

# Hassle-Free Fund Raising

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## Fund Raising

...is a necessary part of running a team. Managed well, raising money can be relatively pain free. Before you begin the process, keep these things in mind:

### HOW MUCH DO YOU NEED?

Take some time to calculate exactly how much money your team will need to raise this year. New Uniforms? A performance or competition trip? A choreographer for a nationals routine? Consider all your expenses and the target your fund raising goal.

Your team members and their parents will need to know what is expected of them financially, so be sure to communicate each person's share of fund raising responsibility BEFORE tryouts if at all possible.

Earmark the profits from each fund raiser for a specific purpose. For example, the first \$2000 raised from the Christmas Bazaar goes to new uniform costs, the balance goes to the general fund for nationals expenses. This way, you'll spend your money wisely, and the parents will be well informed and feel a part of the process.

### GET IN AND GET OUT

The best fund raisers are those that yield high profit levels and take little time to implement. The average team member and parent usually isn't knocking the door down asking when the next fund raiser is scheduled, so be sure you select one that will keep the time commitments minimal for all involved.

If you're selling a product, choose a company that generously splits profits with your group, and requires little, if any, financial investment from you. Don't let the product selling drag on for an indefinite time. You'll notice a sharp drop in enthusiasm to sell (and buy) after the first week or so. Focus only on those activities that will reap the highest profits in the shortest amount of time and try not to select fund raisers that are already being done by other organizations at your school.

### USE YOUR OWN RESOURCES

What better way to earn a higher profit percentage than to invest your own (free or inexpensive) resources. Take, for example, a team "garage sale" held in your school gym. Each team donates garage sale type items, your team holds an all day Saturday sale, and your team rakes in the money. Your investment? Time, and maybe an ad in the newspaper. Another idea is to hold a Saturday clinic for feeder junior high/middle school students. Charge a per person fee, teach a routine and some basic skills, and you've made a great profit for one day. Arrange a performance for the younger students at one of your high school pre-game or halftime shows.

### ACCOUNTING 101

Always keep detailed records of money coming in and going out of your account. If you're selling products without taking orders first, be sure to keep the inventory of the quantity each team member has taken to sell. Then, be sure he or she returns the proper amount of money and/or unsold product at the end of the selling period.

User friendly computer software such as Quickbooks can help you track finances, inventory, and activity for each student on your team. You can even use it as a budgeting tool for planning your fund raisers. We suggest you always assign at least two individuals on your parent booster board to be responsible for funds and accounting accuracy.

### ABOUT PARENTS... DELEGATE AND MOTIVATE

You wear a million hats as a director - teacher, motivator, friend, coach, mentor- and that's just the beginning. Give your fund raiser hat to your booster club parents! Set goals and expectations for them, then let them be responsible for organizing and implementing the team fund raising efforts.

Set a required dollar amount that each student must either fund raise or pay for the year. Motivate parents and students to reach their goal by starting a "point system" that awards individuals for working at a fund raiser. Attach a dollar amount to those points, and that person moves closer to his or her fund raising requirement - and your team goal.

This system spreads the responsibility evenly throughout the team, and allows each family to choose how involved they want to be in the process. And, it can help keep the out of pocket expenses to a minimum for families. Some parents may elect not to fund raise, and simply pay the required amount. Either way, team fund raising is met and the burden is shared equally.

