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FUND RAISING!
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Sure, Fundraisers are great...Why?

By: Lina Hidalgo

As a High School FBLA chapter, it is important to keep members **engaged**. Doing so will not only increase the participation of current members but also encourage students seeking some excitement to join. I am certain that you value contributing to the March of Dimes, having engaging meetings, a variety of activities, fun socials, a nice FBLA T-shirt, and affordable travel opportunities as part of your local FBLA chapters. But you must not forget that a popular organization keeps its dues at an acceptable rate.

Unless you obtain free money, it is quite difficult to achieve all the benefits mentioned above. Since Fundraising is as close as we can get to free money, we must employ it in the most effective way possible. In order to spur a successful Fundraising effort at your school, it is important that you set a clear goal, assess your market, promote your product, and exhaust all resources.

Set a Clear Goal: Before you begin to raise funds, analyze what is the purpose for these funds. Sure, your local FBLA chapter needs more money, but why? Stating a clear reason for your fundraiser will encourage members to contribute to the fundraising effort since they understand its benefits. Additionally, informing potential donors of your goal may lead more people to contribute to your cause.

Establish a Market: Once you have a clear goal, it is time to draw up a plan on how to execute it. Before selling any product or asking for any type of donation, you must establish the market that you seek to target. At this point, you can choose to target students at your school. Maybe you will choose to target teachers or parents or your friends' younger siblings. Remember that the more people you engage in the fundraiser, the more likely the fundraiser is to yield positive results. Do not be afraid to engage your community in your fundraising effort.

Assess Your Market: Like with any business plan, it crucial that you implement the strategies which have the highest potential for success. Analyze the needs of your target market. If you are targeting students, think of what they like: Will they purchase food or are the vending machines a significant source of competition? Do they use items that promote school spirit? Are they willing to give cash donations? If you are asking for donations for the March of Dimes, is the student population informed about the cause? What kind of fundraisers will your school allow you to hold? Which types of fundraisers from other organizations have been successful at your school? There are many questions you can ask yourself to accurately identify the type of fundraiser that is likely to be successful.

Promote Your Product: Once you have set a clear goal and have decided what type of product your market is looking for, it is time to promote your fundraiser. You can do so by making posters, telling teachers, students, and parents about your fundraiser, and setting up your booth in a high-traffic location at your school. If your target market is your entire community, you can promote your fundraiser through the local newspaper, signs in popular stores, or even word of mouth. Do not forget to inform: if you are fundraising for FBLA, tell your target market about the organization; if your funds are for the March of Dimes or the Ronald McDonald house, make sure people know what the organizations are about. Ensure that enthusiastic members are in direct contact with potential buyers and that you know your product well so you can answer all kinds of questions about it.

Exhaust All Resources: Make sure your entire chapter is involved in the project. Use all the resources you have available to create an amazing fundraiser. Remember that fundraisers may not always yield the results you expect. If you cannot sell everything, try again. If you need a new idea, check the Chapter Management Handbook which includes information about a number of fundraising organizations. You can also look at the Chapter Presidents' Handbook, found online at www.txfla.org or ask other FBLA chapters what kind of fundraisers worked for them. Both in the literal and figurative sense: if you cannot buy cookies to sell, bake some.

Fundraising can be fun when carefully planned. In order to ensure a great fundraiser, remember to set a clear goal and execute it using the steps described above. Fundraisers can range from a school bake sale, a community-wide walk, to a fun social or a district-wide basketball tournament. Whatever your fundraising idea, it can be successful if passionately promoted and pursued.

Quick Tips for Success

By: Nicholas Tanner

I once had a teacher that said “fundraising is like life. There are many obstacles along the way but when you reach your goal there is nothing like it”. Along the way in the short time that I have lived I have found this to be true. While fundraising is fun, at some point or another you will run into obstacles. I know through my personal accounts I sure have. These things range from the ever popular “I’m not interested at this time”, “I will buy something from the next fundraiser” or my personal favorite “I can buy it cheaper at “Wal-Mart”.

Every year there are those people that seem to always try to avoid every fundraiser that you throw at them. Over the years, I have learned a couple strategies

for these people. One, never do the same fundraiser twice in a year or even better do it every other year. That way when the potential customer says I'll buy something next time you can tell them that it will be at least a year before they will have another chance. In my experiences, this helps about a fourth of the time. Then there is the popular "I can buy it cheaper at Wal-Mart". Yes, usually I have to agree that this is the case. So, to make your fundraiser more appealing you need to offer a catchy deal. If possible I try to offer a deal where if you buy so many products I give an additional item to you free. I am currently selling pens that say my school name and mascot on them. For this fundraiser I am giving the customer an option they can buy as many pens as they like or they can buy five and get one free. I have found that this is a successful option; I have sold more pens this way than I would have any other way. When I offer a deal, it usually doubles my total sale which in the long run lets me give away an item and still make a nice profit.

I know that your thinking well that's his school and those are things will never work here. That might be true but I bet you can adapt these methods of success into something that can work for you. So, next time you get a fundraiser and think "man this stuff will never sell at this price" or someone tells you they are not interested try to apply my techniques of success. If you try these methods and adapt them to your own personal style I bet you begin to sell more product than you did before.



Bands for Babies

By: Eric Li

As part of the state and national

initiative to increase fundraising to the March of Dimes, I encourage each of you whether an officer or member, to look into selling March of Dimes wristbands to fundraise and help save lives. The bands cost about \$1 each and can be sold at whatever reasonable price you and your chapter decides. To find information about ordering these wristbands, email the Texas March of Dimes chapter at TX652@marchofdimes.com or visit the March of Dimes website at http://www.wristbands4awareness.com/mod_product_info.

Get the chapter officers to wear the bands first, then their friends, then before you know it, you'll have started a trend and the bands will sell themselves. The bands are blue and purple, and for girls, there are even.... bands with glitter on them. Enjoy!

Great examples to get Great Profit

By: Nick Luedtke

In today's world, Willie Nelson's song "If you don't have to the money, I don't got the time" really explains it all. Unfortunately money is needed to participate at the State and National Competitions and workshops, but as your FBLA state action team, we are here to help YOU succeed and get the most out of your FBLA experience!

At my FBLA chapter, Cinco Ranch High School, we are able to net an amount necessary to sustain over 400 students, so you might ask how do we do it? Our main money maker is the "School Store", a place where candy and snacks, lunch foods, spirit wear, and even some electronics are sold. If your chapter is in need in major profits like that of a full business, minus taxes, this is your solution. By "renting a room at the school", using parent volunteers to run the store, purchasing the inventory, and opening everyday your chapter can to have your very own School store. Our second most profitable fundraiser is the baking and selling of fresh Otis Spunkmeyer chocolate chip cookies every other Friday. Using student and parent volunteers, and receiving a discount by the Otis Spunkmeyer company, we are able to sell two cookies for a dollar, and almost earn 800 dollars every time we bake, probably because of kids like me who buy 4 or 5 bags a day!

Those aren't the only fundraisers kids at Cinco contribute to though. The PTSA gains money every Wednesday with the selling of Papa John's Pizza. By buying the pizza for less than normal, without taxes, and selling pieces for \$1.25, they are able to put on a HUGE graduation party for seniors at the end of the year. In order to pull this off, your chapter would need parent volunteers, and a deal with the pizza place. The last major fundraiser at my school is the selling of Homecoming "Mums" the months leading up to the Homecoming game and Dance. Volunteer band moms and kids take orders for this ridiculous tradition and net a profit of over 70 bucks a mum easy! (For those not familiar with mums, it is a flower with ribbons and streamers covered in glitter, letters and medallions that kids wear to school the day of the Homecoming dance.) To pull off this fundraiser your chapter would only need volunteers, and a lot of materials from your local Michaels, Hobby Lobby or craft store!

Remember these are not *BY FAR* the only fundraisers your chapter can do, but are extremely profitable and fun if you and your friends participate! If your chapter is in need plans to one of the fundraisers above, or ideas of another I would be happy to help!

Ronald McDonald Tabs

From: Ore City High School

Don't you just hate that feeling you get when you touch something sticky?

Well normally you would complain and run wash your hands. In this case, FBLA members at Ore City HS didn't mind getting a little dirty or sticky. They were pulling pop tabs off cans for the Ronald McDonald House. This is the fourth year that members have collected tabs to send in for this worthy project. Members are hoping to exceed their last high number of approximately 100,000 tabs. Students have been encouraged to save their tabs on their own at home and at school as well as the chapter holding a class competition to see which class can collect the most.



In addition to RMH, members have been working on a new project, helping a local cemetery association. Students have been taking paper records and creating electronic documents for the association. This will be an ongoing project throughout the year, inputting information from minutes, financial documents, and plot information as well as creating a layout of the actual cemetery. The association is very excited to have students working on this for them to help ensure they will have backups of all their documents.

Future chapter projects include Red Ribbon Week activities, creating a Wall of Honor for the community wide Veterans Day program, and hosting the annual Career Day.

Fundraising at Bowie High School

By: Stephanie Loh

Every club has to plan their own way of gaining the necessary

funds to successfully support their members. The FBLA chapter at James Bowie High School in Arlington, Texas has already planned out their means of fundraising for the year. Why change something that still works? That's the idea behind Bowie FBLA's traditional lollipop sales. They will continue to sell Ozarka Lollipops for 50 cents each for one week in November just like they have in the past years. Along with the lollipop fundraiser, Bowie FBLA has also partnered up with the Bowie Step Team. Members of FBLA will assist the award-winning Bowie Step Team with their performances throughout the year. The Bowie Step Team holds

performances for both the school and the public. FBLA members will be in charge of various tasks, ranging from the promotion of the shows with decorative banners and flyers to the collection of tickets at the front door of the performances. With this, the Bowie FBLA will receive a portion of the ticket sales from the step team performances. With their fundraisers already planned out, Bowie FBLA is on their way to starting another successful year.

Note from the Editor

By: Jerry Ferguson

With all the great articles this month from the officers, a local chapter president, and a high school, this will be a tough act to follow. I personally have done much in terms of fundraising and one thing that I always find it comes back to rudimentary is time. Time for selling the product, time for writing a receipt, time for turning in money, time grabbing more of the product, etc. So what I suggest is that you as a member or chapter officer pick a fundraiser that fits your cause. What I mean by cause, is what your chapter is trying to achieve in terms of funds. If you are trying to reach a large amount of sum in a short amount of time, then common sense will tell you a lot of time will be needed for this fundraiser. Or a small amount in a large span of time, which gives you plenty of time to fundraise. Work inside your means. If you're selling candy, it requires quite a bit of time so make sure you have fellow members who can work with that time. One of the mistakes most often made with fundraisers is that of inadequate time to work the fundraiser, or not enough participation. If you just keep those two in mind, you'll be ahead of the game.

Remember also the wise words of Zag Ziglar.

"I believe success is achieved by ordinary people with extraordinary determination"