



FCCLA FUNDRAISING TOOLKIT

Wendya
Special Events

Event Sponsorship

Use this toolkit to help you and your chapter raise the funds you need to attend an FCCLA event. Our exciting events provide attendees with the tools, resources, ideas, and support to return home to improve their leadership skills, their schools, and their communities.

Get sponsored!

Not sure where to start? This toolkit will guide you and your chapter through making a fundraising plan, asking local businesses and other organizations for financial support, thanking those who give you financial aid and more.

You'll find:

- A **checklist** to keep you on track while you're searching for sponsors
- **Talking points** you can use when you talk to potential sponsors
- A **sample letter** you can use to ask businesses and organizations to sponsor you
- A **fundraising guide** with project ideas big and small
- A **fundraiser planning form** to put together the details of your fundraiser
- A **sample thank-you letter** to send to sponsors after you return from your event

Helpful Tip:

Fundraising for FCCLA events develops a partnership between you, your chapter, school and community.

Try the one-third concept. If possible, pay for one-third of the cost yourself, fundraise another third and talk to an organization or local business to sponsor the rest.



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Checklist for the Event

Raising money takes time and a lot of planning. Before you jump right in and present your case, make sure you are prepared.

BEFORE THE EVENT

___ **Create a budget.** Figure out how much you and your chapter are willing to pay. Then decide how much you will have to raise through fundraising projects or sponsorships.

___ **Start a fundraising plan.** Let sponsors know how you will raise part of the money on your own. Many sponsors will be more likely to support you if you put some effort into fundraising too. Check out Page 7-15 for fundraising ideas and tools to help you make a budget and delegate responsibilities.

___ **Do your research.** Learn as much as you can about the event you're interested in before you start talking to potential sponsors. You won't be stumped if they ask you questions.

___ **Serve their needs.** When you talk or write to potential sponsors, let them know how they—and their community—can benefit from investing in you. Tell them how you will use your new leadership skills and let sponsors know you will come back with service project ideas you can collaborate on.

___ **Make your case.** Schedule time in advance (at least two weeks) to present at a meeting or talk with a potential sponsor. Use the talking points included in this toolkit (Page 3-4).

DURING THE EVENT

___ **Keep sponsors in the loop.** Update your sponsors about your experience. Give them a short phone call, mail out a postcard or, if you have internet access, send them an email. Let them know how much fun you're having and what you've learned so far.

AFTER THE EVENT

___ **Bring it back home.** Schedule a follow-up presentation for your sponsors. With pictures, PowerPoint slides, short personal memoirs or videos, show sponsors how much the experience meant to you.



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___ **Express your thanks.** Thank your sponsors with a handwritten thank-you card, note or letter (see our thank-you letter template on Pages 16-17).

Talking Points for Your Presentation

Speak confidently. Include these talking points in your presentation or meeting with sponsors who might be unfamiliar with FCCLA.

What is FCCLA?

Family, Career and Community Leaders of America is a nonprofit national career and technical student organization for young men and women in Family and Consumer Sciences education in public and private school through grade 12.

FCCLA's mission is to promote personal growth and leadership development through Family and Consumer Sciences education. Focusing on the multiple roles of family member, wage earner and community leader, members develop skills for life through: character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation.

Top 10 Things to Know About FCCLA:

1. FCCLA is the only career and technical student-led organization with the family as its central focus.
2. FCCLA is the ultimate leadership experience, focusing on character development, creative and critical thinking, interpersonal communications, practical knowledge and career preparation.
3. FCCLA has a national membership of nearly 189,000 young men and women in 6000 local chapters in 53 state association including, the Virgin Islands, Puerto Rico, and the District of Columbia. Our membership also includes an extensive national network of Alumni and associates- former student members that are still involved in the organization.
4. FCCLA has nine national programs that focus on or address vital issues that are affecting our nation today, including the recent financial downturn, school violence, childhood obesity and the shortage of skilled workers.
5. FCCLA is a career and technical student organization that functions as an integral part of the Family and Consumer Sciences Education curriculum and operates within the school system.



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6. FCCLA is endorsed by the American Association of Family and Consumer Sciences (AAFCS) , the Dept. of Education (OVAE) and the National Association of Secondary School Principals (NASSP), Family and Consumer Sciences Education is supported by Perkins funding.

7. Each year, FCCLA continues its work in supporting charitable organizations in their efforts to better the standards of living for people throughout our nation. Recent efforts include raising nearly \$220,000 for the Feed the Children organization this past year and raising over \$650,000.00 for the American Cancer Society.

8. Family and Consumer Science Education is the foundation for a healthy, responsible and productive life outside of high school and post- secondary education- regardless of the occupation a student wishes to pursue.

9. In FCCLA, students have the opportunity to advance their leadership potential through the process of running for, holding the responsibilities of an office on a local, regional, state and national level.

10. STAR Events are the competitive events where students learn cooperative action and leadership skills through projects that they present at the district, state and national level.

Why should I sponsor you to attend this event?

You might say;

“Students learn leadership skills by networking with peers and attending educational events and projects, as well as hearing knowledgeable speakers share on important issues for young people. With your sponsorship, I will be able to bring information and resources about service-learning and youth leadership back home to share with other members of my school and community.”

What can my organization/business expect in return from our investment?

You might say;

“When I return from this event, I will have new ideas about how to make our community better. I would love to talk with you about how my chapter can collaborate with you on future civic and fundraising projects.”



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Sample Request Letter (Individual)



[Insert Date]

Dear [insert name/organization]:

My name is [Name], and I am a member of [insert school/chapter]. I have a great opportunity to attend the [insert name of event] in [insert location], [dates of event].

At the conference, I will develop my leadership skills in informational workshops, be motivated by inspirational speakers, interact with other students from around the state, and share service project ideas. I plan to bring back new ideas and resources that my school and chapter can use to make our community better.

However, I need your help to get there. Before I can attend the [insert name of event], I need to raise enough money to help pay for my registration, lodging, meals and other expenses.

My chapter is working very hard to raise money to attend the conference. We encourage you to make a donation to support our leadership development journey.

In order to attend the conference, I still need [insert goal amount]. If your [business/organization] can't give that much, consider a smaller donation. Anything will help!

Please mail your donation check to me at the address below, or, if you'd prefer, I can meet you during one of our meetings at [School Name] to collect the money and thank you for your support. I will follow up with you within two weeks of receiving your donation.

My registration deadline is [insert date]. Please let me know if you'll be able to support my trip by that time. After the conference, I'll be happy to follow up with a report on my experiences. Thank you for supporting me and my chapter at [Name of school]

Sincerely,
[You name]

[Insert address]



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Sample Request Letter (Chapter)



[Insert Date]

Dear [insert name/organization]:

My name is [Name], and I writing on behalf of my FCCLA chapter at [insert school name]. We have a great opportunity to attend the [insert name of event] in [insert location], [dates of event].

At the conference, we will develop leadership skills in informational workshops, be motivated by inspirational speakers, interact with other students from around the state, and share service project ideas. We plan to bring back new ideas and resources that our school and chapter can use to make our community better.

However, we need your help to get there. Before we can attend the [insert name of event], we need to raise enough money to help pay for registration, lodging, meals and other expenses.

Our chapter is working very hard to raise money to attend the conference. We encourage you to make a donation to support our leadership development journey.

In order to attend the conference, we still need [insert goal amount]. If your [business/organization] can't give that much, consider a smaller donation. Anything will help!

Please mail your donation check to the address below, or, if you'd prefer, we can meet you during one of our meetings at [School Name] to collect the money and thank you for your support. Someone from our chapter will follow up with you within two weeks of receiving your donation.

Our registration deadline is [insert date]. Please let us know if you'll be able to support our trip by that time. After the conference, We would be happy to follow up with a report on our experiences. Thank you for supporting our chapter at [Name of school]

Sincerely,
[You name]

[Insert address]



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Chapter Fundraising Ideas

Sometimes it's easy to get in a rut and do the same fundraisers over and over. But it's also easy to start something new. To spark your creativity, check out a list of successful fundraisers other students have done. Team up with your friends or your chapter to try out one of them, or come up with your own ideas. Designate how much of the project's proceeds you and other fundraiser participants will be able to add to your individual fundraising efforts.

Always check with administrators about school rules for fundraising. Some schools don't permit groups to raise money, or the number of fundraising activities is limited. If this is the case, discuss school policies with the principal and ask for alternative ways to meet chapter financial needs.

More than Just Raising Money

A fundraising project that simply makes money is a poor investment of chapter time and talents. Fundraising should provide an opportunity to:

- Work cooperatively with others as part of a team.
- Practice family and consumer sciences skills.
- Develop sales techniques, learn money management, and acquire record-keeping skills.
- Expand communication skills by planning advertising campaigns and making community contacts.
- Explore real-life work experiences and establish a work record for future employment.
- Provide a community service.
- Meet chapter goals.

Steps to Create Exciting and Educational Fundraising Projects

1. Know why you need the money
2. Set realistic goals.
3. Choose money-making projects that relate to the purpose of FCCLA, use family and consumer sciences skills, and provide an adequate profit for time spent. You can view some nationally recognized fundraisers at www.fcclainc.org



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4. Use the FCCLA planning process to plan and carry out fundraising projects. Brainstorming allows everyone to share ideas when selecting the project.
5. Take time to get organized. The planning process is a great way to keep on track, too.
6. Divide the work among committees.
7. Make sure everyone feels responsible for the project's success.
8. Offer recognition for a job well done.
9. Evaluate the results- was the project worth the time and effort to put into it.

Fundraisers from A – Z

A	<ul style="list-style-type: none"> • Auction- Sell a service that could be done by your chapter officers to the highest bidder. • Arm Wrestling Contest- Charge your fellow students to arm wrestle one another. Present the winner with a badge or a medal. • Art Sale- Have members or your chapter all complete one art project. Invite family, friends, school staff and community members to bid on the art projects that are displayed
B	<ul style="list-style-type: none"> • Book Sale- Trade and sell old books • Beauty Salon- Before a school dance, host a beauty salon (do hair, nails, makeup, etc) • Baby Picture Contest- Have your school staff provide one of their baby pictures to see who wins the cutest baby contest. Votes cost \$1.00 and there is no limit on voting • Battle of the Sexes- Host a battle of sexes contest at your school. Design a series of games and or obstacle courses around your school and charge each team \$25.00 to entry fee.
C	<ul style="list-style-type: none"> • Car Wash- Hold a car wash • Car Bash- Decorate teachers cars for a fee • Cookie Grams- Make giant heart shaped cookies with messages on them and sell them on Valentine's Day. • Carnival- School carnivals are a great way to make money and connect with your community.



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<h1>D</h1>	<ul style="list-style-type: none"> • Dodge Ball Tournament- Students against teachers, staff against another school rivals staff. • Dinner Theater- Host a dinner theater, serve dinner before or during the play. • Dating Game- Orchestrate a Dating Game. Contact restaurants to donate 2 separate \$10 gift certificates for dinners. Have students sign up to be contestants. One is the person who does the choosing three others are the contestants. Tickets to attend are \$1.00 each. You could even have a teacher round with the single teachers!
<h1>E</h1>	<ul style="list-style-type: none"> • Escorts on Halloween- Charge \$5.00 per hour to go trick or treating with kids in your community. • Egg Sale- Go to one house and ask for a donation of an egg. Go to the next house and sell that egg for \$1.00. Get another egg at a different house and start all over again. • Engraved Bricks- use engraved bricks or ceramic tiles in a school walkway or courtyard or to decorate a wall.
<h1>F</h1>	<ul style="list-style-type: none"> • Fashion Show- host a fashion show, display the latest prom trends and sell tickets to the show. • Friday Night Commons- This event can be held in your school cafeteria, charge \$5.00 per person. Have local bands perform, serve pizza, have board games and cards. • Fudge Sale- Before and after sporting events
<h1>G</h1>	<ul style="list-style-type: none"> • Garage Sale- have chapter members and staff donate items for a garage sale. All funds will go right to your chapter bank account. • Green Thumb Business- members start growing plants and sell them for mother's day. • Go door to door- offer to rake, shovel snow or plant flowers for a small fee.
<h1>H</h1>	<ul style="list-style-type: none"> • Haunted House/ Forest- make a haunted house or forest and charge \$5.00 fee to get in. • Hayride- why not organize a hayride \$5.00 per person • Home Interiors Candle Sale- Find a local home interior representative, get brochures, members sell candles and air fresheners and your chapter receives 50% of the item sale price.



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<h1>I</h1>	<ul style="list-style-type: none"> • Ice Skating Party- organize a Ice Skating Party for your Community, offer skating lessons, hot chocolate, watch movies like Miracle or the cutting edge. • Indoor Kickball Tournament- invite neighboring schools and community members and host a kickball tournament in your high school gym. Charge each team an entry fee
<h1>J</h1>	<ul style="list-style-type: none"> • Jewelry Making- Buy jewelry making supplies, demo some ideas and charge people \$10.00 to make a necklace for themselves or for Valentine’s Day/ Mother’s day • Jam Night- host a local battle of the bands at your school. Charge \$5.00 per person to watch and select a winner
<h1>K</h1>	<ul style="list-style-type: none"> • Kiss a Senior Good Bye- Sell postcard size cards for \$1.00 with a Hershey kiss attached (purchaser writes a farewell message) and deliver them on the seniors’ last day. Offer a more extravagant option a bag of kisses and a helium balloon for \$3.00. • Kiss a Pig Contest- Have the principal or your advisor kiss a pig and collect pledges
<h1>L</h1>	<ul style="list-style-type: none"> • Lock In- Host a lock in at your school, offer a bunch of fun activities and charge each person \$20.00 for the night. • Leap Frog-a-thon- Get sponsored per leap, or per quarter-hour. More fun if you're leaping over strangers, in the local park or on the beach. Tell them what you're doing; they'll either laugh and agree or walk very quickly in the opposite direction. Take photos to prove you did it!
<h1>M</h1>	<ul style="list-style-type: none"> • Midnight Film Show- These could be held at the school.. Make a feature of the fact that it's being held at midnight, with atmospheric lighting etc. Charge for entry. • Mobile Rummage Sale- Collect donations of items to sell, get a truck and then go door to door, explaining to community members that you are raising money for a good cause. If they can't purchase anything maybe they could donate to your sale.



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N	<ul style="list-style-type: none"> • New Year's Eve Party- This could be as big or as small as you like - in FACS Room or Gymnasium. Have a dance or a lock in. • Nanny Rent- Have your chapter members babysit or clean homes for a small fee. • Newspaper or Magazine Drive- Sell newspapers or magazines for a fundraiser
O	<ul style="list-style-type: none"> • Origami- If you're good at this Japanese art-form, hold an origami workshop for kids. • Operation Jug- Place a huge jug in the cafeteria for people to throw their loose change into. • Obstacle Course- Design a fun and challenging obstacle course and charge people to participate
P	<ul style="list-style-type: none"> • Prom Dress Sale- Have students donate or sell a gently used prom (or bridesmaid) dresses. Promote this event to other area schools, private schools and public places. Your chapter could collect a flat fee for each dress or a percentage of the sale. • Pool Competition- People put money in a pot to enter; the winner takes half of what's in the pot, you take the other half! • Parents' night out- Give parents the night off by creating an evening of food, games and fun for their young children. Gather chaperones, set a location and fee, and get ready for face painting, craft-making and story time.
Q	<ul style="list-style-type: none"> • Quiz Show- Between students and teachers, ask pop culture and general trivia questions • Quilt Raffle- Make a school themed quilt, complete with school colors, mascot. Raffle it off and personalize it with the winner's name and graduation year.
R	<ul style="list-style-type: none"> • Races- Be imaginative - think sack-races, baby races, electric wheelchair races, stiletto races... charge people for entry and get a local company to donate a prize. • Recycle- Recycle cans for money! Some places will give you up to a penny a can. Do a massive appeal and get your friends, family and neighbors to give you their empty cans. Over a year, you could make a fair bit, and help the environment too.



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S	<ul style="list-style-type: none"> • Scoff-A-Hotdog Competition- Who can eat two in the shortest time? Who can eat the most in two minutes? Charge people to enter, with a free meal (donated by a fast-food joint?) for the winner. You'll be surprised how many people enter a comp like this just for the 'glory'. • Sponsored Silence- How much would family and friends pay to shut up your chapter members for a day? A sponsored silence is really easy to organize, and can make you a quite of bit of change.
T	<ul style="list-style-type: none"> • Topless Car Wash- Hold a carwash and only wash the bottom of the car for \$3.00 or wash the whole car for \$6.00 • Twister-a-thon- Get sponsored to play an all-day game of Twister with your friends. People will donate more if you're doing it in a public place - your embarrassment is always worth a few bucks. • Talent Show- Organize a talent show charge an entry fee and tickets to the show.
U	<ul style="list-style-type: none"> • Uncle Sam Sitters- Have your chapter babysit community member's children on election day for a small donation. • Unwanted Gift Sale- Get your friends and family to donate their unwanted Christmas gifts in early January and sell them in a silent auction.
V	<ul style="list-style-type: none"> • VIP Seats- Set a couch at the 50 yard line and raffle "VIP Seats" off, or sell them to the highest bidder on Homecoming week! • Video-a-thon- Rent a bunch of classic movies and play them back-to-back for 24 hours. Print schedules and hand them out to your friends and acquaintances, who'll hopefully turn up and pay to watch their favorites. Offer a discount for those who last the whole 24 hours. Don't skimp on the popcorn.
W	<ul style="list-style-type: none"> • Watermelon Olympics- Charge an entry fee for the "Watermelon" Olympics, possible events could be, Watermelon Seed Spitting, completing an obstacle course while holding a watermelon, rolling a watermelon the length of the football field, watermelon bench press and watermelon shot put.



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<h1>X</h1>	<ul style="list-style-type: none"> • Xmas Craft Fair- Have your chapter organize a craft fair around Christmas time charge a fee to enter or sell crafts. • X Marks the spot- Hide a prize on your school campus. Have students purchase the first clue to find the hidden treasure.
<h1>Y</h1>	<ul style="list-style-type: none"> • Yard Flamingos- A practical joke that people play on their friends! Under the cover of night, the lawn of the intended "target" is covered with pink flamingos, garden gnomes, and other tacky and outrageous lawn decorations. That person must then pay your chapter to remove the ornaments from <i>their</i> lawn and place them on someone <i>else's</i> lawn the next night!
<h1>Z</h1>	<ul style="list-style-type: none"> • Zamboni Rides- Raffle of the opportunity to ride the Zamboni at your school's next home hockey game.

Individual Fundraising ideas

Looking for ideas you can do yourself or with a friend or two? Here are some ways to raise money easily in a small group.

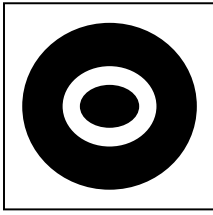
Handy-dandy helpers: Offer to do yard work or odd jobs for family members and neighbors you trust. Rake, sweep, dust, paint, garden and clean for donations.

Clean-up crew: Talk to your school's athletic office to see if clean-up crews are needed after sporting events. Ask if you and your friends can help clean for donations.



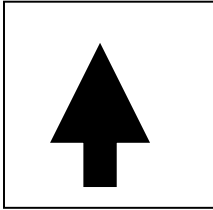
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FCCLA Planning Process



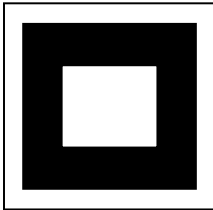
Identify Concerns

- Brainstorm Concerns
- Evaluate listed Concerns
- Narrow to one workable idea or concern



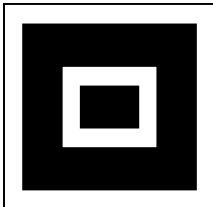
Set Your Goal

- Get a clear mental picture of what you want to accomplish
- Write it Down
- Evaluate it



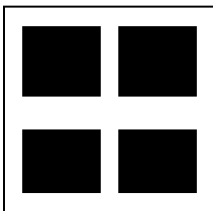
Form a Plan

- Plan how to achieve goal
- Decide who, what, where, when, why, and how



Act

- Carry out the project



Follow Up

- Evaluate Project
- Thank people involved
- Recognize participants



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Once your chapter has decided on a project, fill out this project planning form. Make sure to fill it out at least two weeks before your fundraiser so the planning committee has enough time to coordinate project details.

FCCLA Project Planning Sheet

Purpose/ Project Title: _____

Type of Project: _____ Date: _____

of People: _____ Project Location: _____

Time	Activity	Methods	Who's Responsible	Resources



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Sample Thank You Letter (Individual)

[Date]

Dear [Insert Name],

Thank you for your support! I was able to attend the [Name of the event] in [Location of event], [Date of event]. It was a fantastic experience I'll never forget!

I had the opportunity to develop my leadership skills, meet other service-minded students and get motivation to do more for the world around me. Some of my favorite moments were [insert here], [insert here], and [insert here]. And I was very inspired by [insert name] who was one of this year's speakers.

None of this would have been possible without your generosity. Thank you again for your help.

I would love to speak at one of your [insert here] about my experience [insert event]. I look forward to hearing from you—and hopefully working together with you on service projects in the future.

Sincerely,

[Your name]

[Insert address]



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Sample Thank You Letter (Chapter)

[Date]

Dear [Insert Name],

Thank you for your support! We were able to attend the [Name of the event] in [Location of event], [Date of event]. It was a fantastic experience we will never forget!

We had the opportunity to develop leadership skills, meet other service-minded students and get motivation to do more for the world around us. Some of our favorite moments were [insert here], [insert here], and [insert here]. And we were very inspired by [insert name] who was one of this year's speakers.

None of this would have been possible without your generosity. Thank you again for your help.

Some of our chapter members would love to speak at one of your [insert here] about our experience [insert event]. We are looking forward to hearing from you—and hopefully working together with you on service projects in the future.

Sincerely,

[Chapter name]

[Insert address]



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