

Fund-Raisers

A fund-raiser is an event held for the purpose of raising funds.

Fund raising is a necessary and important function for all nonprofit organizations. It is the means by which they secure the funds to operate. The selection of the right fundraiser to fit the organization is critical to its success.

All club members must be involved in planning and carrying out a successful fundraiser.

There are several things to keep in mind as you plan a fund raising activity. First, set your financial goals for the year. Decide upon how much money you will need to carry out your planned events. Next, choose your fundraiser carefully. Look for the product or project that will raise the most dollars without being labor-intensive. Don't get involved in a project with "hidden" costs (shipping, prizes, etc.) that will eat up your profits. Set specific beginning and ending dates so that members will stay motivated. Be sure that every member knows the dates of all deadlines. Be aware of other fundraisers in your community. You could be in competition with other organizations selling the same product.

For all fund raising projects, accurate record keeping and fund management is essential. Your 4-H Club Treasurer's Record Book has forms to help. Guidance

may also be found in the 4-H Club Management Guide.

Fundraisers can be conducted in numerous forms. Examples of the fundraisers range from selling bake goods, pizza kit, candy, car washes, cash saving cards, cook books, and candles to running concessions, and grant writing. The amount of preparation, organization and manpower needed to execute the fundraiser are different for each one. So, how do you decide which one is best for your organization?

Car Wash

A car wash is something that you may see on any given weekend as a fund-raiser sponsored by various organized groups. With any project the amount of preparation is essential to the success of the fundraiser. Pre-planning is the most significant factor between just another car wash and an unforgettable and most rewarding one.

The date for the car wash must be selected at least six weeks in advance. Check the calendar of your local newspaper to see if there are any major events planned that day, that can contribute to the success of the fund-raiser, or that may result in a conflict



that would decrease your sales.

You must also have a contingency plan in



the event of rain. Make preparation to reschedule the event three weeks later. Again check and make sure there are no conflicts with this date.

Volunteers are essential. Secure your volunteers and get them organized. There are decisions that need to be made. You will need to set up a car wash fund-raiser committee. The assignments are:

- Supervisor
- Site Coordinator
- Publicity coordinator
- Person to secure supplies
- Ticket sale captain
- Shift scheduler
- Post car wash follow-up
- Environmental coordinator

Types of Car Washes

There are various types of car washes available for you to engage in for your fundraiser.

Pre-Sale Tickets

Selling pre-sale tickets to the car wash has its advantages:

- You have an estimate of how many people will attend your car wash.
- More profit since 66% of the ticket buyers will not attend.
- In the event of rain, you are not washed out.

The pre-sale ticket money can be utilized to purchase supplies.

Wash-A-Thon

The wash-a-thon is another way of raising lots of money without subjecting your group to selling tickets. Washing all your cars for free performs this event. You will have your group to collect pledges for each car washed. Give free car wash coupons to your pledgers and even to those who elect not to contribute.

In this type of car wash you request for five to twenty-five cents for each car washed. Prepare a pledge sheet that hold twenty to twenty-five names per page. Encourage each pledge driver to fill two sheets of pledges. Each member receives an average of 45 pledges at .08 each. Example:

40 4-H club members
x 45 pledges
1,800 Total Pledges
x .08 per car
\$ 144 for every car washed
x 75 cars washed
\$10,800.00 = gross profits

In organizing for collecting pledges, remember cute little boys and girls can solicit pledges more easily.

The Savings Card

The Savings Card is a great way to raise money for your organization.

This process calls for no order taking, no sorting and no delivery. The Savings Cards provide free advertising for businesses and increase their sales. It is the size of a standard credit card. On the



front of the card is your organization's name and logo. The card is valid for one full year of unlimited use by the bearer. The back of the card bears the name of twelve local businesses who have sponsored the card, each giving some kind of offer or discount for the time span of one year.

The cards are very easy to sell because the purchaser will save many times the amount paid for the card. With the uncertainty of today's economy, everyone likes to save money. The old adage, "a penny saved is a penny earned," still rings true today.

To organize for the fundraiser you will need to do the following:

- Decide how you are going to conduct the fundraiser. Initiate a system to keep track of the money and cards before they arrive.
- Develop small teams of ten with a parent as the team leader. Offer incentives within the group to increase sales and motivate youth.
- Set up a table on a weekend at a local super market, Wal-Mart, K-Mart, or other high traffic establishment. Display cards so that everyone passing by can see them. Permission must be obtained prior to setting up.

There is no minimum order to place. You can order as few as you like and as often as you like. Cards can be printed and shipped to you within 48-hours. The cost of the cards are only \$2.50 per card, you will make \$7.50 for every card sold.

Candy Bar Sales

Another popular way of raising money is candy bar sales. Normally, these candy bars sell for one dollar each and the club makes fifty cents on each bar sold. Companies that provide these candy bars have a variety of charges, depending upon the number of cases ordered. An example is provided below.



Product: Premium Fudge Bar

Start-up fee: Freight free on minimum order of 5 cases (800 bars)

Selling Price: \$1.00

Profit: 50 ¢ per bar (50%)

Club Requirement: To earn \$3000.00, you must sell 6000 candy bars (150 bars sold by each club member.)

Cookbook Sales

Some clubs may choose to write a cookbook. This involves doing careful research into the company producing the cookbook. Club members must solicit recipes from friends and family, ensure that the recipes are typed or printed on the proper form, and send them in to the company within the time limit allotted. Cookbooks must then be ordered and delivered, making this a more time-consuming project. Profit depends upon the number of recipes submitted and the number



of books ordered. Most companies allow 30 to 60 days for payment. Cookbooks are an excellent marketing tool as well as a fundraiser. They publicize the organization by putting your organization's name in public view. Here is a typical cookbook sales plan:

Product: Personalized Cookbooks

Start-up Fee: none

Selling Price: Depends upon the number of recipes in the book.

For Example: A cookbook with 150 recipes will sell for \$7.00.

The cost to the company is \$1.85 per book. If you sell 1,000 cookbooks, your profit will be \$150.00.

Even though the company designs and prints the cookbook, club members have some preliminary work to do besides taking orders for the book, distributing it when it is complete and collecting the money. Members need to collect recipes. One person must be responsible for maintaining



***INTERESTING FACTS ABOUT
FUND RAISING***

For every \$500 your group will need to raise, you will need to sell....

- 2000 - 50-cent candy bars (50% profit)
- 1000 - \$1.00 candy bars (50% profit)
- 125 - Catalog/brochure items (50% profit with an average of \$8.00 per item)
- 125 - Pails of Cookie Dough (40% profit with an average of \$10.00 per item.)
- 104 - Pizza kits (40% profit with an average of \$12.00 per kit)
- 67 - Savings Cards (75% profit makes a large difference.)

the recipes, ensuring the format required is followed, the writing is legible, etc. and then sending everything to the company in a timely manner.

Before you undertake any fund-raising activity, be sure to get the approval of your 4-H leaders and Extension staff to make certain the particular fund-raiser selected is an appropriate one.

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