

FUND RAISING

Fund Raising . . . Let's Make Money

*For Our Programs and Projects, Service Efforts,
HI-Y Conference Attendance, and to Operate Our HI-Y*

Advance planning is key to fundraising success. Here are some basics . . .

Select Projects Your Members Want To Do - Remember, people do what they help create.

Focus Your Efforts on your assets and consider your liabilities.

- Set realistic goals
- Make sure the fund-raiser is appropriate to HI-Y's purpose.
- What do your members want to do? Why? For what purpose?
- What is the cost of doing it?
- How do your members propose to raise the money?
- Can your HI-Y afford to take a loss?
- What is each individual's responsibility in reaching the goal?
- What is the timeline?
- How many in your HI-Y are willing to commit to the project. Your Advisor may encourage a "reality check" - not to discourage but to clarify.
- Is the proposed fund-raiser OK with your school?
- Is school administrative approval necessary?

Make It Fun

Plan a kick off before your project or a celebration once you're finished. You may want to have incentives. Use recognition for everyone who helps.

Make It Profitable

If you need money, then plan projects that take the least investment and yield the most profit. Be sure the purpose of your project is clear - is it to raise money or is there another reason?

Make It Fast

Time is important. Plan a project that can be completed in a short time rather than one that is drawn out.

Make Your Fundraising as Fail-Safe as Possible

Yes, we have to spend money to make money; but, do not invest more than you can afford to lose. If you're selling, find items that can be returned if not sold or items you can take pre-orders before you order them. Honor receipt deadlines; unhappy customers seldom forget.

Be Organized!!!

- Involve everyone in selecting your project(s)
- Develop your plan and establish specific goals
- Have committees, choose chairpersons and members, define their job
- Check on availability of facilities, equipment, supplies
- Make a budget
- Finalize dates/places/times/plans
- Set up collection and finance plans
- Make a good record keeping plan
- Reserve space, order products, do whatever else necessary to begin
- Delegate responsibilities - get agreements from people
- Create charts and signs
- Evaluate progress, adjust plans
- Develop and submit final reports
- Send thank yous, give recognition awards
- Evaluate - what did we learn, how can we do better the next time?
- File complete notes and records with recommendations for next time.

Enjoy A Sense of Fulfillment

Celebrate reaching your goal or the conclusion of a successful project.

Remember - Find Other Sources of Revenue, Too

- Form a Y-Gradale parent group to help your HI-Y
- Ask your school's booster club for help
- Can the school help through scholarships or other funds for YG or UN or Leadership Camp at Horseshoe
- Many local businesses, professionals, and organizations will help
- Local service clubs often have money budgeted for youth programs
- Does our school have someone in charge of grant writing? Maybe they can help.

Money Raising Idea Bank

HOLIDAYS

Santa Claus Pictures: Have members of delegations dress up as santas and have a stand at Christmas tree lot or local mall and sell Polaroid pictures.

Christmas Present Wrappers: Your Y could hire out as Christmas present wrappers. For a fixed price you could wrap presents either in their homes or at the Y. Paper could be supplied by the Y (covered by a small percentage of the income) or the people could supply their own (at a lower wrapping rate.)

Painting of Holiday Murals in Store Windows: Contact stores and shops a couple of months prior to holiday (Christmas or Easter) and contract to paint holiday scenes for front windows. Have a window plan for suggestion, but also be open to their ideas.

Signing Holiday Cards: A card could be purchased, signed by the purchaser and delivered with a few people or one person adding a singing Holiday message.

A Jewelry Extravaganza at Halloween or Christmas Craft Shows: Nothing over \$20. Local vendor and YMCA volunteer will donate 1/2 of all profits to Y&G.

Christmas Booths: If your city has a "flea market" type craft sale or activity planned during a holiday season, you could set up a booth for various purposes; eggnog sales, mistletoe, etc.

Gift Wrap Booth: Contact local mall for permission to set up a gift wrapping booth during the holiday season.

Christmas Tree Sales: You could have delegates assist the Y's Mens' Club in selling trees with an agreed upon amount that will go to the Y & G delegation. Sell \$1 off tickets to Y lot. You get the \$1, Y gets the business.

Sell Christmas Wreaths

Holiday Truffle/Cookie Sales: Take truffle/cookie orders. Pick a night to make and package item, deliver before Christmas. Cost approx. \$4.00/box - sell \$7-\$10/box.

Ornaments: Make dough ornaments - paint and seal. Wrap in plastic bag tied with ribbon. Sell for \$3-\$5 each.

Christmas Tree Pickup: Prepare a flier, mail to all Y members with the Y's December newsletter with an announcement to various news media announcing the service of Christmas tree pick-ups for it donation. People could call the Y for appointments and old trees discarded at the dump.

Haunted House: Paint freezer boxes with different scenes to make rooms and hallways. Involve ghosts, goblins, witches, a corpse, a mad scientist, torture chamber, etc. for the children near Halloween. Or turn your Y -basement into a Haunted House and have a carnival too.

Ghost Insurance: You could sell a certificate promising to clean up any mischief done on Halloween, Meet the following day to wait for phone calls.

Pumpkin Sales: Your YMCA could take orders 2 weeks prior to Halloween. You could have two charges: 1-fresh pumpkins, 2-gutted and face cut pumpkins.

Pumpkin Sales at College Dorms: The area is usually very condensed and with approval of the school the sales are easy.

Flower Grams: A card would be purchased and signed by one party to be delivered to an individual along with the type and number of flowers the first party wishes to send. Usually carnations or roses are most appropriate. They are usually sent in the Christmas and Valentine's Day time of the year.

CARNIVALS, FESTIVALS, PARTIES, DANCES, SHOWS, TOURNAMENTS

Carnival: Your Y could have cake-walks, greased melon contests, relays, chess & checker games, etc. You could award certificates and/or ribbons to winners. Charge an entrance fee with the proceeds going to the Y & G delegation.

Film Festival: This could be a one-night or all week event. Your YMCA could have a cartoon, Charlie Chaplin, W. C. Fields festival, etc., renting films for the occasion. Sell advance tickets and have much publicity.

Dance or Sock Hop: You could have a dance with live music and sell tickets in advance. 7th and 8th grade dancers work well.

Not-So-Talented Show: Speaks for itself.

Concerts: Many of the people at your YMCAs are quite talented musically, or have friends who are. Ask them to sing at a folk concert. These concerts could be quite professional, requiring only a large room, some sort of sound system and fair singers. Charge for tickets according to preparation time, refreshments, quality of the music, etc.

Sports Tournament: Pick a sport popular in your area. A well organized tournament can draw a large number of participants. Publicize it well. Secure the necessary equipment & officials and reserve gym space. Charge teams an entry fee to cover all costs (gym, officials, etc.) plus your profit.

Tupperware Party: A YMCA could have a Tupperware Party at the Y, This could be a good fund raiser with proper publicity to membership.

Casino Night: You could set up a large room with games such as blackjack, roulette, dice, poker, bingo, big wheel, etc. You could charge each person to participate. For this they could receive \$2,000 in play money to gamble with. At the end of the evening, the person who has accumulated the most "money" would win the grand prize. Secondary prizes could also be given.

“?????-A-THONS”

Awake-a-Thon: You could get sponsors for each half hour that you stay awake. You could start on a Sat. morning at 8:00 a.m. and stay awake until Sunday night at 8:00 p.m. You could stay at the Y and bring your stereos and TV, sleeping bags, etc.

Ping Pong-a-Thon: You could have a ping-pong marathon in which donations could be taken and money pledged for a certain number of hours played.

Shopping-Cart-Marathon: The youth get pledges from sponsors for a certain amount of money per lap - i.e., they will go 10 laps for 25 cents per lap. On a pre-arranged day, get in pairs of 2, borrow shopping carts from a grocery store, and push each other around a track (such as a high school track or football field), changing places at the end of each lap. Afterwards, you could collect the money from the sponsors.

Skateboard-a-Thon with Skateboard Competition: You could use the Y parking lot or any large paved area and have various contests with skateboards (endurance runs, figure eights, 360s, 720s, relays, etc.) You could charge entry fees for each event and give prizes or awards to top finishers.

Guinness Book of World Records: Check to see what you can do to break the Guinness Book of World Records and get sponsors to support each event.

Game-a-Thon: A marathon game night where participants get pledges for the amount of time/# of games they play.

Son of Game-a-Thon: Participants from the community at large come into the YMCA and play board games (such as Monopoly, Life, Trivial Pursuit, etc.) for a nominal \$1-\$2 entrance fee. Promote it with the Boy Scouts and Girl Scouts.

Bowl-a-Thon: Members of each delegation could go door to door with a sponsor sheet asking people to pledge them so much money per point made during a specific time period of bowling. They would then come back to the people with total score and collect the money.

Debate-a-Thon: Start early Saturday morning and debate measures, past Y & G bills, etc. Using parliamentary procedure bet sponsors on either number issues debated or amount time debate lasts.

Jog-a-Thon: Delegates can get pledges for distance they can run in one hour, (usually pledges are number of laps on a track) .

Rocking Chair Marathon: You could use either a rocking chair or a swing. Basically this would involve early solicitation of pledges from people in the community. The chair can be placed right in the lobby of the Y so people can walk by and give donations. Posters with the names of all solicitors can be placed in the lobby so donors, will recognize and receive publicity.

Volleyball Marathon

Road Rally: You could have a road rally where - 1.) course is planned and timed; 2) clues are written giving directions of course; 3) check points established; 4) two people per car, driver and navigator; 5) groups of cars are sent off at different intervals; 6) car coming closest to original time is winner.

Motorcross

Dog or Cat Wash-a-Tnon: Have people sponsor you for each dog or car you can wash in a day and hold a free dog or car wash with the money from the sponsors.

SALES

Sell T-shirts, candy, snacks

Fruit Juice: Set up a natural fruit juice stand during evening fitness classes at the Y.

Current Stationery Sale: Write to Current Inc., Colorado Springs, CO 80941 for the latest catalogue. Current makes stationery, cards, wrapping paper, etc. Prices are very reasonable.

Candy: Sales: Sell lollipops; homemade candy or the world's finest chocolates at any sports event in neighborhoods or all Y functions.

See's Candy Sales: Contact your local store and ask for their fundraising contact. This is very good around the holidays.

Sell film, food, or many other things at most big parades, football games, baseball games, and other events: (One Y sold Kodak film at the Rose Parade and made \$30 per salesman.)

Knott's Berry Farm: Knott's Berry Farm has a fund-raising program. Products include: jams, jellies, trail mix, season packs, fruit trays and more.

Round Table Pizza: Local Round table offers a "Pizza Takeover" where an organized group provides table service (for a couple of hours or so) to the customers and then Round Table gives 25% of the revenue to the group for that time period. Delegates get family and friends to come.

Pizza Sale: A local company donates all ingredients for pizza. Kids make them assembly style and take orders. They then deliver the pizzas ready to cook.

Frisbees: Have frisbees made with the California YMCA Model Legislature/Court logo on it and sell them at the Conferences and other ML/C functions.

Y&G Magazine: Publish a local Y & G magazine with a pre-determined number of issues. Sell ads to local businessmen.

Desk Plates/Directory: Sell desk plates or a Y & G directory (student permission needed) ordered at T&E II and delivered in Sacramento.

Fruitcakes

Sell Sponges: They have a long shelf life; are light weight and can be stored at a YMCA until the next year.

Egg Sale: This idea entails very little except walking and talking. The procedure would be: A member of the delegation walks up to a house, asks for an egg as a donation to the Y & G cause. After receiving an egg, he/she goes to the next house and sells the egg for any donation that the person of the house might be willing to give.

Plant Sale: This idea takes a lot of planning and some knowledge of the subject to be successful. It is relatively inexpensive to buy pots and soil for use in propagating houseplants. All you need is plant stock from which to take cuttings. Some easy plants that are reasonably quick to root are coleus, plectranthus, pilea, iresine and wandering jew. The key to this sort of project is timing - to have the plants ready when you need them. Possibly a local nursery or grower could donate materials.

Youth and Government Memo Pads: Have Y & G insignia printed on memo pads and sell at Y & G functions.

BREAKFASTS - DINNERS - SOCIALS

Ragger's Reunion Dinner: You could cook and serve the Ragger's Reunion Dinner. Tickets can be sold for \$__ and you can try to get as much of the food donated as possible. This is a very fulfilling group project.

Dime-a-Dip Dinner (10 cents), Silver Scoop Supper (25 cents), or Dollar-a-Dip Dinner: Each person brings a dish or two, and a dime, quarter or dollar is charged for each scoop, piece; cut, or serving of food. Can be a classy affair - invitation only to such service clubs as Y's Mens Club or Rotary, or open to the community. Combine with other money-makers for a full and interesting evening: valet parking (10 cents, 25 cents or \$1.00 to park each car); sell raffle tickets for donated gifts; have an auction or invite a speaker.

Fund Raising Banquet: Contact rather prominent people throughout your city to volunteer their time and opinions at a fund raising dinner.

Mexican Dinner: This could be prepared and served by the Y. All members of the delegation could sell tickets and a huge profit could be made.

A Spaghetti Dinner

Ice Cream Social

Pancake Breakfast: You might approach the local MacDonald's Restaurant to let the Y use its cooking facilities for a Pancake Breakfast. The food would be cooked and served by the delegation; publicity and ticket sales by the Nation Long House; profits to be split half and half. While the people are eating breakfast, Y&G groups can wash their cars. A great 2-in-1 deal!

ITEMS TO WASH

Bus Washing: Contact bus companies to see if your Y can wash their busses.

Airplane Washing: Wash airplanes at Municipal Airports. Hang poster in terminal office. Profits vary depending on plane size.

Dog Wash: You could advertise for the best opportunity in a dog-lover's life...you will wash his/her dog for a small fee. "No fleas, no ticks, small fees, no tricks."

Washing Car Windshields; find a place where cars naturally line up or are waiting for a service. Let them know who you are and about Y & G. Ask them if you can wash their windshields for 50 cents or ?. Places like swap meets, movie theatres, ferries, shopping centers, etc.

Clothes: Wash, dry, press & fold people's clothes.

RAFFLES, DRAWINGS

Raffle: Some Ys have approached local restaurants, stores and all sorts of merchants for donations of dinners and other products. (Thanksgiving turkeys; Y memberships, etc.)

Cow Pancake Drop: Section off football field into 2 square foot squares. Sell Squares for \$2.00 or whatever. Get a cow onto the field. Where it drops its first "plop" that square wins a donated prize or a portion or half the proceeds.

Drawing: This fundraiser could be held in conjunction with a Pancake Breakfast or dinner. Local businessmen are approached by your delegation and asked to donate prizes. The ticket for the drawings is attached to the Pancake Breakfast ticket and you could list the prizes that are being donated on the tickets.

Slave Sale: Members of the delegation could sell raffle tickets for \$___ each. The raffle winner will receive 5 hours of prearranged time for miscellaneous chores to be performed by the delegation.

COUPONS

Coupon Money-Off Idea: You could get about 6 or 8 different businesses to participate in a coupon money off idea. These businesses should be of the type that people most often use. The coupon could say \$1.00 off the regular price of a bucket of chicken, or get two Big Macs for only 99 cents with this coupon. An expiration date should be put on each coupon. The only overhead is the printing.

Sell "Entertainment" Books: Hundreds of 2 for 1 deals and 50% off fine dining, fast food, sports, hotels, etc.. You get \$___ profit per book.

Burger King Night: An evening is set for this fundraiser; the Y prints coupons worth \$1.00 and sells them to Y supporters who buy their meal with these coupons. At the end of the evening, we buy back the coupons from Burger King for 70 cents each, making 30 cents on each coupon sold.

Shakeys' Fund Raising Night: Southern California Shakeys did offer a 25% organization profit for a night at their restaurant. In the Los Angeles area, Straw Hat Pizza Palace will provide free printed tickets for any event with a \$1.00 off coupon attached. Contact the manager of the nearest Straw Hat, give him the details, allow 2 weeks delivery. Use for car washes, raffles, etc.

RECYCLE - COLLECTIONS

Y-Recycle: This could be a day, week, or month community recycling and ecology drive. Drop off centers could be located at the Y, shopping centers, community parks, and private homes. This would require plenty of advance promotion and publicity to remind people to start saving their recyclables. Special containers would be needed for glass, aluminum and newspapers. Get permission to place receptacles (boxes, barrels, etc.) by coke machines which dispense aluminum

cans. Label them "Your Cans Are Helping YMCA High School Youth Become Better Citizens". Also, put the Y's name and telephone number. Have a weekly pick-up schedule.

Bottle Collection: A door-to-door way to notify community about Y & G and also solicit bottles to be redeemed.

SITTERS

Saturday Night Sleep-Ins: This for parents who want a night out. They bring their child to the YMCA at 7:00 p.m. and the youth keep them until 9:00 a.m. Activities could include swimming, movies, late night snacks and breakfast. You could charge one amount for the first child and a reduced amount for their second child.

New Year's Eve Campover: Babysitters are difficult to find on New Years'. Children (5-12 years old) would be dropped off at the Y at 6:00 p.m. New Year's Eve. Parents would return the next day before noon to pick up their kids. Show movies, sleep in the multi-purpose room and have breakfast.

Pet Boarding: You could board pets over Christmas vacation.

AUCTIONS - RUMMAGE SALES - FLEA MARKETS

Old Fashioned Picnic and Auction: Charge an entry fee and provide family games and contests ending in an auction of gifts donated by the community. .

Jacket Raffle: Raffle a Pro-Sports Jacket at the local home high school football game

Art Auction: Get local artists to donate or pay part of fee for an auction.

Rummage Sale: You could have, Y participants gather materials, price items, and setup booths. Ask parents and community to donate items. These items donated by business organizations can be written off as tax deductions.

Yard Sale: Like a regular yard/garage sale at somebody's house. Get local Pizza Parlor to donate pizza (sell by the slice). Also get other vendors to donate cookies, etc.

Delegate Slave-for-a-Day: Delegates are auctioned off at Y' s Men's meeting (or Board or Program Committee).

Flea Market: You could have a local flea market. Collect various things from YMCA families and friends.

Swap Meet: You might use a local shopping center. Sell parking spaces as booths. Do promotion, clean up and have a food stand reserved for your group.

Swap Meet Guards: A local swap meet could hire guards to check in people at the gates and collect the entry fee.

CLEANING

House and Lawn Care: Your Y could contract with a local building contractor or realtor to clean the paint and stucco off windows of newly built housing tracts; clean the floors; do lawn care for houses in escrow or unoccupied.

Clean Offices: Contact area businesses and offer to clean once a month for a certain fee. Have entire club pitch in.

Party Clean-up Service: Offer your services over the Holiday Season to anyone needing a clean-up crew after their party.

Clean-up Campaign: Contract with local shops/stores on large busy street to sweep and clean up front area and sidewalk of each store. Doing several stores on one block is more time efficient. Cleaning can be done on Sundays after the Friday and Saturday crowds.

Odd Job Reservoir: Some Ys have an Odd Job Reservoir where each member of the club donates several hours per week to do odd jobs for people around the community. Advertise through the newspaper, radio, newsletters, etc. The community then calls the Y; the Y calls the Odd Job Coordinator. Price is fixed by the worker and the employer. An accurate record is kept of who works how many hours and brings in what "donations".

MISCELLANEOUS

Get Out the Vote: Work for local politicians on Election Day to walk the precincts and encourage people to vote. 3 - 8 p.m. receives \$25.

Valet Parking Service: You could run a valet parking service for your Y members charging ? to park their car. Post signs to notify members.

Bingo: Organize a bingo night at your YMCA.

Counting Cars: There are large shopping centers which hire youth several times per year to count the cars driving into the shopping center. Schedule Y & G members throughout the day to be stationed at each entrance.

Painting House Numbers: Your Y delegation could paint house numbers on street curbs for homeowners.

Canoe Swamping: You could have a faculty-student or class competition such as a canoe (rubber) swamping in your pool. You could charge admission during lunch hours and have the leadership class sponsor this.

Youth & Government Letters: You could send letters to all the service clubs in your area telling them a little about the Y & G Program; Include all costs; be available to attend a meeting to answer any questions; ask for their help to send students to the ML/C.

Vending Machines: Some Ys have access to old vending machines which they stock with candy and set up in the lobby of their Y.

Tag Day: Have 4 x 4 cards made up describing the Y & G Program (Real Estate Companies print these free); make coin kits out of Pringle cans with slots; stand on busy corners - stores; give out cards.

Bingo Nights: Through organizations like Big Brothers, sell pull-tabs and game sheets during bingo nights for a % of the evening's earnings.

Shot Clinics: This could either be in conjunction with a local hospital or pharmaceutical company. You might be able to arrange for some clinics in local shopping centers, schools, or public places. The Y would be responsible for public relations (posters, articles in the newspaper, radio). Shots that can be given are flu, tetanus (5-year preventative) and polio. Prices charged depend on hospital arrangement. The medical people would take care of the clinic with the Y people there to register the people.

Roving Photographer: Your Y delegation could go to a Livestock Show or craft exhibit and take pictures. Get an instant print camera, like Polaroid or Kodak. Charge a small fee but enough to cover film and new batteries plus a profit, then take pictures of a cow and owner, someone's craft project, etc.

Pie in the Face Service: Call a number and order a pie in someone's face.

New Faces for Commercial Advertisements: TV networks and producers are looking for "new faces" for commercial advertisements. For contributing to your program your Y agrees to participate in an advertisement.

Floats: Many southern California companies hire youth to decorate their floats for parades.

TV Show Participation: Contact nearby TV stations. Some will pay your group to participate as audience members for certain shows.

Concession Stands: Work at concession stands of local colleges.

Service Clubs: Ask clubs (Lions, Kiwanis etc.) for donations.

SPONSORSHIPS

Ask local lawyers, judges, political figures, business executives to sponsor just one delegate. Recognize sponsors in letters to parents and in press releases.