



How to Organize a Fundraiser

Make That Money!

Fundraisers are a great way to raise money to enhance your Healthy Eating and Physical Activity Plays, and also involve the whole school and community. Fundraisers can be anything — maybe a Bike-A-Thon, where people donate for every mile you bike, or a Read-A-Thon, where people donate for every page or book you read.

Figure out what program you need to support!

Which of your programs needs the most support? Do you need more building materials for your programs? Do you want to add more equipment to your gym?

Find a location.

If your school has a track or other large, bike-able area, you can easily have your fundraiser there. If you don't have such an area, find a building or business that has one and ask them to donate the space to you for that day. You can also ask the city to reserve a space for you. If your city has a bike trail and you have a small group of bikers with enough adult volunteers to go along, you might be able to use that.

Organize your volunteers.

Gather your volunteers and distribute tasks well in advance of your fundraiser. Consider taking everyone to the event location to run through what will be expected, and make sure every area of the location will be well supervised.

Set the date.

Be sure to schedule your event so that your group will have at least two weeks' notice to actually do its fundraising. You could hold the event after school hours or over a weekend.

Make some noise.

The two most important elements of your fundraiser are the people who participate in it and the people who support it. Create exciting ways to get people interested and involved.

Make attention-grabbing flyers and posters, and post them around school, around town, in local businesses, on community bulletin boards and anywhere else where people will see them. Get the school paper and the local newspaper to write articles about your efforts.

Get donations.

Ask local businesses to donate prizes for your top-performing participants or for a raffle at your event (for an extra fundraising boost). You can also ask a local business to sponsor your event by making a cash donation or by matching the money raised by your group.

Raise some funds!

Students and their parents can ask friends, family, coworkers and neighbors to support the fundraiser by making a flat donation or by sponsoring a student. You can raise more funds on the actual day of the event by collecting donations or selling nutritious foods and drinks.

Remember a few quick tips.

- Getting local sponsors and reserving a location can take time, so start working on these a few months in advance.
- Motivating students is key, and the best way to do that is with a positive and encouraging attitude.
- Be sure to thank everyone who helped out.

Don't forget to clean up.

Don't forget that you're going to need a dedicated clean-up crew, one that will not leave until every single piece of trash from the fundraiser is picked up! By cleaning up, you'll help make sure that every business that assisted wants to be there next year, too.