

## Help students to finance their own tour!



### Getting started

#### Setting goals

Together with your group, decide up-front how you want to divide any money you raise. Some groups split the money equally among the paying participants. Others set up scholarship funds so that underprivileged classmates are able to travel. Still others use the money to pay for special on-tour activities, excursions or meals.

#### Tips for raising funds:

- 1 Consider other fundraisers going on in your community. Don't compete with groups that have regular fundraisers, like the Girl Scouts, who sell cookies every year.
- 2 Make sure you've got the time. Try not to plan a fundraiser when there's a big family event on the horizon that requires a lot of planning of its own—a wedding, for example.
- 3 Decide how much time and what resources you're going to dedicate. Consider the scope of the project and its goals. Do you want to raise the entire amount necessary to pay for your tour, or just a small portion? Do you want to hold a single event that raises all of the money, or a series of smaller ones? Are you willing to invest any of your own money up-front?
- 4 Check out some of our fundraising suggestions starting on page 7. Think about whether they would be suitable for your goals. Would you need to book a special place to hold your event? How much outside help would you need? Decide what your best course of action is.
- 5 Create a fundraising contract and have each student sign it. Doing so keeps students and parents on the same page from the beginning. Here's a sample contract you may use:

#### Fundraising contract

By signing this, I am expressing my interest in traveling with Ms./Mr. Teacher on the upcoming EF tour. I intend to enroll on this tour and choose to participate in fundraising to pay a portion of all enrolled students' fees. If I end up not participating, canceling or having my participation canceled for any reason, I forfeit any money I have raised which will be used toward the remainder of the students traveling.

Student signature \_\_\_\_\_ Date \_\_\_\_\_

Parent signature \_\_\_\_\_ Date \_\_\_\_\_

#### School permission

Even if you're not holding your event at the school, you'll likely need approval if you want to publicize the event at school. Make sure you understand your school's fundraising policies and seek approval well in advance.

#### Club checks

All raised money will need to be kept in an account. Most schools have a "Club Account" you can use to deposit money for safekeeping until you need it. Use a club check to withdraw money from this account and make a group payment to EF. Record your students' account numbers on a copy of the Club Check form in the back of this booklet to help you keep track of individual travelers' payments.



### **Get the word out**

Effective publicity is the key to any successful fundraising activity. Always look for free publicity before spending money on radio or print ads. Don't forget—word of mouth is the best form of free publicity. The more people who know what you're trying to do, the more support you'll get. Here are a few tried-and-true ways of generating publicity:

#### **\* Posters**

Ask your tour consultant for colorful EF posters showcasing your destination. They're a great way to advertise at school or in the community.

#### **\* News articles in the press**

Encourage your school or local newspaper to write an article about your fantastic fundraiser! For your school paper, contact the editor-in-chief in person. For community publications, send a press release with important information on your fundraiser (see your Recruiting and Meeting Guide for more details as well as a template). If you have one, send in a photo of your group, too! Ask your tour consultant how you can earn Global Points for your article.

#### **\* Local calendar listings**

Two weeks before your event, send a listing about your fundraiser to your local newspaper's community calendar section. Many local radio stations and public access channels also offer free calendar listings. Use a media advisory to send in information about your fundraiser (find a sample in your Recruiting and Meeting Guide).

#### **\* Involve parents**

Parental involvement is critical. At your first parent meeting, talk about raising funds—brainstorm money-making ideas, discuss timelines and set up a future meeting for those parents who want to get more involved.

#### **\* Community support**

Involve local religious congregations, community organizations and businesses. Contact them by telephone—most people like to help youth groups! The more comfortable you become with introducing yourself and explaining your event, the more success you will have in persuading people to lend their support.

#### **\* Booster Club support**

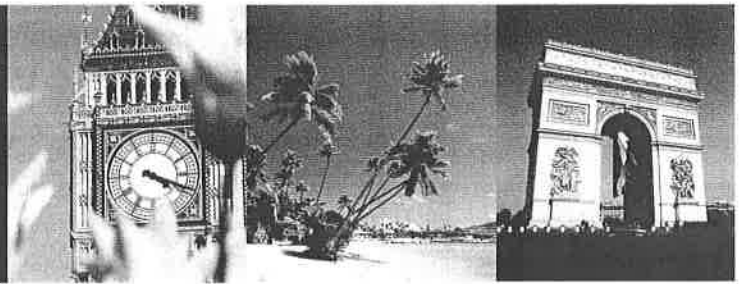
If your school has a Booster Club, contact them with information regarding the plans you have for student travel. Booster Clubs will often have funds set aside for good causes.

#### **\* Donations**

Grocery stores and other area businesses can be great resources for different levels of fundraising. Many grocery stores regularly donate food or raffle tickets for shopping sprees as part of community support programs. Larger chains may even set aside annual budgets for community involvement. Contact the store manager for details about programs available in your area.

II.

# Fundraising planner



Use this handy spreadsheet to calculate how much money you want to raise.

Total tour cost for all participants combined ..... \$ \_\_\_\_\_

Anticipated number of participants ..... \_\_\_\_\_

Percentage of cost I would like to cover with fundraisers ..... % = \$ \_\_\_\_\_

Final deadline for all payments ..... \_\_\_\_\_

Deadline for collecting all money raised through fundraisers ..... \_\_\_\_\_

Number of days remaining until funds raised deadline ..... \_\_\_\_\_

Names of people assisting with upcoming fundraiser(s) .....  
 .....  
 .....

Type of fundraiser	Starts	Ends	Fundraising target (amount)
<b>Amount raised for all fundraisers combined: \$</b>			_____

III.



**Fundraising ideas**

We've put together this useful list of fundraising ideas to make this part of your tour experience as easy as possible. You can quickly identify which activities are easiest to organize, whether it's a group or individual project, the time required to prepare and execute, if you'll need an outside company or a facility, and if the activity is appropriate for a certain time of year.

	individual	group	time (weeks)	outside co.	facility	seasonal
<b>Very easy</b>						
Our school's night		★	2	★		
Supermarket fun day	★	★	3	★		
Penny drive		★	3			
<b>Easy</b>						
Coupon clipping	★	★	1	★		
Holiday window decorating		★	3	★		★
Holiday gift wrapping		★	3	★	★	★
McDonald's Day		★	2	★		
Flower sales		★	2	★	★	★
Extras		★	3	★	★	
<b>Moderate</b>						
Bottle drive		★	4		★	
Car wash		★	2	★	★	★
Yard sale		★	4		★	
Selling ads		★	5	★		
Ornaments and other seasonal sellers	★	★	4	★		★
Raffle a vacation		★	4			
Test drive		★	4	★		
Taste of your town		★	4	★		
Singing telegrams		★	6	★	★	
Spaghetti dinner		★	3	★	★	
Fruit baskets		★	4	★	★	★
Holiday at the mall		★	6	★	★	★
<b>More challenging</b>						
Gift calendars		★	6	★		
Christmas tree sale		★	4	★	★	★
Hole-in-one		★	4	★	★	★
(Silent) auction		★	6	★	★	
Holiday crafts bazaar		★	8	★	★	
Cabaret or talent show		★	8		★	
Community cookbook		★	8			
50/50 raffle		★	2		★	
School logo merchandise		★	12	★		
Door-to-door sales		★	12	★		

## IV.

### Descriptions of fundraising ideas



#### Very easy

##### School night

**Time:** 2 weeks

**Money up front:** \$10 - \$30 for advertising

**Expected profit:** \$50 - \$500

**How it works:**

Get a favorite local business to donate a portion of their profits to your trip!

- Select a local business frequented by your students and parents (e.g. pizza place, clothing store, ice cream parlor).
- Ask the owner or manager to designate a typically slow night of the week to your school trip. On that particular day, a portion of the profits from each sale will go to a fund for your trip.
- Plan early and advertise a lot!

##### Supermarket fun day

**Time:** 2-3 hours

**Money up front:** \$10 - \$30 for advertising

**Expected profit:** \$50 - \$500

**How it works:** A local supermarket donates a percentage of its profits from groceries purchased by your group on certain days.

- Talk to your local supermarket, and select a 1- to 3-day period which does not include any weekend days.

#### Easy

##### Coupon clipping

**Time:** 1 - 2 weeks

**Money up front:** None

**Expected profit:** \$50 - \$100

**How it works:** Trade coupons for change!

- Encourage students and their families to clip coupons.
- Work with your local grocery store to allow students to stand near the item for which they have a coupon.
- Students then explain the purpose of their trip, and ask for donations equal to the value of the coupon.

##### Holiday decorating

**Time:** 1 - 3 weeks

**Money up front:** \$25 - \$50 for paint

**Expected profit:** \$50 - \$300

**How it works:** Earn money using artistry!

- Encourage members of your community to shop at that supermarket and keep their receipts.
- Present the receipts to your supermarket in exchange for a percentage of the total spent by members of your group.

##### Penny drive

**Time:** 1 week to 1 month

**Money up front:** None

**Expected profit:** \$25 - \$200

**How it works:** Spare change can help fund your trip!

- Use a gallon jar or cut the top off a water cooler jug.
- Put one container in each classroom.
- Send a flyer home to parents explaining the purpose of the fund drive.
- Establish a point system to encourage your class to "win" the contest. For example, make pennies count as one positive point, and silver coins or dollars as negative points. So, students can win (with more points) by making larger donations to other classrooms' jars.
- Celebrate your victory by watching a movie in class or enjoying a pizza party.

- Have students who are artistically inclined create holiday designs for windows to raise money for your tour

##### Holiday gift wrapping

**Time:** 3 weeks

**Money up front:** Minimal. You will have to purchase gift-wrapping supplies if you are not able to acquire them through donations.

**Expected profit:** \$50 to \$500

**How it works:** Wrap holiday presents for donations!

- Approach the management of a local shopping mall about permission to provide a gift-wrapping service in a centrally-located area.
- Ask a stationery store to donate wrapping paper.
- Decorate your wrapping stations, make large posters to attract passers-by and dress festively.
- Set out a decorated shoebox for donations.

## Flower sales

**Time:** Several hours a day for up to one week.

**Money up front:** Minimal. (Based on donations from local flower shops and grocery stores that will donate or sell flowers at a discount for a good cause.)

**Expected profit:** \$50 - \$200 depending on how much you charge for flowers and how many you sell.

**How it works:** Sell flowers to fellow students to raise money for your trip!

- Work with local flower shops or grocery stores for flower donations or discounted flowers.
- Student volunteers sell flowers during lunch periods.
- Students purchase flowers with a note to the recipient.
- Volunteers deliver them to the recipients' homerooms on the designated day.
- This works well at Valentine's Day and St. Patrick's Day!

## McDonald's day

**Time:** 2 weeks to organize

**Money up front:** None

**Expected profit:** \$200 to \$500, depending on publicity

**How it works:** Students work in McDonald's in exchange for a percentage of the profits

- Contact the manager about the restaurant's policy.
- Most McDonald's restaurants will help you promote the event in the community.
- Some like to bring school personnel (teachers, coaches, administrators) behind the counter to work the registers.
- McDonald's will then donate a percentage of any profits taken (often around 15%) during a given time frame when group members work as guest servers.

## Moderate

### Bottle drive (in states with mandatory bottle deposits)

**Time:** The event itself can be held as often as the group deems profitable. Because there is so little labor involved in a bottle drive, it is easy to staff and requires little set up/clean up.

**Money up front:** None.

**Expected profit:** \$50 to \$500 per event, depending on publicity and frequency

**How it works:** Community members donate their bottle returns to your cause.

- Set up a convenient time and place for community members to drop off their bottles and cans. School, city hall or other centrally located parking lots can be ideal collection locations.
- Proximity to a hose (for rinsing bottles and cans) is always a plus.
- You can even send students with driver's licenses door-to-door to collect bottles.

Note: a tax permit may be required; check with the restaurant manager on how to obtain one.

## Extras

**Time:** 2-5 hours a week

**Money up front:** Minimal. Many of these "extras" come from donations from local merchants.

**Expected profit:** \$50 - \$500 depending on goods that you sell and frequency of sales

**How it works:** Take advantage of organized school events to conduct raffle and candy sales to large groups of people.

- Make your group visible at football games, track meets and open houses.
- Sell baked goods.
- Hold a raffle of goods or services donated by local merchants, such as a free haircut, carwash or dinner at a local restaurant.
- Make sure people know about other upcoming fundraising events, such as auctions or carwashes, by handing out flyers.



### Quick cash idea!

#### Free place raffle:

If you have enough people going to earn another free place, you can raffle off the free spot to people in the school or in the community! You can make a good profit from this with \$5 or \$10 tickets.

## Car wash

**Time:** 2 weeks for planning and holding the car wash.

**Money up front:** About \$50 (sponges, towels, soap, etc.)

**Expected profit:** \$100 to \$300, based on price of car wash

**How it works:** Wash cars for donations.

- Find a local gas station or convenience store to allow you to use their parking lot, reminding the manager that a car wash will generate more business for them.
- Purchase or get donations for several sponges, soap, towels and garden hoses.
- The day of the event, you will need at least six or seven "washers"—though the more, the merrier!
- Make large, colorful signs for other participants to hold at the roadside: "Car Wash for Spanish Club Trip to Mexico, \$5."
- Saturday or Sunday afternoons are the best time of the week for these events. It's even better to coordinate a car wash with a big school game or event, where your car wash can be announced over the loudspeaker.

## Yard sale

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**Time:** At least 5 hours a week leading up to the event

**Money up front:** Minimal

**Expected profit:** \$100 - \$1000 depending on how many items you collect and people donate

**How it works:**

Have a yard sale with donated goods from students and families within the community.

- Students ask their families, neighbors and friends to donate to the yard sale.
- Students with driver's licenses can collect the goods the week before the event.
- Sort and price everything for the sale.
- Volunteers can work the sale while also selling baked goods, juice, lemonade and candy—every bit helps!



### It worked for them!

"I estimated the number of hours students would be traveling and learning. Then, I asked members of the community to "buy" an hour or more to sponsor other travelers."

Stephanie Labay  
EF Group Leader

## Selling ads

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**Time:** 5-10 hours a week, 1-2 months to order merchandise

**Money up front:** Minimal to none

**Expected profit:** \$100 - \$500

**How it works:**

Local merchants get inexpensive advertising in exchange for supporting your tour!

- Students go to local merchants and sell advertising space on items that will sell in your community, such as water bottles, sports bags, stadium cushions, or local guides.
- For example, a school can advertise for 10 merchants on a water bottle. The merchant pays \$20-\$30 for the ad. The money students collect for the ads goes toward purchasing the items from a vendor.
- The items are then sold for a profit to your community!

## Ornaments and seasonal sellers

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**Time:** 5+ hours for 2-4 weeks

**Money up front:** \$50-\$75

**Expected profit:** \$100 - \$300 depending on quality and quantity of ornaments

**How it works:**

Sell seasonal gifts and treats!

- Make ornaments for the holidays by hand-painting plain ornaments; sell chocolate hearts for Valentine's Day; or, create gift baskets with candles and potpourri for Mother's Day.
- Purchase the materials for these crafts at minimal cost.
- Sell them during lunch and free periods.
- Add a personal touch, such as a name painted on an ornament, for an extra charge.
- A great way to get artistic students involved!

## Raffle a vacation

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**Time:** 2-5 hours a week leading up to the raffle

**Money up front:** Minimal

**Expected profit:**

\$100 - \$1000 depending on cost of raffle ticket and number who enter raffle

**How it works:**

Raffle a weekend or week in a vacation home or timeshare to raise money for your group!

- Ask a parent or community member to donate a week or weekend at their vacation home or timeshare.
- Sell raffle tickets for at least a few weeks leading up to the event (for perhaps \$10 each)
- Use proceeds from the raffle to pay for transportation and dinner for the weekend.
- The rest of the proceeds go toward paying for your trip!

## Test drive

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**Time:** 2-5 hours a week

**Money up front:** Minimal

**Expected profit:** \$500 - \$1000

**How it works:**

Partner with a local car dealership to donate to your cause for bringing in adults to test drive their cars.

- Make an arrangement with a local car dealership in which students solicit adults to test drive cars.
- Students hand out flyers that the adults must show at the dealership.
- Each adult referred to the dealership by a student who takes a test drive counts towards a predetermined goal set by the dealership and your group.
- The dealership will then make a donation to your trip when your group hits its goal!

## Taste of your town

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**Time:** A few hours per week for one month

**Money up front:**

Minimal – cost of tickets and putting up posters/ads

**Expected profit:**

\$500 - \$1000 depending on cost and number of attendees

**How it works:**

Restaurants donate food for a community buffet dinner.

- Ask local restaurants to donate food items.
- Sell tickets for \$5-\$10 for a buffet style dinner.
- Local businesses get exposure and future customers get to sample food they may not have tried before.
- Students participate as hosts and hostesses.
- Use the school cafeteria dishes and facilities for easy access and cleanup.

**Singing telegrams**

**Time:** A few hours/week for a few months

**Money up front:**

Minimal – cost of flyers or any promotional materials

**Expected profit:**

\$100 - \$300 depending on how many students participate and duration of event

**How it works:**

Sing for donations!

- Advertise this singing telegram service for a special holiday, like Valentine's Day, or do it year round for birthdays, anniversaries, etc.
- Create flyers that students distribute to friends, relatives, neighbors and parents.
- Advertise in local newspapers.
- We recommend you charge \$5 per singing telegram.

**It worked for them!**

**Spaghetti dinner**  
EF Group Leader Ken Zimmerman hosted more than 1,050 guests at a spaghetti dinner, netting over \$5,000 for his tour group!

**Spaghetti dinner**

**Time:** 2-3 weeks

**Money up front:**

\$0 to \$200, depending on how much food, etc. you can have donated

**Expected profit:**

\$100 to \$1000, depending on attendance and entrance fee

**How it works:**

Host a meal through grocery donations to support your trip abroad.

- Secure a venue with a kitchen for hosting the dinner.
- Check whether or not tables and chairs are available.
- Get donations from area grocers for spaghetti, sauce, bread, butter, salad, beverages, paper plates, etc. (It's even better when you can attach a theme that ties in to your destination: French crepe night, Mexican fiesta, etc.)

- Publicize heavily in the community.
- Sell tickets at school sporting events, in the lunchroom or at a table in the main hallway.
- Make sure you have enough volunteers to cook and serve the meal, based on the number of advance tickets you have sold.
- Entertainment never hurts—think about combining your dinner with a talent show.

**Quick cash idea!****Let's dance**

Have a benefit school dance for your trip. Kids love to dance. Charge \$3 to \$5 for a "cover." A destination-related theme can help make the evening more festive.

**Fruit baskets**

**Time:** 2-5 hours/week for 1 month

**Money up front:**

Minimal if you can find grocers and craft stores to donate everything you need

**Expected profit:**

\$50 - \$500 depending on number of sales and how much you charge for each basket. We recommend \$5 - \$10 per basket depending on size and quality of contents.

**How it works:**

Collect and assemble colorful, delicious baskets of fruit to sell in community!

- Ask local grocers and supermarkets to donate all kinds of fruit or sell it at a reduced price.
- Look for donations or quantity discounts on baskets, ribbon, cards, paper grass and cellophane.
- Advertise a date to deliver fruit baskets.
- Gather an assembly line of students in the gym or cafeteria to put the baskets together.

**Holiday at the mall**

**Time:** 1 - 2 months

**Money up front:** None

**Expected profit:** \$100 - \$1000

**How it works:**

A local mall designates a night that it will be closed to the general public (typically the Sunday before Thanksgiving). People buy "admission tickets" to shop at the mall on this special night!

- Sell tickets (anywhere between \$5 and \$25)
- People who purchase the tickets can beat the mall madness associated with the holiday season
- Advance planning is key for this fund-raising project, as ticket sales are the key to success.



**Gift calendars**

**Time:** 1-2 months

**Money up front:**

\$0 to \$200, depending on whether production costs are donated

**Expected profit:**

\$100 to \$1000, depending on production costs and the price of the book

**How it works:**

Sell calendars to your community featuring students' original artwork.

- Hold a contest for students to create paintings, prints or photographs.
- Select 12 winners and decide with your students which months the works should accompany.
- Ask a local printing company to cover the cost of production, or reduce the rates.
- Give the finished product to students to sell to families and friends! A local art show or general store might also be interested in helping you sell more.
- Calendars usually retail between \$10 and \$15 at stores.

**Christmas tree sales**

**Time:** 4-8 hours/week for 1-2 months

**Money up front:** \$100 - \$300 for cost of trees

**Expected profit:**

\$200 - \$1000 sell trees for double the wholesale cost to earn a substantial profit

**How it works:**

Sell Christmas trees for a profit!

- Purchase trees from a wholesaler
- Ask a local business in a busy location to let you use a corner of their parking lot to sell the trees.

**Hole in one**

**Time:** A few hours per week for one month

**Money up front:**

Minimal – cost of tickets and advertising

**Expected profit:**

\$300 - \$1000 depending on cost of tickets and number of attendees. We recommend selling tickets for \$10 each.

**How it works:**

Sell tickets to a hole-in-one golf contest and give your friends and family a chance to win a new car!

- You'll need the support of a local golf course and a car dealership, both of which are motivated to participate by the exposure they'll receive.
- The car dealership offers a vehicle for the first person to get a hole in one.
- People can also purchase special insurance for the event.
- Advertise at the golf course and at the car dealership.

**Auction night**

**Time:** 1-2 months

**Money up front:**

Minimal. You will need to purchase refreshments if you decide to sell them at the event, but try to solicit donations (in exchange for publicity) from local food merchants.

**Expected profit:**

\$500 to \$5,000, depending on the quality and quantity of auction items

**How it works:**

Invite the community to a night of bidding on merchandise donated by area merchants.

- Announce a Saturday when your group will be going door-to-door to collect items to auction off.
- When visiting local businesses, be sure to mention that the donation will be advertised at the event.
- Offer to list the business as a sponsor on any promotional posters or flyers you create.
- Ask your local grocery store to donate food and drinks to sell as refreshments.
- See if you can find an auctioneer who will donate his/her services for a few hours. If not, select an outgoing and funny student to run the show.
- For the day of the event, make numbered bidding paddles to hand out to attendees. These numbers will make it easier to keep track of who purchases which item.
- Have one person record this information, including the final amount that is bid.
- Settle all money transactions after the event is finished.

**It worked for them!****Turkey raffle**

One group raffled off 20 turkeys before Thanksgiving. They earned \$18,000 for their trip!

**Silent auction**

**Time:** 1-2 months

**Money up front:** Very minimal

**Expected profit:** \$500 to \$5000

**How it works:**

People bid on items or services donated by area merchants over the course of a week.

- Announce a Saturday when your group will be going door-to-door to collect 30 to 40 auctionable items for the event.
- When visiting local businesses, be sure to mention that the donation will be identified with their name.
- Offer to list the business as a sponsor on any promotional posters

or flyers you create.

- Get your school or church to donate a room where the auction items can be displayed for a week.
- Next to each item, place a bidding sheet that describes what the item is worth and who donated it.
- Community members can then attend the auction as often as they like to bid against each other on paper.
- Arrange for a secure, lockable room or closet for the merchandise when the auction isn't open.

## Holiday crafts bazaar

**Time:** 1-2 months

**Money up front:**

Bazaars require little money up front because, ideally, the space, labor and refreshments are donated.

**Expected profit:**

\$100 to \$1000, depending on size and duration of event, and number of participating artisans

**How it works:**

The profits from a holiday bazaar come from the rent you charge artisans and merchants to participate.

- Find an auditorium or gym that is free one holiday shopping weekend.
- Approach community artisans and merchants about renting tables.
- Plan a publicity campaign.
- Sell snacks, arrange live music and offer gift wrapping.
- Arrange for volunteers to set up and clean up.



### It worked for them!

#### Cow dropping

A Maryland group raised money by raffling designated squares in a local field. On the raffle day, they let a cow roam freely in the field. The person who "owned" the square where the cow "dropped" won the raffle!

## Cabaret/Talent show

**Time:** 1-3 months

**Money up front:**

\$0 to \$200. The up-front money will become more substantial if you need to rent a sound system or lighting equipment.

**Expected profit:**

\$500 to \$5,000, depending on attendance and entrance fee

**How it works:**

Charge admission to your own talent show!

- First, find out how many of your travelers are seriously

interested in performing.

- Make sure your show offers a variety of "acts" and doesn't run over two hours.
- Choose one of your most outgoing and popular students to emcee the event.
- Practice, practice, practice!
- Publicize heavily in the community.
- Make tickets to the show available in advance—possibly at a discounted rate.
- Sell tickets at school sporting events, in the lunchroom, and at a table in the main hallway.
- We recommend an entrance fee of \$6/adult and \$5/student at the door; \$5/adult and \$4/student in advance.

## School/community cookbook

**Time:** 2-3 months

**Money up front:**

None to \$200, if the design and production cost are not donated

**Expected profit:**

\$100 to \$1000, depending on production costs and price of book

**How it works:** Create a community cookbook to sell!

- It is easy to compile, inexpensive to print, and makes a terrific gift.
- Solicit recipes from the school or community.
- Make each of your travelers responsible for obtaining a certain number of recipes (the more varied the contributors, the broader the appeal.)
- Limit the number of recipes to 25 or 30. You don't want to make the book expensive to print.
- Organize all recipes into categories and type them into a computer file.
- Students with a knack for computers may wish to be in charge of layout and design.
- Find a local copy center to donate reproduction costs for a large credit in the book or a free ad.
- The book should have a heavy or laminated cover, and should be bound—this makes it more durable as well as more attractive.
- You may also wish to consider selling ad space to local food stores and food-related businesses.
- Sell the book at all school and community events (charge no more than \$10.)

## 50/50 raffle

**Time:** 1-2 weeks

**Money up front:** \$5 to buy the roll of tickets

**Expected profit:**

\$100 to \$1000, depending on the volume of ticket sales. At a large sporting event you can make a very large profit if you have a number of people selling tickets in the stands, at booths and at the door.

**How it works:**

Sell tickets (3 tickets for \$2), hold a drawing and give the winner half of the money you have collected.

- Announce a drawing date of one week after the beginning of ticket sales.

- You will need the kind of tickets that are numbered and have two perforated halves. You keep one half, the buyer keeps the other. (If your school has a booster club, it may have these tickets for you to use.)
- If you want to increase the ticket prices from \$5 to \$10, get items like a CD player or a weekend getaway donated by area merchants. If you do it this way, keep all the ticket sales and give the winner the donated prize.

### School logo merchandise

**Time:** 4-6 months

**Money up front:**

None, if organized through a catalog (money is submitted afterwards); \$100 to \$500, if producing and selling school logo merchandise that needs to be ordered in advance

**Expected profit:** Varies widely with merchandise

**How it works:**

Operate your own business by selling school logo merchandise (Note: A tax permit may be required; check with the merchandise company about how to obtain one.) There are companies that facilitate fundraising events through merchandise sales. We have listed a few on page 14 this booklet. A few other names can be found in the back of teacher magazines or in flyers mailed to a school secretary.

**Recommended items:**

Beach towels, baseball hats, sweatshirts, boxer shorts, t-shirts, key chains, Frisbees, windbreakers, coffee mugs

- Hang posters advertising what you are selling and why. (Most of the time, the merchandising company will send you posters to put up.)
- Let people know where and when the merchandise will be on sale.
- Have a table set up at lunchtime and after school where people can come and order items.
- At the table, have information about your tour. It doesn't hurt to decorate with props from the destinations(s) of your tour: a map of France, a piece of Spanish pottery, a picture of the Statue of Liberty.
- See if a grocery store will let you set up a table during the weekend for a few hours.

### Door-to-door sales

**Time:** 4-6 months

**Money up front:**

Varies—you'll need to purchase the items before selling them,

**Expected profit:**

Depends on extent and duration of campaign

**How it works:**

This is a similar venture to that of selling merchandise, but you'll take it to the community!

- Choose your product carefully. Make sure it is an item that will do well at your school or in your community.
- Also, be careful about the company you choose. Work with only reputable organizations.
- The school should be consulted if products are to be sold on school grounds.
- If you're going to sell candy or other small-cost items, make each student "sign out" the number of items he or she has taken and then hold them responsible for paying you back for them in cash. This prevents them from eating the profits!



**It worked for them!**

**Mini golf**

A Colorado group approached local businesses to sponsor them for each hole of miniature golf they completed in a day. One student raised nearly \$900 this way!



**Quick cash idea!**

**Bake sale**

The kids can run this one all by themselves. They can bake the goods and sell them before or after school. Charge \$.25 or \$.50 per item, and they are cheaper than a candy bar!

V.

## Checklist for outside companies



Make a copy of this form for every outside fundraiser you're considering.

Company name: \_\_\_\_\_

Phone number: \_\_\_\_\_

Web address: \_\_\_\_\_

Contact person: \_\_\_\_\_

What services they offer: \_\_\_\_\_

Do students each get a catalog and order form? \_\_\_\_\_

Do they provide students with items to sell? \_\_\_\_\_

Will they take back anything not sold? \_\_\_\_\_

Who pays for postage? \_\_\_\_\_

Will a company representative come to the school to speak to students? \_\_\_\_\_

Do they offer students any incentives? \_\_\_\_\_

What happens if an order is fulfilled incorrectly or is lost? \_\_\_\_\_

What happens if something is damaged? \_\_\_\_\_

Does the company comply with state sales tax laws? \_\_\_\_\_

Can the fundraiser program be adapted to fit your needs? \_\_\_\_\_

What percentage of the profit goes to students? \_\_\_\_\_

References: \_\_\_\_\_

To request a list of fundraisers, contact the Association of Fund-Raising Distributors and Suppliers (AFRDS):

**Online at:** [www.afrds.org](http://www.afrds.org)

**by phone:** 404-252-3663

**by email:** [afrds@kellencompany.com](mailto:afrds@kellencompany.com)

**or by mail:**

AFRDS  
1100 Johnson Ferry Road  
Suite 300  
Atlanta, GA 30342



## List of outside companies

### Contact these fundraisers!

Here's a useful, but by no means exhaustive, list of companies that offer fundraising services. They are neither affiliated with nor endorsed by EF.

#### Krispy Kreme Doughnuts

[www.krispykreme.com/fund.html](http://www.krispykreme.com/fund.html)

*Ask EF Group Leader Judy Larson how Krispy Kreme helped her raise thousands of dollars!*

#### M&M/Mars

Chocolate manufacturer  
High Street  
Hackettstown, NJ 07840

#### World's Finest Chocolate, Inc.

Chocolate manufacturer  
4801 South Lawndale  
Chicago, IL 60632-3062  
1-800-932-3863

#### Red Apple

Provides cookies, candies, herbs and more!  
PO Box 328  
Port Washington, WI 53074  
1-888-733-2775

#### RTshirts.com

Custom T-shirts

#### See's Candies

Fine chocolates  
1-800-940-7337  
[www.sees.com](http://www.sees.com)

#### Dutch Mill Bulbs, Inc.

Flower bulbs  
1-800-533-8824  
[www.dutchmillbulbs.com](http://www.dutchmillbulbs.com)

#### Schermer Pecan Company

Pecan provider  
1-800-841-3403  
[www.schermerpecans.com](http://www.schermerpecans.com)

#### QSP

Magazines, pizza and candy  
1-866-805-8948  
[www.qsp.com](http://www.qsp.com)

#### Sally Foster, Inc.

Coupon books, nuts and candy  
1-877-248-2273  
[www.sallyfoster.com](http://www.sallyfoster.com)

#### Cookbooks by Morris Press

Fundraising cookbooks  
1-800-445-6621  
[www.morriscookbooks.com](http://www.morriscookbooks.com)

#### Gateway Fundraising Service

Fine chocolate, beefsticks  
1-800-642-0217  
[www.gatewayfundraising.com](http://www.gatewayfundraising.com)

#### Marlin Art, Inc.

Art auction fundraisers  
800-222-8887 ext. 225  
[www.marlinart.com](http://www.marlinart.com)

#### Uno Chicago Grill

[www.unos.com/fund.html](http://www.unos.com/fund.html)  
Host lunch or dinner and earn up to  
20% of sales generated from guests.

## Sample fundraising letter



Another useful document to help make financing your tour easy! Tailor this sample letter to potential funders and be on your way to helping make educational travel a reality for all!

Dear \_\_\_\_\_,

I am making plans for an educational tour for my students to \_\_\_\_\_. The tour is open to all students in grade \_\_\_\_\_ at our school and so far, \_\_\_\_ have registered.

Our (name of tour) tour is planned for (date). We are working with EF Educational Tours, the leader in educational travel for the past four decades. I'm so excited to bring these students on a trip that will show them first-hand about art, history, culture and the people and places we've been studying in school.

My hope is that every student from our community will be able to take advantage of this opportunity. I'm requesting our community's financial support to make this a reality.

The students are working hard on several fundraising projects. Please consider working with other businesses in our area to help send our future leaders to (destination). I'll be happy to discuss any questions you have, including creating a matching fund program.

Thank you for your time and concern. I can be easily reached at (phone number) or via email (email address).

Sincerely,

Your name

### Who you can send this letter to:

American Legion	Historical societies	Optimist Clubs
Attorneys	Insurance agents	Owners of professional sports teams
Automobile dealerships	Jaycees	Pharmacies
Banks	Kiwanis Club	Political committees
Beverage distributing companies	Knights of Columbus	PTA or PTSA
Booster clubs	Lions Club	Restaurants
Construction companies	Local and state politicians	Rotary Club
County extension offices	Local Chambers of Commerce	Ruritan Club
Daughters of American Revolution	Local newspapers	School board
Doctors and dentists	Major corporations with plants in your town	School district
Elks Lodge	Mason Lodge	Senior citizens organizations
Fire, police, sheriff's departments	Military associations	Sororities
Flower shops	Moose Lodge	Student council
Fraternities	National Honor Society	Telephone companies
Grocery stores	NCO Clubs	Unions
Guilds	Officer's Clubs/Officer's Wives Clubs	VFW/Auxiliary Club Checks
Hair salons		

\*Organizations should discuss if donations can be tax deductible with a lawyer.

## Grant writing



Having an event or selling school merchandise is not the only way to raise funds for your EF tour. Finding grants is another option. Although finding and obtaining grant funds requires more initial research and preparation, the rewards can be substantial.

Local, regional, state and national education foundations and non-profit organizations may be another untapped source for funds. Primarily based on need and the educational program of interest, grant initiatives may provide substantial support for select student groups.

Some grants are given for a single year (annual campaigns), while others are made for multi-year programs (continuing support). While seeking out funds for support, make sure to check on the grant's eligibility, size, application requirements, program description, group limitations and proper application procedures.

### Researching grants

When looking for grants:

1. Search by grant type: Grants are classified by areas of interest. Some of them are: history, science, education, arts, cultural programs, minorities, humanities, government, political science and religious affiliation. There are several that will complement the objectives of your EF tour. Start your search by inquiring at large companies like Ford and Kellogg.
2. Search by state: Once you've defined an area of interest, apply to grant-givers in your state; this will improve your chances.

For further information, check out [www.foundationcenter.org](http://www.foundationcenter.org).

### Writing your grant proposal

Following these few easy steps when writing a grant proposal will significantly improve your chances of obtaining a grant.

1. Identify your objectives.
2. Explain how you will attain these objectives by traveling.
3. Include an activities budget.
4. Explain how you will evaluate your success.

Good luck!

Even more fundraising ideas @ [equators.eftours.com](http://equators.eftours.com)  
under the category "Touring 101"!