



# FUNDRAISING GUIDE

Fundraising is vital to the success of any FBLA chapter, but it can often be a difficult task. Classic fundraisers, such as car washes, are not as effective as they once were, but fortunately there are new, *innovative* ways to raise money for your chapter and have a great time whilst doing so! This guide will provide examples of fundraisers that you can implement at your local chapter.

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*California Future Business Leaders of America*  
**Examples of Fundraisers and Sponsorships**

**Pear**

Simply put, Pear is a platform that gives your chapter up to \$200 for custom apparel through a sponsorship from CustomInk! Many FBLA chapters like to buy shirts and sweatshirts to bring their members together, thus making this a great way to raise money!

How do you do it?

1. Go to [www.pearup.com](http://www.pearup.com).
2. Open an account for yourself.
3. Click on the "Get Sponsored Tab" at the top left.
4. Click on the box that says "Custom Apparel" for up to \$200.
5. Fill out the form and get sponsored!
6. Create your group (another form).

Once you create your group, there are a list of items that others must complete. Make sure you promote your sponsorship as much as you can! Reach out to your family, friends, and more through social media and personal interactions.

Be sure to emphasize how quick and easy each task is, since it takes around 5 minutes for someone to complete everything. In addition, here's a bonus: each person who completes the form receives a 10\$ off coupon on their next order!

- 1 Subscribe to email
- 2 Watch a short video
- 3 Connect on Facebook
- 4 Check out gifts offered by CustomInk
- 5 Invite friends to join in
- 6 Like Pear on Facebook
- 7 Refer another group to Pear

*A breakdown of the steps for Pear.*

The more people you have to complete the tasks, the quicker you can receive all your money! Good Luck!

## **Club Fairs**

If your school hosts club fairs or seasonal festivals, you have a great opportunity to not only publicize FBLA to your peers but also raise money! At these events, each club or student organization hosts a booth where they sell products and/or run games. Here's what you can do to ensure a successful booth at your club fair:

1. Fill out any required forms and submit them to your ASB director or administrative office. Make sure you confirm that the paperwork has been received and approved!
2. Form a fundraising committee. Ask your members to volunteer and help run the booth with the incentive of receiving community service hours.
3. Think of the product or game your booth will feature. Aim for ideas that are unique and less popular. For example, even though boba tea is an immensely popular drink, more clubs will be selling this product and thus each one will receive less individual profit. Instead, new and distinct products, such as henna, will stand out and attract more customers. Other possible ideas include coupon books, sunglasses, cultural foods, etc.
4. Assemble materials. Make sure you have a table, gazebo or canopy tent, and box to record money. Decorations, such as tablecloths or signs, are not required but will help your booth stand out.
5. Have a successful club fair! Arrive early to allow adequate time for setting up and assembling the booth and stay afterwards to clean up and submit all money collected to your ASB director or administrative office.



Centennial FBLA and its booth at a club fair.

### **Candy Bag Sales**

Selling candy bags or candy boxes is a great method for individual fundraising. Members can sell candy to fundraise money to pay for conferences and other activities. Here's how you can conduct a candy bag fundraiser:

1. Fill out any required forms and submit them to your ASB director or administrative office. Make sure you confirm that the paperwork has been received and approved!
2. At a chapter meeting, have forms that members can fill out if they wish to sell candy bags. Purchase candy bags according to how many forms are collected.
3. Set a time limit to the fundraiser. This is usually required by the ASB office but also ensures that the fundraiser does not drag on.
4. Make sure members submit money. Warn members that they will be issued obligations if money is not submitted. This warning will ensure that all money is collected and both the chapter and members profit from the fundraiser.

### **Holiday Grams**

Holiday grams are messages that can be sent to others, typically accompanied with candy or other gifts. Grams are a great way to show appreciation for others and raise money for your FBLA chapter.

Collect and distribute these in a proper manner; for example, make sure each person who writes a note for someone also gives a certain period, so someone can deliver the notes during the period

Here's how you can host a holiday gram exchange:

### Thanksgiving

Thanksgiving is a time to express gratitude to those around you! Take advantage of this holiday and give your chapter members and school community the opportunity to write thank-you notes for anyone in the school.

Along with the notes, add something creative to the package, such as candy! A nice twist would be to include a pun with the candy.



Examples of a holiday gram.

### Holidays

Happy Holidays! Take this time to share the joy of the holiday season through holiday cards accompanied with a holiday themed package.

Some examples include candy canes, gingerbread candy, potato latkes, and more!



An example of a holiday gram.

### Valentine's Day

During the week of Valentine's Day, offer your members the chance to purchase Valentine's Day-themed grams. These can feature loving messages, such as "Will you be my Valentine?", as well as Valentine's Day-themed candy that can range from Sweethearts Candy Hearts to Hershey's Kisses.

For the notes, you can also allow the option of keeping them anonymous from the sender

You can also decide with your adviser and officer team whether or not to include roses and stuffed animals in the grams.



### Chapter Apparel

Many chapters sell FBLA apparel to its members, allowing them to represent and publicize FBLA wherever they go. Selling chapter apparel also serves as another effective fundraiser. Here's how you can sell chapter apparel:

1. Fill out any required forms and submit them to your ASB director or administrative office. Make sure you confirm that the paperwork has been received and approved!
2. Use websites such as CustomInk to design your chapter apparel. Most chapters incorporate a single design onto different types of apparel, such as shirts, sweaters, hoodies, etc. Once designs have been finalized, determine the costs for each type.
3. At a chapter meeting, have forms that members can fill out if they wish to purchase chapter apparel. Order chapter apparel according to how many forms are collected.
4. Chapter apparel can also be included with the cost of buying membership. Thus, your peers will have a greater incentive to join FBLA.

5. Don't forget to use Pear, as mentioned earlier, to gain some funds for chapter apparel!

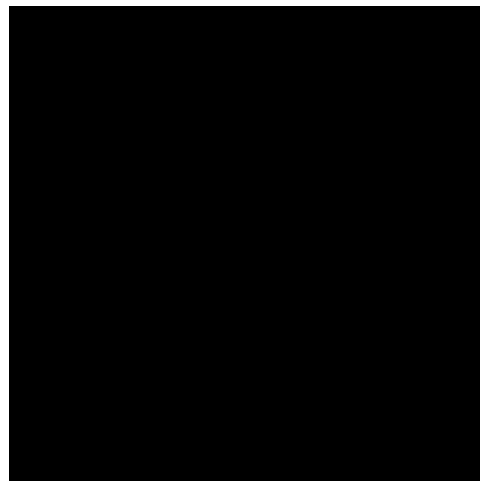


*Monta Vista FBLA and its FBLA sweatshirts.*

### **Promotional Tactics**

With these new fundraisers and sponsorships, you're nearly ready to go forth and elevate your FBLA chapter to new successes! All you need now is a list of tactics for promoting your fundraisers. Here's a few tips on how you can do it:

1. Have your officer team post matching profile pictures on social media. It works best if this is done simultaneously, as your friends' newsfeeds will be filled with information about your fundraiser. In your post, include brief but concise information and how members can get involved, a fun and memorable





picture to accompany it, and links to external sources if necessary.

2. Include a message about your fundraiser in your school's morning announcements. Morning announcements is a great way to broadcast your fundraiser because they are delivered daily and to every classroom. Make sure you send in your message to your ASB director (or other administrator in charge) in advance because it must be approved first. If your school offers video announcements, then think about creating a short and fun video with your officer team that highlights your fundraiser, and sent it to your video production teacher for approval.



3. Include a message in your school or chapter newsletter. Most schools offer a newsletter club, where students work together to write articles for a school wide newspaper. If this is the case at your school, then go to one of the club meetings and ask the president and/or adviser if you can write an article to promote your fundraiser. If your school does not have a newspaper or magazine of any sort, think about creating a short FBLA newsletter and distributing it during a chapter meeting.



4. Utilize the tried-and-true method of posting fliers around your school. Work with your officer team to create informative and eye-catching posters, and plaster these around your school. Make sure you obtain permission from the ASB director first.



Ultimately, the greatest tactic is *professionalism*. In all of your endeavors, make sure you are knowledgeable enough about your fundraiser so that you can easily inform others about it.

Also, make sure you know important logistics, such as your chapter's tax ID, if a professional opportunity ever arises.