



I recently visited Milwee Middle School in Seminole County and observed the fundraising incentive program run by Josh Autrey. Honestly, it's one of the most creative and effective programs I've seen. Josh consistently raises \$30,000 or more each fall using this approach. His middle school band has about 250 students, and I've included some details from his parent letter below. Feel free to adapt or use any part of it.

Supplies needed:

- A reward table stocked with full-size candy bars, treats, and salty snacks (like a concession stand)
- A large prize jar
- 500-1000 pre-numbered slips of paper or puzzle pieces in a jar, all labeled with the number 1, except for a few marked 2, 10, 20, and just one each marked 50 and 100.

Program Overview: Josh holds a check-in day each Monday during the campaign. For every item sold or every \$10 raised, students receive a "ticket." Students draw their tickets from the prize jar during class. The number on the ticket determines how many items they can pick from the reward table. Some tickets, instead of numbers, have dollar amounts, which represent cash prizes—students can win \$5, \$10, \$20, \$50, or even \$100!

Bonus Incentives:

- **10 items sold or \$100 raised** (cancels the student's "Fair Share") = 1 extra ticket
- **15 items sold or \$150 raised (SAPPHIRE LEVEL)** = 2 extra tickets
- **20 items sold or \$200 raised (EMERALD LEVEL)** = 2 extra tickets
- **25 items sold or \$250 raised (RUBY LEVEL)** = 2 extra tickets
- **30 items sold or \$300 raised (DIAMOND LEVEL)** = 4 extra tickets + a FREE end-of-year trip to Busch Gardens!

End-of-Campaign Rewards:

- All students who sell 10 items or raise \$100 will earn a pizza party.
- The class with the highest participation (where every student sells at least 1 item or donates \$10) will win a party of their choice!
- There will also be a prize drawing at the Winter Concert for additional rewards.

For more details, here's a video of Josh explaining his prize program to his 6th-grade students:

[Video Link](#)

The approximate budget for this type of a prize program for the cash and the prize table is an estimated 8% of retail. The cost of the end-of-the-year trip and reward parties would be an additional expense.