



## ***4-H Quick Tips - 4-H Fund Raising***

A well-run fund raising program does more than just raise money. It can be an experience that educates, builds self-esteem, provides community service, and promotes club, school, organization, and community spirit.

### **FUND RAISING VS FUND DEVELOPMENT:**

Many counties develop a total **Fund Development** program which encompasses donor recruitment and annual fund campaigns as well as fund raisers. This leaflet focuses on county fund raising efforts only. For more information on Fund Development contact Arch Smith.

### **PLANNING A FUND RAISER**

- Find an opportunity that fits the community
- Involve leaders, parents and supporters in planning
- Choose a program that volunteers will be comfortable with. Products do not sell - people sell!
- Decide if you plan to sell a product (candy) or a service (car wash).
- Delegate responsibility to do specific jobs with specific results
- Involve youth in every possible way
- Be enthusiastic
- Be patient
- Be original
- Research the fund raising opportunity or event thoroughly. Visit similar fund raisers and utilize what works for others.

### **FINDING A PROFESSIONAL FUND RAISING REPRESENTATIVE:**

Many counties choose to work through a fund raising company. The most important criterion when evaluating a company is service. Let the company explain what they will do to make your fund raiser a success and make your job easier. Ask for and check references to find out if the company delivers on what it promises. Some important questions are:

- How long has the company (and the company's representative) been in the product fund raising business?
- How specifically will the company help implement the program? (kick-off presentation, parent letters, handling of returned merchandise)
- How will the company tailor the program to fit your organization's particular needs or rules?

- Does the company guarantee their products?
- Is student or volunteer safety a key element of the program?
- What is the company's policy on replacing damaged products?
- Will the company give 4-H credit or buy back undeliverable or unsold goods?
- How responsive will the company be to problems such as incorrect or lost orders?
- How is the educational value of the fund raising program (e.g., working with money selling) maximized for the 4-H'ers or volunteers?

### **CHOOSING THE RIGHT PRODUCTS**

- Insist on high quality merchandise. Consumers are willing to pay for a product to help support a worthy cause; however, they do not want to pay for inferior or overpriced objects. Most fund raisers are annual or semi-annual events, and success depends on repeat sales.
- Pricing is another important factor. The suggested retail price of the product should be in tune with those who will be doing the selling. Also consider the income level of the community where the selling will occur. Compare prices of similar products based on cost per net weight. Does the price represent a fair market value?
- Don't choose a product only because it is "new" or "hot". These items may not have the track record to compare with more traditional items.
- Choose the method which will work best in your county, either direct sales or pre-paid orders.

### **ORGANIZING A SUCCESSFUL FUND RAISER:**

Setting up a fund-raiser is like setting up a business. Good businesses have many different teams that work together to reach goals. Working on a 4-H club fund-raiser is a way to learn the basics about business. Below are some recommended leadership positions and job responsibilities for involving adults in a successful fund-raising project.

#### **President:**

- Facilitate director meetings.
- Delegate responsibilities.
- Report to county volunteer coordinator.

#### **Marketing Director:**

- Determine target markets.
- Develop a marketing plan with the marketing committee.
- Advertise group sales events.

#### Sales Director:

- Motivate club to sell product.
- Teach selling techniques to members (sales associates).
- Coordinate product delivery.

#### Treasurer:

- Set sales goals (work with the marketing committee).
- Responsible for collecting funds.
- Coordinate club finances with president and county volunteer coordinator.

#### Publicity (Art) Director:

- Create eye-catching displays/posters/fliers for sales.
- Distribute posters at local establishments.
- Make radio and newspaper contacts to publicize sales.

#### Safety Director:

- Determine possible local safety issues.
- Suggest club safety guidelines for sales.
- Instruct club members about safety guidelines.

#### **MORE FUND RAISING TIPS**

- Establish a clear financial goal before evaluating products, programs, etc. -- knowing how much money you need to raise will help make these decisions easier.
- Establish a clear, up-front prize and incentive program. Be certain you know the cost for this program.
- Don't let your organization's profits be eaten away by "hidden" costs (e.g., for freight, prizes, overruns) -- ask questions ahead of time and make the necessary adjustments.
- Select your fund raising program early to assure ample time for planning.
- Set a specific beginning and ending date for your fund raiser and stick to it -- without a clear target date the campaign will drag on, often without direction.
- Rely on your product fund raising company professional for suggestions and advice.
- Don't let your program fizzle -- it may sound odd, but some organizers will lose interest once a program begins; stay motivated until the end to assure success.
- Keep energy levels high by communicating before, during and after the program -- remind 4-H'ers, parents and volunteers of the fund raiser's goals and deadlines, provide frequent status reports and updates.
- Avoid shipping and ordering problems by working closely with 4-H'ers to assure that all order forms are legible and filled out completely.
- Keep copies of all forms turned in by 4-H'ers and volunteers before sending them to the fund raising company.

- Assure efficient handling of products by drafting adult volunteers ahead of time to help distribute the products to the 4-H'ers and volunteers.
- Double check the products shipped to your organization against the order forms; check each box or bag for damaged or missing merchandise before sending 4-H'ers out for delivery.
- Don't forget to communicate with absentees who miss the program's kick-off or other important meetings.
- Have fun! With the right approach, fund raising can be educational and enjoyable for everyone.

#### **FOLLOW UP:**

- Send Thank You notes
- Reward volunteers, committee chairs and members, and 4-H'ers with a closing celebration
- Lay groundwork for the next year

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Written by Cheryl Varnadoe, Extension 4-H Specialist