

Fundraising Do's & Don'ts

Finding a Fundraiser

Do's:

- Look locally – Support your own community.
- Find a connection to your own school
- Ask organizations to present their ideas to your student council
- Involve your student council in the decision
- Focus on service – a fundraiser doesn't have to be all about money!

Don'ts:

- Choose the fundraiser for your student council – Give input, but let them decide. You will have more buy-in from the students if they choose.
- “Build a bridge in Africa” – There are many organizations that already raise money for countries in need. While these are worthwhile projects, focus on your community. There are so many needs around you and your students and community will be more generous if the donations are going back into their own community.
- Choose an organization that keeps a percentage of the money you raise. You want all of the donations to go straight to your project.

Setting a Goal

Do's:

- Be realistic. You want to stretch a little, but you also want to attain your goal.
- Reward your students for meeting benchmarks along the way and then meeting final goal.
 - Class competitions – first class to donate \$100 gets donuts
 - Extend lunch for 10 minutes

- Class officer pledges – kiss a pig, eat a worm, run to your rival school and post your school flag, dress like a banana, get a mullet, etc.
- Keep the teachers and students informed of your progress
 - Post a thermometer in the main hall and update it weekly
 - Use your news program to provide updates

Don'ts

- Set a goal that you won't reach
- If you don't meet your goal, focus on the positive – the good that you can do with the money you raised

Advertising & Promoting

Do's:

- Social Media – tweet! Retweet! Instagram post! – use all of it and use it a lot
- School news broadcasts – create a segment just for fundraising updates and activities
- Fliers – put them on the cars, have teachers pass them out
- Posters – make tons and post them all over the school
- School communication systems – email, phone alerts
- Get the teachers and students to buy-in by involving them in activities
- Open and close with an assembly that lays it all out – what are we fundraising for, why it matters, who is involved, how can we help – make the audience feel something and then get them excited about your project.
- Take pictures and film of everything then use them
- Look for business sponsors. Make sure to send thank-you's.

Don'ts:

- Assume your student council will proactively advertise. Make time to do it in class and watch them do it. Take pictures of your posters and fliers.
- Forget about the community. Ask them for donations. People like to get involved and connect with service. Thank-you's!

Activities

Do's:

- Involve the teachers, administration, and the students. Make it fun for every group in your school.
 - Tournament Tuesdays – Mario kart, Supersmash Bros, Magic Cards, 3 on 3 basketball, Fifa,
 - Student vs. Faculty basketball game and silent auction
 - Country dance night
 - Stomp
 - Restaurant Nights
 - Car change
 - Class competitions
 - Date auction
 - Locked in the trophy case for a day – admin or student council officer
 - Assembly auction items – lunch with admin, parking pass,
 - Penny wars
 - Bagels and hot chocolate sales
 - Neighborhood service – send out groups to rake leaves, pull weeds, etc. for donations
- Get approval from administration for EVERYTHING!
- Get parent approval for all class officer pledges – no one can complain that you are hazing if the parents say it's ok 😊

Don'ts:

- Be offended if some people don't like your activities
- Stop – Even when you are tired, keep going until reach your goal!
- Forget to involve everyone. You may have students that don't have money to contribute, so find ways to involve them – think service.