the chapter throughout SBLC.



CASE STUDIES

LESSONS LEARNED: WALLA WALLA HS

COOPERATE!

Cooperation with local schools is beneficial. Not only will your chapter be helping your local community and raising money to cover expenses, but you will also advertise FBLA to schools that may not have chapters yet. They're also much more likely to support other district students than strangers who may or may not be interested in helping the youth.

INCENTIVES!

Fundraisers which pay a lump sum to an adviser to be distributed have several key benefits. For one, members can write them off as volunteer hours toward graduation. In addition, increasing centralization of funding makes a chapter's financial state much easier to track and control for advisers and officers.

BE FLEXIBLE!

You should always ensure that even if you have a shift filled, you have members who can take it over if something changes. Several members had to cancel shifts at the last minute, and it became very problematic to try and find replacements.



CASE STUDIES

KOMACHIN MS

Students sold tickets for breakfast at Applebees, where members served the meal. The event aimed to raise money for FBLA's charity partner March of Dimes. Still, it could be used towards raising money for conference attendance if necessary. (LARGE CHAPTER)

25 members raised 700 dollars for March of Dimes during the fundraising process.



CASE STUDIES

LESSONS LEARNED: KOMACHIN MS

PEOPLE LOVE FOOD!

Food-based fundraisers are very successful, especially for younger chapters. People like food, and people want to support kids. Combine these two, and you'll most likely see success.

COMMUNICATION!

Make sure you have good communication in fundraisers where a lot of people are doing something at the same time. A lack of communication will lead to confusion and make it more likely for mistakes to occur.

PARTNER WITH BUSINESSES!

With charity fundraisers like March of Dimes, finding a business to partner with is much easier since their contributions can be written off on taxes.

Use this to your advantage.



FINAL THOUGHTS

RECAP OF KEY POINTS

Fundraising is essential to support your chapter with any financial needs, such as conference costs. Some fundraising methods may include asking for sponsorships and partnering with restaurants.

Before planning a fundraiser, familiarize yourself with your chapter's current situation. How much money do you need to raise, and what will you use it for? Next, write out your Specific, Measurable, Achievable, Relevant, and Time-Bound goals to identify specific parameters that will keep your chapter on track. Finally, decide on your target donor and develop a strategy to interest them.

Fundraising can be stressful! It's essential to create a fundraising committee in your chapter so a specific group of individuals can focus all of their time on raising money. Like any other committee, write down plans for the membership year and assign roles to each member. Next, to promote any fundraisers to the local community or alums, create flyers, film social media advertisements, and even send out emails to personally invite individuals to attend your fundraiser!

FINAL THOUGHTS

Monitoring the success of your fundraisers is important. If your chapter is falling short of your initial fundraising goals, have a sit-down session to think of ideas and make adjustments for improvement. Ask yourselves: What can you do to increase community engagement?

*Look at the case studies if your chapter is stuck on fundraising ideas! A few examples are from chapters with successful fundraisers, for instance, the **Bucket Hats with Hazen FBLA!***

MOTIVATION

Fundraising is so important because it functions as a key for chapters to gain additional financial support for their members to attend conferences, leverage their leadership, and thrive as future business leaders. Fundraising connects chapters to their greater community for support. It fosters essential relationships in the business world, where a vast network is invaluable.

Additionally, fundraising opens doors to learning as a leader and managing events. Being an effective planner and communicating clearly with businesses and your chapter is critical to hosting a successful fundraiser. Through this process, you will gain crucial hard and soft skills that can be employed in your leadership journey!

FINAL THOUGHTS

FINAL TIPS/ADVICE

Remember, before you start fundraising, make a plan. Having a solid plan is crucial for a successful fundraiser! Your chapter should have a plan for fundraising, including a realistic goal, timeline, budget, work capacity, and what exactly you are fundraising for (membership/chapter fees, conference travel, etc.).

Next, know your audience. Who is your fundraiser targeting? Students? Your local community? You want to use the strategy that most appeals to your audience. What interests them, and how can you convince them to donate?

Mix up your strategies! Not everyone responds to the same outreach approach; therefore, using various fundraising strategies to achieve your goal is essential. It will both keep your audience interested and increase the likelihood of donations.

Lastly, make sure that your chapter's fundraising efforts are consistent. Spreading out fundraisers throughout the year will be more effective than having one big fundraiser at the start of the year—it will also increase donations!

FINAL THOUGHTS

Hosting a fundraiser is never an easy task—but we know you can do it. We wish you the best of luck for your various fundraisers in this next membership year!

