



Fundraising Manual

VOLUME I

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**You can't
spell
fundraising
without
FUN!**

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Give Me the Money!



Money makes the world go 'round. Your club is no exception. "Free food meetings," photocopies, office supplies and materials you need for service projects are all costs that drain your club budget. When events such as Fall Rally, Y'all and District Convention are advertised at your club nobody ever seems to have the money to go. Your club wishes it could help cover some of the costs, but where to get that money?

One of the hardest things to do is fundraise. First you have to come up with an idea that has not already been done by the dozens of other organizations found on your campus. If you managed to get past that step, then you not only need to persuade people from your own club to participate, but then you have to get people from your school and community to take part in it as well. After all this hard work, you might earn \$50, enough for gas money to DCON—if you're lucky.

We on the District Board know that fundraising is hard; we are part of clubs ourselves and have helped them struggle through this fundraising process. In this manual you will find testimonials from clubs that have been able to successfully raise money, fun fundraising ideas that members from all over the Carolinas have come up with, and a few other helpful tidbits to help you.

If you ever have any questions about fundraising, please feel free to contact me! I wish you the best of luck in your fundraising endeavors!

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Testimonials

Save it or Shave it: Get two (or more) well-known members of your school community to agree to this fundraiser and who have great hair. Have each carry around buckets/tins with them at all times with information on the side about the event. Set a date, time, and place where most students frequent. The people will be gathering money to save their hair! The person who collects the most money over a certain time period will get to save his/her hair but everyone else in the competition has to shave theirs at the set place! You can also collect last minute donations when you announce to passersby who is losing their hair and who isn't. Girls usually get more money because people don't want to see them bald.

"I've done this one before in Key Club and we raised \$150ish in a week!"

By: District Bulletin Editor Minerva Thai



Every football season UNC-Chapel Hill ushers at our home football games. This is a partnership with our Kiwanis Club; we each provide half of the volunteers and then split the money earned. When we first started we took tickets and checked bags, and have now moved up to showing people to their seats. As our relationship has grown with the Athletic Association, we are also given more spots to fill. We make a certain amount of money for each member that we bring to the game. Our work lasts us till about half-time, when we are allowed to sit down and enjoy the rest of the game. Last year our club made around \$3000, which allowed us to reduce dues for members. Before you contact your Athletic Association, make sure your club is committed. This does not have to just be done at football games; see what sports your school needs ushers for and see if you can fill them!

By: District Secretary-Treasurer Jacqui Moskel

Our club at Appalachian State actually had great success with fundraising this year. We sold hundreds of Mardi Gras style bead necklaces during our football games. It's worth a try at any university with a lot of school spirit.

Next year, I was thinking about fundraising around the same time (football season) but maybe selling donuts/baked goods and face painting instead. Face painting is cool for anybody (many people also bring kids to the games), and who doesn't like doughnuts?

By: Appalachian State President Colby Grier

Duke Circle K's biggest fundraiser is the biannual Exam Care Packages sales. The club has a contract with On Campus Marketing (OCM), a national company that works with hundreds of schools with various fundraising services. The contract requires Duke Circle K to supply OCM with permission from the Registrar to mail all undergraduate parents with a list of purchaseable packages for final exams' time. This list contains information about various combinations of food and stress relief items. Parents are able, then, to purchase whichever option they choose by a certain deadline; coordinators at Duke Circle K receive these responses and order the appropriate number of packages through OCM. It is necessary to find a location on campus that is willing to accept large shipments of packages for storage and distribution.

Near final exams' period, Duke Circle K emails all students who have received a package with information on how to pick them up (due to the great volume of orders, the club is not able to personally deliver the packages to each recipient). OCM outlines set profit in accordance with each package type. For example, the \$55 package earns Duke Circle K \$9. Typically, the fall semester receives more orders because parents want to surprise their freshmen. In spring of 2008, Duke Circle K received approximately \$2500 and in the fall, \$7000. The letter sent to all parents also let them know that packages not picked up are donated so don't worry about extra packages!

OCM is not the only organization which provides this service to student groups on various campuses. Please do your research to find the company which best fits your school/club and needs.

By: Duke Circle K

Bake Sale

Sell wreaths and dorm decorations for all the holidays

Sell something school spirited at tailgating games: (necklaces with school colors, college bumper stickers, etc.)

Work concession stands for basketball and football games

Musical or improv show

Have a pumpkin-carving contest for Halloween, charge for the pumpkins and/or to enter the contest

Fashion Show

Gift wrapping during the holiday season

Fundraising Ideas

Ideas from Carolinas Circle Kers just like YOU!

Volunteer to take out people's trash and/or recycling in dorms for a contribution

Dance

Sell small pots with flower bulbs in the spring

Have a Wii/ Playstation/ X Box game day where people pay to participate; it could even be in the form of a tournament

Car Wash

Online websites such as homegalleria.com will give you a certain percentage of its sales. Have members advertise this website to friends who enjoy online shopping.

Talent Show

Have a lip-sync contest and charge an entrance fee but have a prize; the audience can be the judge.

Duct Tape Sales: Get a prominent member of your school community such as the President or a much beloved professor to agree to be a part of your fundraiser. Then, sell 6 inch strips (or more if desired) of duct tape to people for an extended period of time. Make sure to give them a reminder flyer about when to show up to the big event. On the day of the big event, all people who purchased duct tape get to tape the person to a wall!

Raffle

Car Bash: Talk to a junkyard about donating a beat-up car to campus. Obtain a baseball bat or sledgehammer. Sell swings to people who can take out their school stress on the car. Make sure to be somewhere visible on-campus. You can even decorate the car with spray paint with the Circle K logo!

Ask local car dealerships to donate money for every car they sell on a certain day to a cause. Offer to give them tons of publicity and sell bake goods on site.

Storm the dorms!

Pie Auction: Have members invite all their friends to a social event. Then see how much these friends are willing to pay to pie your members in the face! Be sure to offer the buy-back auction, where if your members are willing to match the price of the person that bought them, they get to pie the buyers in the face as well! You could also just have all of your club officers participate.

Sell roses and small boxes of chocolates for Valentine's Day

Organize an event such a walk or run and have half the proceeds go to a cause, such as CKI's Six Cents Initiative, and the other half go to the club.

Candy Sale

Contact a local ice cream place or restaurant and ask to have a portion of their profit go to us for every customer we bring in for a specific day. It is a fundraising and social for us, plus it brings the restaurant publicity.

Show a movie and sell tickets. Rent out your student auditorium or show it outside. You can sell refreshments for extra funds.

Gladiator Battle: Get prominent members of your school community such as the President or a much beloved professor to agree to be a part of your fundraiser. Then, sell time slots on a certain day when they can come back to battle it out with the person of choice in an inflatable gladiator arena. There should also be time slots open for spectators who want to join in on the fun. It's also a great way to gain visibility.

Spooky Grams: Selling tootsie roll pops with a small white cloth over it and gluing eyes onto it, delivering to dorms on campus around Halloween

Auction

If none of these ideas given in this manual catch your attention, don't fret! There are tons of fundraising ideas out there. The best source would be your own club! Make sure not only to ask your officers, but also you club members for creative ideas on fundraising.



Plan ahead. Determine what fundraisers you want to do at the beginning of the year to give you adequate time in planning them. Determine now if you need to fundraise to help with member dues, or to send officers to District Convention in February. Also determine how much you need to earn so that you know if you need to focus on small fundraisers, such as a bake sale, or large fundraisers, such as exam-care packages.

Kiwanis Clubs

Don't forget about your sponsoring Kiwanis Club! Circle K is lucky that we have a parent organization that is there when we need help. Use them! Kiwanis Clubs are not always aware of what Circle K events are held, and our schedule is different than theirs so keep them informed! For instance, we hold District Convention in the February/March months, while Kiwanis holds theirs in August. Make sure you Kiwanis Club knows what events you plan on attending, how much they are and remind them several times throughout the year!



Raise those funds!

Never hesitate in asking them for money—that's part of why they are there! They will never know that you need money if you do not ask. Some Kiwanis clubs are richer than others; if your club does not have the adequate funds to support you, go ask another club! There are more Kiwanis clubs than there are Circle K, and most of them would be excited at the opportunity to get to know you. Do not just expect a check; ask if you can attend a meeting to explain to their club why you would like the money; have members present after the event with pictures so Kiwanians can see what their money went towards. For more information about contacting Kiwanis clubs, email your respective Lieutenant Governor; their contact information can be found on the district website: carolinascki.org