

FUNDRAISING TOOLKIT

Make it possible for all your students to attend Outdoor School this season. Well planned fundraising is fun, rewarding, and a great team building activity for your class. Our team at GBOS has put together tried and true ideas and tips to help make your class fundraiser a success!



TIPS FOR A SUCCESSFUL FUNDRAISER

1. Plan well in advance, or plan on several fundraisers to make up an entire year of fundraising. Coordination and advertising take time!
2. Set a clear goal for your class to reach, and track your progress. The goal should be realistic, but high. Make sure all your students and their parents keep that in mind when setting their own personal fundraising goals.
3. Remind your students to remember WHY they are fundraising. When they give a sales pitch or are trying to encourage event attendance, they must remember to emphasize why outdoor education is an important learning experience opportunity for them.
4. Remember to have FUN! Keeping fundraising activities enjoyable with rewards for involvement keep students and parents committed to reaching your goal.
5. In sales scenarios, SAFETY is your students' top priority. Neighborhood sales should be done while accompanied by an adult.



Hold an Event

PASTA DINNER

Host a community pasta dinner at your school. Have students sell meal tickets to friends, neighbors and family, and help to serve dinner at the event. Parents can volunteer to help prepare the meal.



CAR WASH

Have a car wash in the parking lot of a local business along a busy road. Selling pre-paid tickets for the car wash at a supermarket can help you raise additional money. At the car wash itself, asking for donations rather than a fixed fee will often land you with larger contributions.



WALK-A-THON OR CLEAN-A-THON

Hold an all-day walk-a-thon at a local track, where students ask friends and neighbors to sponsor them for each lap they walk. Hold a clean-a-thon at a local stream or strip of highway, where students are sponsored for each pound of trash they clean up collectively.



APPEAL TO LOCAL BUSINESSES

Ask a local restaurant to contribute a percentage of one night's proceeds to your class. Advertise to school parents and in local businesses. You can also ask local businesses to sponsor your class's trip.



Product Sales

COOKIE DOUGH

There are several cookie dough fundraiser suppliers. Your students can sell tubs of cookie dough to neighbors and family, from which a portion of the profit will go to your class. Depending on the company, some handle delivery while others leave it up to you. Browse several companies online to find the right one for you.



CANDY AND CHOCOLATE

Similar to cookie dough sales, there are several candy and chocolate suppliers who will make a sales arrangement where you receive a portion of the profit. A good local business to start with is *World's Finest Chocolates*. Contact Kathy Martin at 775-827-5731



RAFFLE

Enlist students to sell raffle tickets to friends and family. Solicit local businesses for prizes, such as coupons, meals discounts, products and services. Offer bonuses or discounts for purchasing a large amount of tickets.



* **Caveat:** GBOS is sensitive to the issue of over-consumption and thoughtless consumerism, and this is among the many topics in our educational program. We do not encourage anyone to buy things that they do not need. What we hope these fundraising ideas do is to take advantage of purchases that would be made in any case. Since GBOS does not itself participate in any of these programs, we cannot recommend one over another or fill you in on all the benefits and pitfalls of each program. We can confirm that all of these are reputable commercial or nonprofit concerns. Please look at each program in detail to determine if it works for your school.

Scrip Programs

Scrip programs are an ideal fundraising method because they don't require students to sell anything (except the idea!). Funds are raised from purchasing activities that families already take part in, such as shopping at the grocery store. Though the percentage returned varies with the program and merchant, 2-30% from every purchase is returned to the school. *PTO Today* has a good introductory article on scrip programs at <http://www.ptotoday.com/0301scrip.html>

eScrip

eScrip returns money based on credit card purchases at local businesses. Once parents or community members have connected to the network, their purchases at merchant partners earn money for your school. Learn more at www.escrip.com

OneCause

OneCause is another internet based scrip program that gives percentages to schools from online and catalog purchases. OneCause is another great way to raise funds without dealing with paperwork or physical sales. Read more at www.onecause.com

Paper Scrip

Paper Scrip is a program in which parents and teachers buy store gift certificates. Once the gift certificates are used, a percentage of the money spent is returned to the school. Some programs use debit cards as well. You can call

for more information at 800-538-1222

ScripPro

Scrip Pro is an organization from which you buy gift certificates in bulk at a large discount. Then

your class can sell the gift certificates, making a profit with each! Learn more at www.scrippro.com

Scrip programs allow you to raise money through family purchases, without the need to buy extra products!



Other Ideas to Consider

Box Tops for Education

A box top clipping program which earns money for your school. In addition to this, they also run a scrip program with merchants like Sam's Club and Barnes and Noble.

www.boxtops4education.com

Ask Parents To Pitch In

If you feel comfortable, you can always ask parents who are able to donate a few extra dollars along with their child's registration. You'd be surprised how many parents are eager to help out their child's classmates.

District and State Grants

There are many grants available to schools and classrooms from government and private organizations. Find out about grants that may apply to your school district. Check out the Geological Society of Nevada's grant program for K-12 outdoor science field trips at

<http://www.gsnv.org/K-12%20Field%20Trips.html>

GBOS is interested in hearing about your fundraising efforts. Please contact us so we can share your ideas and experiences with other schools.

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