

Woodinville High School



ASB FUNDRAISING: GENERATING IDEAS & A PLAN

Questions to Ask

- Will the project be fun?
- What is our goal?
- Will it require outside help?
- Has this type of sale worked before? Should we take a different approach?
- Are we all behind the idea?
- Do we have funds available to support the fundraiser?
- Can we accomplish our goals with this fundraiser?

Thoughts to Consider

- Develop creative and innovative ideas for your school fundraiser, enlist others who are willing to help and get started on making your fundraising event a success.
- Unleash the fundraising potential with simple, low-cost fundraisers. Creative ideas mean very little competition and increased profits for whatever class, department or event you are raising money for.
- It's best to keep your event simple to ensure the highest profit.
- Effective fundraising doesn't need to be serious or boring. In fact, giving people a laugh is an excellent way to make them feel good about contributing to your cause. Funny fundraising ideas can help jumpstart your organization's fundraising efforts and establish its reputation as a warm, friendly entity worth supporting.
- Select a worthy cause. When individuals consider participating in a fundraiser or buying the goods or services sold at such an event, they often take some time to consider the cause. Make the cause as worthy as possible by highlighting its important aspects. Encourage volunteers working the fundraiser to mention these points to prove the cause's worthiness.
- Elicit the help of others to divide some of the fundraising tasks and likely get them done more efficiently.
- Decide upon a fundraiser type. Consider the season as well as the organization's past track record with fundraisers. If planning a seasonal fundraiser, such as a pumpkin sale during the weeks before Halloween or a mulch sale in the spring, you may experience more success. Similarly, if you plan a fundraiser type with which your organization has previously experienced success, you improve your chances of success again.
- Setting a goal before you begin your fundraiser gives volunteers something towards which to work. While a lofty goal isn't a bad idea, it is wise to consider the amounts previously generated during fund-raising efforts and use these amounts to make the goal a realistic one.

- Arrange a meeting to launch the fundraiser. Gather volunteers and hold a meeting designed to create excitement. At this meeting, provide volunteers with all of the information they need to successfully participate in the fundraiser and try to get them excited about the organization's moneymaking opportunity, potentially increasing devotion to the task.

Scheduling/Timing

- Plan well in advance. To make your fundraiser a more profitable one, dedicate time to the planning portion of the process and increase the chances that your fundraiser is successful from the start.
- Check our school calendar. Be sure that you will not be in conflict with another event.
- Request to have the fundraiser entered on the building calendar.
- Planning a fundraiser in conjunction with a holiday can be effective.
- Establish a timetable for beginning and ending dates of the event.
- Make sure there is time to Advertise! Advertise! Advertise! Use your resources – let the Main Office know! Use the Daily Bulletin, E-News from the Principal, lunch announcements, posters, the Quill, the local paper, etc.

Keep in Mind

- Occasionally fundraisers may be a ‘little out of the ordinary’ and require additional research before a club can begin. Usually, personnel in the ASB Activities Office can help you with questions and concerns; consult with them if you are in doubt about any aspect of your fundraiser. Be sure to receive authorized approval from Mr. Agnew before beginning.
- Independent sales consultants may not use schools as a source of sales. These are consultants who offer schools a small portion of the sale profit by selling to students and parents through an ASB Club. Some of these independent consultants are Pampered Chef, Mary Kay Cosmetics, Avon, and Tupperware. Many times these consultants are personal friends, spouses or school district employees. Caution! This type of fundraiser could possibly be considered a conflict of interest. Money raised for charitable purposes is private money and must follow specific procedures.
- Fundraisers must meet fire, health and licensing regulations.
- Special liability insurance may be required in the event property or people could be endangered by a fundraising activity. Consult with Mr. Agnew.
- Staff members such as teachers and coaches are not allowed to sign contracts with sale representatives. Only our district purchasing agent has the authority to sign contracts and agreements.
- Fundraisers are not allowed to compete with district food service programs.
- Fundraisers with products sold between midnight and 2:25 p.m. must meet “Smart Snacks in School” guidelines.