

Western District Fundraising Handbook

2008

Free fundraisers

- **Percentage of sales.** Websites like www.Igive.com will give you a percentage of any sales they make when someone makes a purchase from a link off your site.
- **Investigate school funds.** Many treasurers often are not aware of the resources available to them through their own school. Contact Student Activities or your Associated Student leaders to see what free money may be available for your non-profit organization.
- **Selling used items.** Collect and sell used cd's, books, cell phones, etc. to stores that will purchase them; get your chapter members to clean out their houses and have a garage sale.
- **Profit-shares.** There are many restaurants that do fundraiser dinners for groups and organizations. You are usually responsible for creating flyers for the event, and the restaurant will give you a certain percentage of every meal that is purchased during a certain time frame.
- **Waiting for dollars.** Find a local restaurant that is willing to host a waiting for dollars event. You will set up a time frame, and your Chapter will take over waiting tables and bussing dirty dishes, in exchange for tips for your group.
- **Performing ensembles.** If you have a group of musicians who are already in or willing to create a performing ensemble, paid gigs are possible for campus and/or community events. Might be extra successful during the holiday season (caroling, quartets, etc.)
- **Working local events.** Ask about working at a local fair, convention, event, on-campus, etc. where they would be willing to pay a responsible group as opposed to employing individuals. You can even see if local high schools are looking for help at events.
- **Gift raffle.** Ask for donations from local companies and family members, and raffle off the items at a concert, reception, or banquet.
- **Penny wars.** Throughout band camp, at certain rehearsals, or at campus events, hold a penny war where the winning group gets a percentage of the earnings, or a prize.
- **50/50 raffle.** An easy event to do that can be done almost anywhere. Half of the money raised is given to the winner, while your Chapter keeps the remaining half.
- **Recycle cans.** Something your Chapter can do throughout the year. Collect cans throughout the year and redeem them every so often.

- **Holiday-grams/Air-grams.** Check first with your school's residential life office to see if they will allow you to sell Holiday-grams. Create/Print out cards, take orders at the front desk, and deliver them with candy/flowers/etc during a certain time period. If your school puts on a band day type event, set up a booth and sell air-grams that will be announced before each band performs.
- **Pie-in-the-face.** If it's ok with your Sponsor/Band Director and all involved, "auction" off pies to pie section leaders, teaching assistants, band directors, or even popular members of the band.
- **Dorm move-in.** While this may be something you might want to do for free with incoming band members that have to move in early, you can also have a crew ready at the dorms on campus, and charge a fee to help them get all their belongings into their new home.
- **Campus events.** Talk to various departments on your campus and see if they have any projects that they would be willing to pay your Chapter to do. A lot of times, especially for short-term events, they will post ads looking for people willing to work, when they would rather hire a responsible, reliable group. Examples are working election booths, delivering phone books, setting up/tearing down events, etc.
- **Seasonal events.** Working at Christmas tree lots, selling poinsettias, selling pie gift certificates, and gift-wrapping are among a few ideas that could bring in money for your Chapter during the holidays.
- **Donations.** Ask local business for tax-deductible donations. In return, you can place their ad in programs for concerts or band day. Also, visit your alumni with some Halloween trick-or-treating; the chapter can have fun dressing up and the treat will be a donation to the chapter.

Low cost fundraisers

- **Lincoln for Lincoln.** Write a letter that explains the purpose of the Fraternity, how your Chapter is involved on-campus and in the community, and what our District does to promote music. Include a Lincoln penny, and ask that they return a Lincoln \$5 bill, or anything else they can afford.
- **Car washes.** Pre-sell tickets to family, friends and put up flyers around the area. Purchase any soap, sponges, towels, etc. you might need, and wash cars!
- **Flamingo flocking.** The basic idea is to plant a flock of plastic flamingoes in someone's yard and leave a note saying they have been chosen by someone for a good cause. Then explain that they will have to pay a certain fee to have the flamingoes relocated to the next location of their choice. The event can continue as long as you'd like.
- **We bake for you.** Instead of holding a bake sale, create fliers and place them in dorms, businesses, on-campus, etc. Create a menu of 5-10 items that members in your Chapter are willing to bake. When someone places an order, you bake the goods and deliver to them or as a gift to someone else. Time this with holidays or big local events.

- **Un-Bake Sale.** Another alternative to the typical bake sale, this fundraiser provides the ingredients and the recipe instead of finished goods. Fill decorated mason jars with all the non-perishable ingredients for customers to make their own homemade cookies and attach the recipe to the outside.
- **Honor Band.** If your school or a school district in your community doesn't have something like this, it may be a worthwhile project to take on. Hold auditions for either junior high school and/or high school students. Ask university and high school band directors to run rehearsals and possibly guest conduct the concert. Reserve a hall somewhere in the community, and sell tickets at the door. This type of event will probably take 2-3 months from start to finish.
- **Dance-Off.** Participation for this can be as small as the people in the marching band or as large as an entire school. Reserve a large room to hold the competition in, ask popular teachers or other school figures to be judges, and charge a small fee for entry into the competition. Then dance the night away, with several rounds for elimination. Make sure to highly publicize!
- **Battle of the Bands.** Host a battle of the bands at your school and charge for entry. Make sure you have a large room or outdoor venue to use and ask your band director if you can use sound equipment. You can also sell snacks and/or drinks (non-alcoholic) for additional profits.

Higher cost fundraisers

- **"A-thons".** Hold an event such as a bowl-a-thon, where members get pledges from family and friends, and collect money after the event is held.
- **Food sales.** On-campus, at rehearsals, or at local events, set up a table and sell baked goods/snacks/drinks/etc. Your best bet is to buy these items in bulk to make the most profit.
- **Band breakfasts/lunches.** Ask for donations for cups, plates, utensils, and even food for a meal during band camp or before or after a concert band rehearsal. Purchase any other necessary items, and sell plates to band members.
- **Section pictures.** Recruit Chapter photographers and organize a date when sections can meet and take group and individual pictures. Take orders and sell the pictures for profit. This can even be taken a step further by creating a calendar and selling them during family week and throughout the season.
- **Merchandise.** Invest in merchandise (t-shirts, nalgene, tote bags, buttons, etc.) for your band/music programs. It helps to not to include dates so that any leftovers can be resold. For parent weekends, try selling band mom/dad items. Make sure items are available at receptions, big events, band day, etc. You can also make Kappa Kappa Psi/Tau Beta Sigma merchandise to be sold at District events.

- **Band Dances/ BBQs.** These events can not only earn you a profit, but will also add a social event to the calendar and will show the band you are “working” for them. Organized a theme dinner/dance/game night/tournament/karaoke, etc. and charge to get in.

Tips for Successful Fundraising

- **Plan Ahead.** Many ideas require time to put in motion and early planning, such as reserving rooms for specific dates, giving yourself enough time to advertise the event, or being the first group to take the available fundraising opportunity. Businesses often require time to work your request through their bureaucracy. Brainstorm your ideas at the beginning of the semester or quarter and have an idea of your fundraising timeline.
- **It Pays to Advertise!** Good promotion and publicity of a fundraiser can be crucial to success. Make eye-catching fliers, funny announcements, and talk it up to as many people as possible. Spread the word by placing fliers on bulletin boards and asking professors to mention it to their students if it benefits the band.
- **Know Your Limits.** Do not stake the entire future of your chapter on one large fundraiser that may fail. Start small; use some of the fundraisers that do not cost the chapter or cost very little. Several small fundraisers can be just as effective as one large fundraiser. You can work your way up to bigger, higher risk fundraisers once you have a comfortable cushion of money to fall back on. Fundraisers that seem like a good idea can fail due to many unforeseen circumstances.
- **Have a Fallback Plan.** Planned for a car wash or yard sale, but it’s raining? Don’t call it a day! Take the members who signed up to help wash cars and go bake some cookies for an impromptu bake sale, or go visit businesses for donations. Make sure if you sold pre-sale car wash tickets that you either reschedule to a different day and notify your customers, or let them know that their tickets are non-refundable in the case of rain up front.
- **Know Your Target Audience.** You saw beach towels online that are cost effective and would look great with your band logo on them. One problem: you live in Utah and it’s January. Or you want to host a Battle of the Bands and you’ve got some great polka bands lined up. This is a great opportunity to broaden students’ listening horizons, right? Wrong! Get a measure of what people want before spending the money on merchandise or selling tickets. This can be as simple as having chapter members talk to their friends or as formal as a department survey. Another great resource is your brothers and sisters around the District! Check the Western District website (<http://thewest.kkytbs.net/>) and go to the Treasurer Forum to hear what fundraisers have been successful for other chapters or share successes of your own.
- **Involve Your Band Director/Sponsor.** Sometimes just a quick plug from your band director can boost involvement from band members. If your band director is a really, really good sport, he/she may be willing to be dunked, take a pie in the face, or wash a student’s car for your group.

We hope you find this guide helpful. Good fundraising provides a solid foundation for the chapter to operate. Just like service, fundraising provides an opportunity to bond with your brothers and sisters while working for a good cause. Be creative and have fun!

In the Bond,

Candace “CLEO” Roberts and Janet “Dagny” Tenpas

2008-2009 Western District Secretary/Treasurers

Sources

- www.fundraiserhelp.com (This site also has tips on writing donation and grant letters, along with other tips to improve your fundraising efforts).
- www.fundraiserinsight.org
- [Fundraising from A to Z](#), The Accent, written by Alissa “tennessee” Chitwood