

# MAKING FUNDRAISING FUN...AGAIN

- BEGIN WITH THE END IN MIND (Covey)  
START WITH WHY (Sinek)
- WHO DECIDES? (Madsen)
- NADIA
- FINDING BALANCE

# Begin with the end in mind (Covey)

- ▶ **If you fail to plan, you are planning to fail. (B. Franklin)**
- ▶ **How much money do you need in total for the year?**
  - ▶ What did the previous director spend last year?
  - ▶ What is the current balance of the (A) **internal account** or the (B) **external account**?
  - ▶ Is there an annual budget from the Principal and/or School District?

# Begin with the end in mind (Covey)

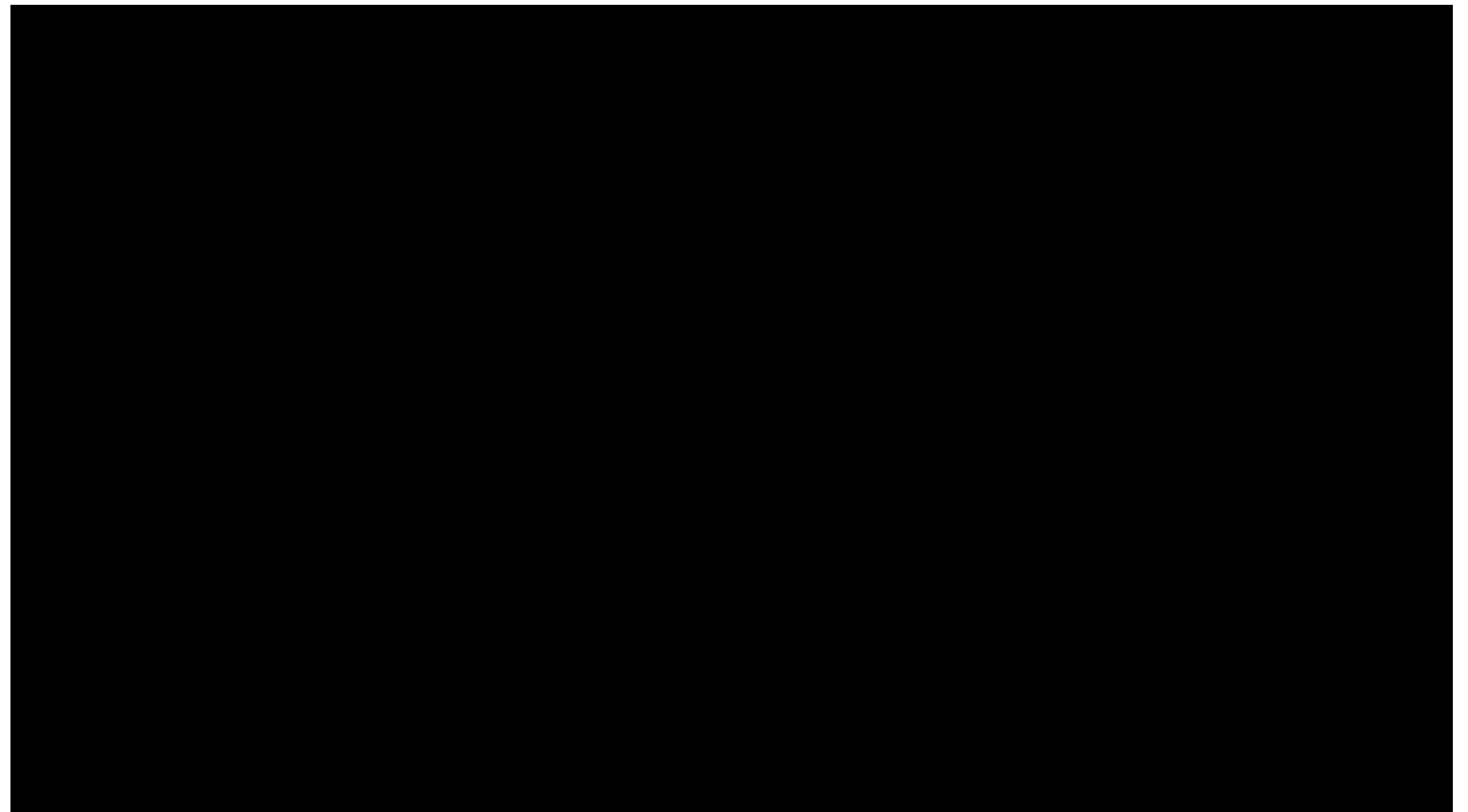
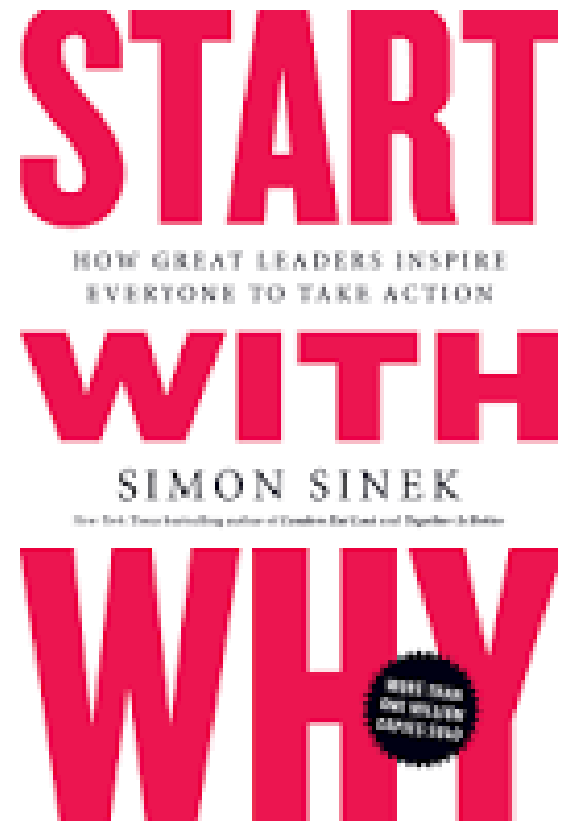
- ▶ How much more **additional** funding do you need? **I NEED \$40,000!!!!!!**
  - ▶ What impact will that additional funding have on your students / on you?
  - ▶ **What will if you have to give up...**
    - ▶ **To raise the money?**
    - ▶ **If you don't raise the money?**
- ▶ **How will you raise the money needed?**
  - ▶ Ask your Principal and/or School District for the funding.
  - ▶ Develop a fundraising strategy.
  - ▶ Charge a participation fee / pay to play? What's your philosophy?

# Before you fundraise....ask the Principal!

- ▶ **Before you start your fundraising strategy, ASK THE PRINCIPAL!**
  - ▶ The Principal says “YES” to the budget / item >> you don’t have to fundraise.
  - ▶ The Principal says “NO” to the budget / item >> ask for permission to fundraise.
    - ▶ He/She may split the cost of the item.
    - ▶ He/She will hopefully support the fundraiser.



# Fundraising Strategy: Start with **WHY?**



# Fundraising Strategy: Start with **WHY?**

- ▶ People don't buy **what you do** they **buy why you do it**.
  - ▶ Ask "why" three times.
    - ▶ I want a new tuba – WHY?
    - ▶ I want my band to have an improved band sound – WHY?
    - ▶ Having a great overall band sound will allow my students to have a preferred musical experience which is connected to my entire philosophy for being a music educator.
- ▶ Get your Admin, Students and Parents on board with your why.
  - ▶ Paint a picture of your vision for the program (short term and long term)
  - ▶ Paint a picture of how this program will impact the children / community.
  - ▶ Wallow in the pain: communicate the hardship of not having the TUBA...

# Who decides?

- ▶ Who decides about which fundraiser / type of fundraiser?
  - ▶ The best fundraising results come from groups where the fundraiser is led by the director (not a band parent or student leader).
  - ▶ The best fundraising results come from groups who don't fundraise every month.
  - ▶ The best fundraising results come from groups that do not charge a **RIDUCULOUS** band fee /pay to play.
  - ▶ **Be the first fundraiser on campus!**  
The best fundraising results come are started in the first 9 weeks and the 3<sup>rd</sup> nine weeks.

# Types of fundraisers available -

- ▶ There are endless fundraising options available:
  - ▶ **On your own (run by volunteers / parents)**
    - ▶ BBQ Chicken Plate dinner
    - ▶ Luminaries in December
    - ▶ TAG day (knocking on doors in uniform)
    - ▶ Car Washes, etc.
  - ▶ **Using a fundraising company (preferably with a consultant)**
    - ▶ Product fundraiser (cookie dough, magazines, tumblers, coupon books, etc.)
    - ▶ Non-product fundraisers (online crowd sourcing)
    - ▶ Company handles mostly everything



# Working on your own / event based:

- ▶ Who is collecting money, selling tickets, etc.?
- ▶ Who is buying / cooking the supplies needed?
- ▶ Can we return what we don't use?
- ▶ Does bad weather or other scenario (pandemic) effect results?
- ▶ What amount of your **time** is invested?
- ▶ What amount of your organization volunteers / parents **time** is invested?

# Working with a company

- ▶ What services / support do they provide?
  - ▶ Money collection? Online, paper money or both?
  - ▶ Fundraising supplies / packets? Is there a cost?
  - ▶ Are products be shipped directly to school or to homes?
  - ▶ If shipped to the school, are products sorted and packed by child?  
Is there a cost?
  - ▶ Are fundraising prizes included? Will they motivate students?
  - ▶ Is shipping included or additional?
  - ▶ **Do you take returns? RISK!!!!**
  - ▶ What is the profit percentage per item? (30%, 35%, 40%, 50%, 70%, 80%)
  - ▶ What have other groups my size earned?

# NADIA – works every time

- ▶ **N = Need**  
Why do you **need** to raise the money. What is your why?
- ▶ **A = Attitude**  
Be sure to communicate your vision to all stakeholders.  
Demonstrate a positive attitude towards the project
- ▶ **D = Details**  
Principal approval; start date / end date; delivery date; money collection
- ▶ **I = Incentives**  
What's rewarded is repeated. How will you reward students for participation?
- ▶ **A = Assignments**  
(1) Supporters Lists and (2) Team Goal Charts

# NADIA

## PALME PATH

## PALMETTO FUNDRAISING PATH TO SUCCESS



**Team Name**

**Class Period:** \_\_\_\_\_

**Team Goal:**

**Class Goal:** \_\_\_\_\_ **Class Reward:** \_\_\_\_\_

Work together as

Work together. Work to reach you individual goal and your team goal! Update Daily.

1 Maç

2 Bren

3 Emily

4

5

6

**Team Total**

Work together as

1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
2	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
4	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
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6	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
7	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
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30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20

# 90 SECOND TEXTING CONTEST



Send this to 12+ people in your FAN CLUB!  
Send it to Mr. Rankin at 904-655-2089  
(add your name)

Hi \_\_\_\_\_

I am doing a little project for a class that I'm taking at FSU and I need your help.

Can you reply to this text and send me one word or one picture of something that you are thankful for this morning?

Do you think you can help me?

\*The student that gets the most responses gets a little prize!

Thank you so much and GO NOLES!

# FIND BALANCE

- ▶ MORE THAN ANYTHING YOU DO...
  - ▶ FIND BALANCE
  - ▶ FIND A PACE THAT YOU CAN MAINTAIN
  - ▶ GIVE YOURSELF AND YOUR STUDENTS GRACE
  - ▶ ADD THE WORD “YET” TO THE END OF EACH GOAL  
“Growth Mindset”

# CONTACT INFORMATION

▶ **CHARLIE RANKIN**

Cell: (904) 655 – 2089

Email: [charlie.rankin@gmail.com](mailto:charlie.rankin@gmail.com)

▶ **FloridaFundraiser.com**

[www.floridafundraiser.com](http://www.floridafundraiser.com)