

## Fundraising Guidelines

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Fundraising is a big part of Keystone because Clubs need money to support yearly projects and activities, as well as transportation for field trips, “swag” and big events like National Keystone Conference. It’s a great way to build relationships with people and organizations in your community and engage them in supporting your important work. Through fundraising activities, you’ll take ownership in helping your Keystone Club succeed and gain a sense of empowerment as you learn about planning, budgeting and strategy.

### Preparation

- The purpose of this meeting is to create a plan for fundraising.
- Keystone officers and the Keystone advisor partner to facilitate the fundraising meeting with the team.
- Before this meeting, you should have used the **Budget Planner** resource to determine how much money your Keystone Club needs for yearly projects and activities, National Keystone Conference and other expenses.
- Bring the completed **Budget Planner** to the fundraising meeting.
- Print copies of the **Fundraising Planner** (pages 2-3).

### Step-by-step instructions

- Distribute copies of the **Fundraising Planner** (pages 2-3) to each Keystoner, or direct them to download it on their phones.
- Record highlights of the discussion and decisions the team makes on a flip chart.
- Use the **Fundraising Planner** (pages 2-3) to make a written record of your fundraising plan.
- Use **Conversation Starters** (pages 4-5) to facilitate the discussion. After each discussion prompt, the facilitator should share their own ideas and invite Keystoners and the Keystone advisor to contribute their ideas.
- Encourage all Keystoners to participate in the planning and make notes or follow along on their copies of the planner.

## Fundraising Planner

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### Step 1: Decide on a fundraising goal, activity and partners

Fundraising goal \$ \_\_\_\_\_ (total dollar amount you calculated on the **Budget Planner** resource)

Fundraising activity or strategy \_\_\_\_\_

Date, time and location \_\_\_\_\_

Possible sources of donated materials, supplies \_\_\_\_\_

Local community leader/business owner to partner with \_\_\_\_\_

Questions to ask \_\_\_\_\_

\_\_\_\_\_

### Step 2: Create a budget for the fundraising activity

| Income                      |                           |                        |
|-----------------------------|---------------------------|------------------------|
| Projected income per person | Number of people expected | Total projected income |
|                             |                           | \$                     |

| Expenses                                     |                 |                            |
|--|-----------------|----------------------------|
| Description                                  | Projected costs | Donated materials/supplies |
| Space/equipment (microphone, tables, chairs) |                 |                            |
| Materials (including decorations)            |                 |                            |
| Food/refreshments                            |                 |                            |
| Entertainment                                |                 |                            |
| Promotion                                    |                 |                            |
| Other _____                                  |                 |                            |
| Other _____                                  |                 |                            |
| Total expenses                               | \$              |                            |
| <b>Total funds raised from activity</b>      | <b>\$</b>       |                            |



## Conversation Starters

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### Step 1: Decide on a fundraising goal, activity and partners

Whenever possible, it's important to choose fundraising activities that require *minimal* upfront costs or can be accomplished by having all materials and supplies underwritten or donated. A first step is to build relationships with vendors and partners who can donate materials needed for the fundraising event and who can provide expertise for the activity or event itself.

- How much money do we need to raise?
- What local organizations or businesses might be willing to donate materials and supplies?
- What are some possible fundraising activities or events we can do?
- What date and time do we want to do this event?
- What location do we want?
- Who can we partner with to help us who has knowledge and experience with this type of event?
- What questions do we need to ask to learn more?

Here are some examples of fundraising activities and events:

- **Hired hands**—Keystoners can do chores for people, such as snow shoveling, washing windows, car washing, pet care/walking dogs, house painting, grocery shopping, yard work, house cleaning, etc.
- **Prize drawings**—Ask merchants to donate prizes for a Keystone Club drawing. Let merchants know that the tickets will advertise their business and recognize their donations.
- **“Snack shack”**—Get a variety of snack foods donated by local grocery stores, and create an in-Club snack bar, allowing other Club members to easily buy things like chips, sports drinks, etc.
- **Coin drives**—Ask members, parents and visitors to drop change into a jar. Turn it into a competition by having different groups compete and allowing the winning group to deliver a fun prize (such as a “staff misfortune”—an attack with a pie in the face, silly string or water balloons).
- **Battle of the Bands**—Invite local high-school bands to play at the Club and charge an entrance fee.
- **Thrift sales**—Ask members to bring in old toys, furniture and household items (all in presentable and clean condition) and sell them at the Club.
- **Car wash**—With basic car-wash supplies (buckets, sponges, rags, soap, etc.), Keystoners can set up a car wash in a neighborhood parking lot.
- **Bake sales**—Ask parents of Keystoners (and local bakeries and restaurants) to donate cakes, pies, cookies muffins and donuts for a Keystone Club bake sale.
- **Keystone-sponsored tournaments**—Sports and social recreation tournaments are a great way to raise funds through the entry fees and concession sales. Providing fun competitive activities to the Clubs may introduce new teens or other local Clubs to your Boys & Girls Club.
- **Holiday fundraisers**—Host fun events for holidays or specific times of the year, like harvest festivals, a Halloween haunted house or gift wrapping for Christmas or Hanukkah.
- **Parents night out**—On a Friday night, extend Club hours and lead fun activities for school-age youth, asking parents to pay a fee to have a night out while their children stay at the Club.
- **Restaurant “round-up”**—Ask participating restaurants to help by donating a percentage of their daily sales to the Keystone Club or by encouraging their customers to “round up” their bill.
- **Fundraising match**—Contact local companies and organizations to see if they will consider a fundraising match, donating to your Keystone Club the amount of money you're able to raise on your own.

**Step 2: Create a budget for the fundraising activity**

Before we begin a fundraising activity, it's important to have a clear idea of income and expenses.

- How much income will we get for each person participating?
- How many people can we expect? (If you're not able to know the number, you can estimate.)
- What will be our total income for the activity?
- What expenses will we have?
- What materials and supplies can we get donated?
- What will be our total expenses for the activity?
- How much money will we bring in after expenses?

**Step 3: Plan the fundraising activity or event**

Successful fundraisers require a well-thought out action plan that coordinates all of our efforts.

- What are the action steps needed to carry out the project?
- Who can do each of these action steps?
- What are the deadlines for each of the action steps?

**Step 4: Promote the fundraising activity or event**

The success of a fundraising activity or event depends on how well we publicize and promote it.

- Where can we post flyers for the activity or event?
- How do we want to use social media?
- How can we use word-of-mouth to promote the activity?