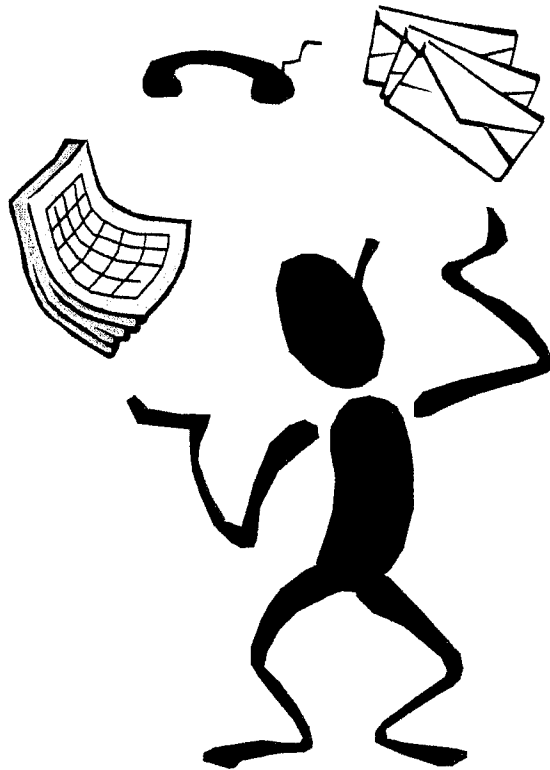


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FUNDRAISING

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FOR MORE INFORMATION, CALL THE JUNIOR STATE
OFFICE:
(800) 334-5353

Fund Raising

With convention and transportation costs, JSA may seem like quite an expensive (although arguably wonderful) experience. This can be easily remedied if your chapter is spirited and not afraid to work hard to fund raise.

Fund raising Ideas

The methods by which you can raise funds are endless. Here are some to get you started:

Sell food during a school break. We all know that school cafeteria food is barely edible. If you sell food either during lunch or a mid-morning break, you're almost guaranteed to make a really solid profit (as long as you don't buy too much extra). Start slowly. Buy a little the first time you sell food to see if it sells out or not. Then gradually increase to see how much is the ideal amount to buy. Some food sale ideas are: donuts, bread sticks (from a pizza store), frozen yogurt, beef bowls, and soft drinks. Simply contact a chain store and tell them that you would like to hold a fund raiser at your school for JSA. They will most likely give you a special price for buying in bulk; you then charge about \$1 more than you paid for the item. Selling food is one of the easiest fund raisers available. You will need to pay up front for it, though, and someone will probably have to miss part of the school day to pick it up. (Some places, such as Pizza Hut, will deliver it.) *This fund raiser is perfect for all chapters, regardless of size, as long as the chapter treasurer is organized, there are sufficient chapter members who want to help sell, and the school allows food sales.*

Sell candy during the school day. You can either do this by contacting the fund raising department of a candy company or by purchasing the candy yourself. Buy the candy in bulk at a discount store (such as Price Club) and separate it into clear bags (if the customers can't see what you're selling, they won't buy it). Be sure to buy a good variety of candy (from all different kinds of chocolate bars to Gummy Bears) to ensure that buyers will find whatever they want. Make sure that all the kinds of candy you buy are approximately the same price per unit. You will sell them all for the same price, and some types

of candy are more expensive than others. A bag of candy worth \$10 will probably earn a profit of \$5. This profit can be handled in one of two ways: 1) The chapter can absorb it and put it toward paying for chapter expenses (such as transportation); 2) the chapter can deduct the money raised by each member from that individual member's convention cost (this motivates people to sell, because in a sense, they get to keep the money they earn. If a member sells ten bags, he/she has raised the funds for nearly all of his/her Fall State fee!). It is imperative that you have chapter members sign up whenever they take a bag of candy. It is recommended that you make them turn in the money they earned before they pick up another bag, because you might never see the money again. Be aware also that some teachers do not allow candy to be sold in their classes. Tell chapter members to use discretion.

Sell chapter JSA T-shirts or sweatshirts. Find a store (look in the phone book and call around to get bids) that will print them inexpensively. Have someone (you might hold a chapter contest) create a design. Then, take pre-orders from chapter members so that you will not order too many, and sell the T-shirts for about \$10 and the sweatshirts for about \$25. You will make approximately \$5 profit on each. You might also include this T-shirt or sweatshirt as part of the dues that members pay to join JSA (add \$10 or \$25 to the national JSA dues); your members will feel as if they are getting a complete package, and more people will join the club. *This is suitable for large chapters only.*

Hold a raffle. Write letters to local businesses stating the nature of JSA, and ask them to donate items for your raffle. Sell tickets for a couple of dollars each, and make sure that the prizes are good enough that they will compel people to buy tickets. Never buy the items you will raffle, because you will lose money. *This is suitable for medium-sized or large chapters.*

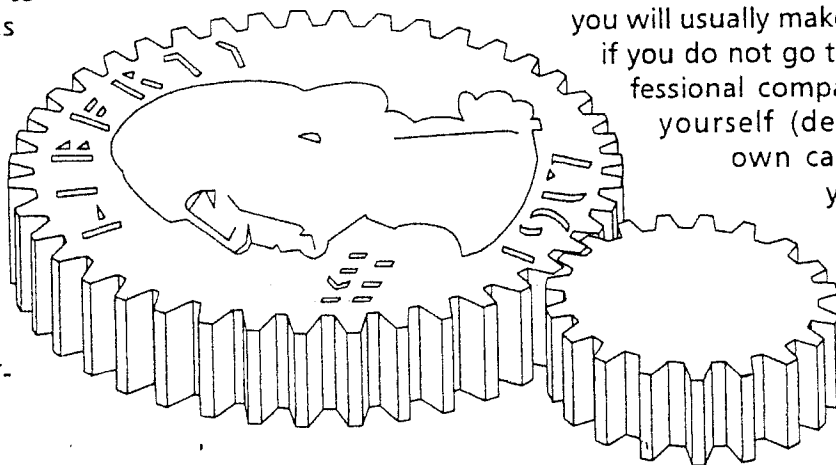
Sell chapter scrapbooks. If you plan to do this, you should have a photographer at all of your chapter events. Then, have your chapter officers get together toward the end of the year and

Section D

design the scrapbook. Be as creative as possible, and be sure to include the pictures of every single member (or else they won't buy it). You can either get it printed professionally (this works best if you have a large chapter, and remember to call around to get bids), or you can photocopy it yourself. Sell it for a few dollars more than you spent on it. Take pre-orders, or else you might end up with a lot of extra scrapbooks. This is an activity that is designed more as a service to your chapter than as a lucrative money-maker. *This is suitable for medium-sized or larger chapters.*

Have a car wash. Be sure to get volunteers, then threaten to hurt them (just kidding) if they don't show up. Seriously, though, unless you have dedicated chapter members, you will most likely end up washing all of the cars yourself. Be sure to find a parking lot or gas station in the middle of a busy intersection where you can have the car wash. Then have volunteers hold up signs on the sidewalk, to attract dirty cars. A catchy slogan is: "Topless car wash!" (The bottom is free, but they have to pay to get the top of their car washed.) If you have chapter members bring soap, rags and hoses, and if the gas station supplies the water, then you will make a pure profit. Car washes are a lot of fun as well. *This fund raiser is perfect for all chapters; regardless of size.*

Have a mini-conference. This requires a lot of work (coming up with activities, signing up debaters, etc.), but can potentially make a lot of money. If your school does not charge you for the use of classrooms, then your only cost is the printing of agendas; you will make a nearly pure profit. Please refer to another section of this handbook for more information on how to run a mini-conference. *This fund raiser is suitable for a chapter that has a lot of strong leaders that have attended other mini-conferences.*



Hold a garage sale. You can get rid of your chapter's junk and make money at the same time. This fund raiser has the potential to raise a lot of money as long as you ensure that there will be a plethora of quality items to sell, and that the garage sale is well-organized. Announce the activity about a month in advance at a chapter meeting, so that members have time to dig through their junk. Be sure to have a sign-up sheet throughout the month at chapter meetings, and remind members to sign up for what they want to bring. If you do not have an adequate list of items to sell, it is wise to not have the garage sale at all, for it will probably be more trouble than it's worth. *This is perfect for all chapters, regardless of size; the determining factors in whether it will work or not are the number of items for sale and the amount of publicity.*

Send holiday grams. This can be done for Valentine's Day (which would include a card and a flower), Easter (chocolate eggs), and just about any other holiday you can think of. There are companies who have professionally printed cards, balloons, candy, and/or flowers for every occasion. Ask your student council for a list of companies. Then charge \$1 more than it costs you to buy these grams from the companies (some want you to pay up front; others don't). Allow a week for students to order these grams for their classmates (make sure someone has a table set up every day of the week), then deliver them during class one day (this aspect of an in-class surprise makes these holiday grams very popular). The senders should be given adequate space on the cards to write a message to their friends. Remember, however, that you will usually make more money if you do not go through a professional company. Doing it yourself (designing your own card, wrapping your own flowers, etc.) may take more effort, but it will be a more lucrative fund raiser. *This is*

suitable for all chapters, regardless of size.

Attend the taping of a show. Shows such as Jeopardy and Family Feud need an audience, and will pay for people to attend (approximately \$200 for 30 people). Most shows will send a bus to pick your chapter up. You need to contact the entertainment agency that sets up audiences for shows in the area. Most likely, your student council will have their number, since these companies send flyers to most schools. Have a sign-up sheet before you contact the agency, though, because most agencies will expect you to know how many people you can bring (and you better deliver!). *This is best for large chapters if you plan to make money. It works well as a social activity for smaller chapters.*

Do a singles activity! Most high school students are in search of a soul mate (a boyfriend or a girlfriend) and your chapter can facilitate this search. Simply contact the company in your area that does this (an example is Data Match; others can be found by asking your student council), and they will send you the proper forms. These forms ask students what they like to do for fun, what they like to read, their ideal date, etc. Your goal is to get as many people as possible to fill out a form (it's free). Then, send all the forms back to the company, which will then send you back the results for each person (a list of 10 other students that would be compatible with him/her). It takes about a week for the results to arrive. Then, charge everyone who would like to see their results \$1 or \$2 (the company requires that you pay approximately \$0.40 for each result that you sell). Then send back the remaining results along with the money that you owe. This makes a lot of money if it is well publicized. Make sure that a broad spectrum of people fill out the form so that there are sufficient names to be listed on the results. The unique aspect of this fund raiser is that you do not need to pay up front. *This is perfect for all chapters, for you will market to the entire school.*

Sell key chains or license plate frames. The attraction of these sales is that your classmates can personalize their own messages. You will have to contact a company that specializes in

doing this (ask your student council for a phone number, or look in the phone book). *This is perfect for all chapters, for you will market to the entire school.*

Have a party! JSA too often has the image that it only holds boring debates. Parties are fun social events that not only help dispel this nasty rumor but also serve as fund raisers. The important thing about holding a party is that you need to publicize, publicize, publicize! That way, people other than chapter members will attend, and you will attract more people to JSA. You can either hold the party at someone's house, or you can rent a banquet hall. If you plan to do the former, you can have chapter members either donate food and supplies, or you can have them save their receipts, and you can reimburse them later. Charge a \$6.00 or \$7.00 entrance fee, and play music and games. Some game ideas are:

- Twister (it's cheesy, but hilarious)
- Icebreakers
- Dating Game: Stick onto the backs of everyone the name of someone who was part of a famous couple (Ex: Sonny, Cher; Hillary Clinton, Bill Clinton; Romeo, Juliet). The objective of the game is to figure out who you are (by asking yes or no questions to your friends such as: "Am I a political figure?" "Am I presently alive?" "Am I Hillary?") and to find your better half by asking yes or no questions about the identities of others.

If you are holding a party at a banquet hall, first contact a hall (hotels, gyms, and convention centers are good spots). They will usually have different packages that include catering and differ according to how many people are attending and how much you want to spend. The hardest part of organizing a banquet is estimating how many tickets you can sell (and therefore what your budget is). It is wise to pre-sell the tickets before you pay for the room and the catering (this is not always easy, though, because a lot of people will pay at the door). Remember that it is best to reserve too little space and food than too much. Try to be conservative with your estimates, or your chapter could lose a lot of money. Also, be sure to inquire about the facilities available (you may want a dance floor, for

example). If you want a D.J. or a professional photographer, ask your student council for some contacts. Then call around for bids for the D.J. The photographer will not usually charge for coming to an event; he/she just reaps the profit made on the pictures. Make sure that the program for the evening will attract people to attend, as well. Award/end-of-the year banquets are a good idea, because chapter members will want to see who receives the "Best Statesperson Award," or the "Most Flirtatious Award." They will also get to see the induction of their new chapter officers and thank their teacher advisor for all of his/her hard work throughout the year. For such a big undertaking as a banquet, a committee should be formed to organize it. This house party is suitable for all chapters. The banquet is suitable for larger chapters who have either a chapter member who is experienced in planning parties or a teacher advisor who is willing to help.

Planning Ahead

One of the most crucial parts of fund raising is to plan ahead. The chapter treasurer should know months in advance of any event (i.e. Spring State, Congress, etc.), how much each student will need to pay to attend, and if the chapter will incur any additional costs while sending its delegation (i.e. a bus to transport students to a distant convention may cost over \$300, a teacher advisor who wants a private room, etc.). Fund raisers need to be planned and timed so that this does not occur the week of an event: "Oh my gosh! We need \$300 to charter a bus! We only have \$5 in the account..."

Also, keep in mind that the amount of money your chapter needs will change as more students sign up to attend a convention. For example, a chapter sending five students to Congress will only need one teacher advisor, and will most likely be able to find someone to drive them to the conference. A delegation of 35 people, however, will most likely need a bus. It may also have to pay for the rooms of extra teacher advisors if their school mandates that more chapter advisors attend than the Junior State will pay for (which is one per 19 students).

Getting Organized

Now that you have planned ahead and determined how much money you will need and when, the next step to successful fund raising is to effectively organize the event. First, you will need to obtain permission (either from the administration or the student council) by submitting the necessary forms. Be prepared to tell the people in charge what item/service your chapter plans to sell, what the money is needed for, and when you would like to hold the fund raiser (many schools have an activities calendar to ensure that clubs are not selling competitive items at the same time).

It is wise to request permission for your fund raiser at least a month before your chapter will need the money. This is for two reasons: One, the administration/student council may not approve your request (you may have wanted to have a fund raiser the night of the prom), and you may need the time to plan something different; two, you never know if the fund raiser you planned will make the money you anticipated. For example, a garage sale may be rained on, so there must be sufficient time to hold another event before the money is needed. Remember, procrastination is deadly when it comes to fund raising.

Do you remember the cliché, "It takes money to make money?" Well, this is especially true of fund raising; although, there are some exceptions when the items to be sold are donated, such as garage and bake sales. You will need to remove money from your account (which, if you have a school account instead of a private account, can take up to two weeks) to buy the item you plan to sell. Most companies, such as a pizza store or doughnut shop need the money up front, not after the fund raiser is complete. If your chapter does not have the money to pay up front, you will need to borrow the money from parents. But be sure to pay them back!

Now that you have requested permission to hold your fund raiser and have the funds to finance it, you will need to find chapter members who are willing to facilitate the event. Make sure to announce the fund raiser at least a week in advance at a chapter meeting, and have a sign-

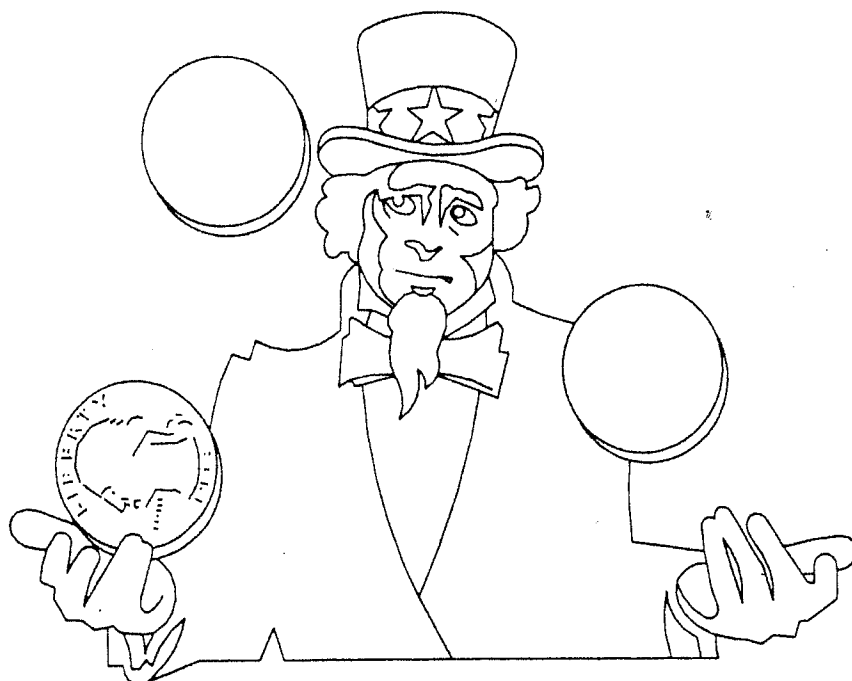
Publicity, Fund Raising, Membership Drive & Chapter Conference

up sheet for all those who are willing to help. Then (and this part is crucial), call these people and make sure they know exactly what their duties are and when they need to be done. Many fund raisers have failed because volunteers thought it was scheduled for another day or were misinformed of their task (and therefore, no one picked up what you were planning to sell). In addition, if any of your volunteers need a campus pass (to pick up a perishable item or to set up during school time), be sure to arrange

this with your teacher advisor.

Next, your fund raiser needs to be well publicized for it to be successful. Utilize flyers (black ink on brightly colored paper works the best) and bulletin announcements (make sure they are catchy, brief, and are repeated often). *For more information, please refer to the publicity section of this chapter binder.*

Finally, cross your fingers and have fun! The bucks will roll in soon...



Quick Tips for Successful Fund Raising

1. Determine how much money your chapter will need and when.
2. Obtain permission to hold the fund raiser from the administration/student council.
3. Make sure you have the money needed to initially finance the fund raiser (to buy the product you're selling, etc.)
4. Recruit volunteers to help fund raise (have a sign-up sheet).
5. Call the volunteers to ensure that they know exactly what they are assigned to do and when.
6. Arrange any school or off-campus passes needed with your teacher-advisor.
7. Publicize with flyers, announcements, etc.
8. Have fun!