



Fund-raiser Ideas

We cannot state this enough—if you plan to do any of these fund-raisers in your school, get the proper permission from the school administration before you begin. This goes for any fund-raiser that involves soliciting on the school property.

A-THONS

There are lots of different ‘a-thons’ that make good fund-raisers. They generally involve students getting sponsors to pledge an amount of money toward the specific fund-raiser. Example: if it is a Jog-a-thon, a sponsor promises to give so much per lap or per mile, depending on how you have set up your fund-raiser. Check out the complete ‘a-thon’ guide provided by Youth Alive in the Campus Club Digisource.

BOOSTER CLUB

Find as many people as possible — parents, grandparents, and Christian business people to financially support your campus club on a monthly basis. Follow up with your donors with a periodic letter thanking them and informing them of how their donations are being used to further the campus ministry at your school. For your convenience, a “Sample Proposal Letter for Booster Club Support” is enclosed. Re-type the letter, including your specific information. You will have to work to develop this booster team. It will require more than just sending a letter. Often times you will have to meet with the business people directly and present to them your passion and mission. Have a youth leader or parent accompany you.

CAMPUS CLUB DUES AND/OR OFFERINGS

Starting at the beginning of the school year, have a Club Core Kick-off. Challenge yourself, club leaders, and the students committed to your club to give and help raise funds. Every time your club meets you could have a container in which students could place their pledge or offering to your club. Have envelopes on hand for students to put their pledge in and put their name on it.

Another idea could be the 52 Club, where students give \$1 or \$2 a week for the school year.

You could designate a particular week during the month when everyone knows to bring their pledge to the club meeting.

Another offering idea is to divide your club into two teams. Appoint a person to be over each team. Set a goal for the month and announce it. For example, make the goal for each team to raise \$30. After each team has given, total the amounts. Often times people will give more when there is a goal that has been set or if they are in competition with another group.

CANDY SALES

Buy candy in bulk or cases from a wholesaler or place like Wal-Mart and resale for a higher amount. Divide the cost of the case of candy by the number of packages of candy inside. Sell the candy for \$1.00 per package.



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There are also companies that just help you sell candy. Often you have to sell a lot of cases to order from them. Be realistic of what and how much you can sell. Some companies require you to pay in advance. That is why buying from Wal-Mart is a better initial route to go. Check with a local manager on what candies they have available for fund-raisers.

CHANGE CANS

Use an empty potato chip can and create a wrapper to cover the outside of it. Cut an opening at the top of the lid and put some information about your club on the front of the can. See if businesses would set them near their cash registers so customers can drop change in and make a donation to your club. Stop by twice a month and deposit the donations into your club account.

CONCESSION STAND

Operate a concessions stand at your county fair or large community event. Use this as a way to promote your club.

Also, check with your school athletic director. Some schools allow different clubs to run the concessions stand at various sporting events and earn a portion of the profits.

COOKIE/BAKED GOODS SALE

Each young person in the group is responsible to make a batch of cookies or some type of baked goods. Bring the baked goodies to a pre-determined place and sell them. Try to have a variety of baked goods for people to choose from.

COOKIE DOUGH

The basic concept is the same as all order fund-raisers. You equip your sellers with a brochure, an order form, and a basic sales script.

Your group does catalog sales of a three-pound tub of cookie dough. Average retail price is \$10 per three-pound tub. The dough comes in a wide variety of flavors, including some that are sugar-free. Some suppliers are now offering the dough in pre-sliced packages to further simplify the baking process. Others are offering it in a dry mix that doesn't need to be refrigerated. All you do is add water, mix by hand, and you have your cookie dough ready for baking.

DISCOUNT CARDS

Discount cards deliver considerable revenue for your group at \$10 each. They usually produce average sales of 10 units per seller. Coupled with their 80%-90% profit margins, they also generate considerably more profit than most other fund-raising products. These are simple immediate-sale fund-raiser products that your group can offer. Discount cards are easy to sell, offer good value, and produce excellent results.



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Three types of fund-raising discount cards:

1. Shopping cards — It is a wallet-sized card packed with a selection of prearranged discounts at local and national merchants in your area. Most usually contain a dozen special offers that save the bearer either a fixed amount or a percentage discount.
2. Pizza cards — A pizza card is a discount card with an offer tied to a single merchant, usually a national chain. It often provides a two-for-one offer on every order and tends to be priced at \$10 for a card good for a one-year period. Offers vary with most being tied to either a single location or a small group of outlets for a national chain. Pizza Hut cards are good for eat-in dining while most others are aimed at the take-out or delivery market.
3. Fast food cards — These are usually specific to just one fast food chain and often are limited to just one or two locations of that particular chain. They retail for \$10 and usually cost less than \$2, so they're a great moneymaker. Offers vary by company, but they usually provide a matching main item with purchase of the same. For example, at Burger King, you might get a free hamburger. At Subway, you usually get a free soda, chips, or cookie with each sandwich purchase. The cards are limited in duration and number of uses. Usually, they are good for up to one year and restricted to roughly ten uses. Again, the offers vary by chain, so check the details closely.

PRE-PAID PHONE CARDS

Phone cards can be used for fund-raising purposes just like the discount cards. Several suppliers offer a \$10 card that can be customized with your group's name and logo. For an extra fee, you can even get custom artwork on the front of each card, reinforcing your brand.

Pre-paid phone cards are also available in different face values with variations in minutes included, international rates, and access charges. Most common are denominations of \$20, \$25, and \$30.

Profit margins on pre-paid phone cards are similar to other school fund-raising ideas that are product-based. The trick is to find ones that offer excellent value to your supporters.

Think in terms of potential users, such as families with college students, distant relatives, people that travel frequently, or individuals who make international calls. Look for features and offerings that would appeal to these user groups.

What you'll usually find is that you can't equal the best deal offered by mega-retailers like Wal-Mart, Target, and K-Mart while still maintaining a desirable 40% profit margin. So, in evaluating school fund-raisers like phone cards, you face a choice of staying with a \$10 card that offers decent value or leveraging the best offerings available in the retail market.



Fund-raiser Ideas

SINGING TELEGRAMS/VALENTINES

Singing telegrams are a great way to get donations, especially at Valentine's Day. Invite people in your school, by setting up a booth before and after school as well as during lunch times, to purchase a singing valentine to someone else in the school. The person or group who is singing could be dressed in red or have someone dressed like cupid. The songs could be lyrics you have made up, put to a popular song or just sing well known songs. The songs could be silly or romantic. After singing, you could present the person with a Certificate of Affection with the secret admirer's name on it. For an extra cost you could deliver flowers, balloons, or candy.

YARD CLEAN-UP

A yard clean-up fund-raiser is extremely fast and easy to put together. Simply create a set of instructions for your group detailing what to offer, what to say, and how much to charge. Like most fund-raisers, the target market is family, friends, and neighbors. Depending on the age of your participants, your services can range from simple lawn care all the way up to mulching flower beds or pruning tree limbs. In many climates, autumn is a great season to do this fund-raiser, because leaf clearing is always needed. Create a flyer describing your fund-raiser and clearly list your prices for the various clean-up options. Assign a fund-raising quota to each participant.

ADDITIONAL RESOURCES YOU MUST CHECK OUT:

Some great ideas and plans to improve any fund-raiser you take on can be found at the following websites:

www.fundraiserhelp.com

www.egadideas.com

SAMPLE PROPOSAL LETTER FOR BOOSTER CLUB SUPPORT

Dear Friend of Youth (Personalize with a name if possible):

Thank you for your time. We know many adults get tired of hearing all that is bad with young people today and wish someone would step forward to do something positive in our schools and community. We feel the same way.

A group of us at (School Name) are stepping forward to make a difference in the lives of our friends and in our school by starting a club on our campus. We have chartered our club nationally with Youth Alive, an organization where we can find resources and encouragement to make a difference in our school.

Our Youth Alive club is a student-initiated and student-led campus group that is:

1. **Telling.** It presents the Message of Hope, Jesus Christ, to the campus through a variety of methods: See You At The Pole, True Love Waits, The Bridge, Flip the Script, and School Assemblies/The Seven Project.
2. **Service-oriented.** It provides a service to the campus through various endeavors: clean-up days, canned food drives, holiday gifts and baskets for the less fortunate, and volunteer work for the school, its administration, and faculty.
3. **Church-based.** It seeks to maintain an open forum for all denominations and bridge a gap between students and the local church. It blends a multi-denominational effort to present the gospel. It is a vehicle to enhance the entire Body of Christ on the campus. A Youth Alive club is a place where the Body of Christ joins together; not a place to define its differences through discussing divisive issues.
4. **A Support Community.** It works to become a place where Christians on campus have the opportunity to share needs with other students, request prayer, and receive encouragement from God's Word.

Additional information about Youth Alive can be found at <www.yause.com>.

Below is a testimony of what's happening through Youth Alive Clubs:

"When you help people through your club it always seems to make people come together. For example, my Bible club at school is having a Thanksgiving dinner drive. We are asking the school to bring in Thanksgiving food items and we are asking surrounding churches to give a turkey for a family. Then all the people in our area who might need food for Thanksgiving will come to the school to pick it up."

We would like to see this happen in our school and in our community. To do this, we need your help. We would like you to consider a one-year commitment to help us make a positive difference in our generation.

Please return the enclosed pledge form and mail in your commitment to be a Youth Alive booster. All of your donations support our efforts locally. If you have any questions please call, (Contact Name), at (Phone Number) or email: (Email Address).

Together We Can,

<<Club Name>>

<<Contact Name>>

YOUTH ALIVE BOOSTER CLUB PROMISE FORM

<<Your Club Name or Youth Alive>>
<<School Name>>
<<Contact Name>>
<<Contact Address>>
<<City, State, Zip Code>>
<<Phone Number>>
<<Email Address>>

Complete the section that applies to you:

Business Donor Information:

Contact Name: _____ Business Name: _____

Mailing _____
Address City State Zip

Church Donor Information:

Contact Name: _____ Church Name: _____

Mailing _____
Address City State Zip

Individual Donor Information:

Contact Name: _____

Contact Name: _____ Business Name: _____

Mailing _____
Address City State Zip

As I am able, we promise to invest \$ _____ each month for the support of Youth Alive in our local schools.

Signature: _____ Date: _____

Sign, date, and mail this form along with your first check to:

<<Contact Name>>

<<Attn: Youth Alive/Campus Club Name>>

<<Contact Mailing Address, City, State, Zip Code>>