

Fun-raising: Your Fun Guide to Raising Money for Educational Tours



Here at Adventure Student Travel we realize the importance of offering realistic trip goals for your school group, which is why we have comprised a comprehensive essential fundraising information sheet with important Ideas, Tips, and Tricks about fundraising. This information was created for use by each and every group needing help with raising enough funds for their big trip with us, and there are many different options included to suit many different types of communities and school systems. At the end of this information sheet we would love for you to be able to do **3 essential things that we feel ensure a successful fundraiser:**

1. *Make a SMART Plan and stick with it.*
2. *Involve your community with 2 to 3 of our listed ideas to raise your funds **annually**.*
3. *Focus on student recognition and incentive programs to keep the ball rolling.*

We would love to help you, the teachers, make your students' dreams come true, so let us suggest a few things to get you started!

When planning your fundraising events and goals remember to keep one thing in mind, be **SMART**. We believe that while fundraising your group should make fun memories while gaining profit, ultimately involving and bonding with the surrounding community as well. In doing that there a few steps you should follow to be the most successful you can be, starting with being **Specific**. Your goal will only be attained if your group is very specific with what you are doing to fundraise. If you are having a bake sale, specialize in one good you know is going to sell like hot cakes. If you are asking for donations for an event, ask for specific donation sizes so guests have a baseline of what to give and what you are ultimately looking for. The more specific you are, the more likely you are to meet your goals. Next you should remember to make it **Memorable**. Not only are you going to go on an unforgettable trip with your students, but you also have the opportunity to be making unforgettable memories while raising the money to do so.

Sell crazy, unique, comical, or memorable items such as a team mascot snuggly, or make the reward for the students insanely fun, like a principal pie in the face! The options are almost endless, based on your students and what they like.

Next step, make your fundraiser **Accessible**. Today many schools are taking advantage of accepting credit cards for fundraiser payment, as well as paying for community advertising and utilizing online social media to spread the word. The more people who know about your purpose and goal, the more people likely to help out. Another thing to remember is to be **Relevant** in your community. This simply means you need to know your audience and remember what they will or will buy, attend, or care about in general. Last but not least make your cause **Trendy**. Create a new trend for your school or town, or follow previously set trends in your area. As long as it's hip and current, the people will love it and feel trendy doing it.

Now that you've got a basic **SMART** plan for your group, here are a few more random tips and tricks we have found seem to work well for groups. First of all, *plan ahead* on this fundraiser, and be sure to *inform all involved of the complete timeline* of the event. This eliminates confusion and allows plenty of time for actually raising the funds. Your group may also be way more successful if you *create a task force and delegate jobs* throughout the process, setting goals and demolishing them in the process. Another thing to remember that may seem obvious but isn't always, is to *choose wisely and stick with it!* Some students get discouraged along the way and have new ideas for a quick car wash or bake sale, which may work in some situations, but the most successful groups tend to make the most money on the first chosen project over time. *Persistence is key*, which is important to remind your students.

As mentioned before, remember to branch out and *use your community for help*, as well as social media, basically the megaphone of our generation. Take advantage of pep rallies to *keep everyone in the loop*, excited, and motivated, and don't be afraid to call 'dibbs' on events you have previously found successful. Another really great tip is to utilize punch-in clock-out time *sheets, personally tracking fundraising hours for optimal effort, with optional hourly reward systems implemented*. For instance, if a student puts in 10 hours, they could get to go to a pizza party during class dedicated to all those students who have done the same thing.



This brings us to our next big helping point, incentive ideas! Here is a small list of some great incentive ideas for your group, helping ensure each student is excited, motivated, and putting in their all during this fundraiser. Recognizing the students effort is key to a successful fundraising event, and it helps everyone involved realize how attainable their goal to travel truly is.

- Pizza Party
- Principal Punishment (shave head, pie in face, etc)
- Quiz Bonus Points
- Homework Free Pass
- Recognition on Announcements
- Free School Sporting Event Pass
- Pajama Day
- Local Movie Theater/ Restaurant Gift Card
- Game Day During Class
- Lunch Ice Cream Coupon
- Extra Recess Coupon
- Movie Day in Class
- Class Party

Now that we have discussed exactly how to plan your fundraiser, given you some tips and tricks to make it easier and more successful along the way, and provided you with many options of incentive programs, here is our list of actual fundraising ideas. Feel free to request more information on any particular idea or website used below!

Raising the ‘Funs’:

4 Great Ways to Gain a Sponsor:

There are so many different options when it comes to sponsorship, especially in cities that really put in an effort to support local community and school efforts. This type of fundraising can become extremely profitable, depending on where you go and what you do. Here are a few ideas on where to go from here -

- **Local Business Sales Night-** Some local businesses will put in 10-20% of a nightly profit per week or month into your fundraising account, giving you a huge advantage in overall profit. Here are a few participating companies willing to help: Applebee's, Bruster's, Burger King, California Pizza Kitchen, Cheesecake Factory, CHick-fil-A, Chili's, Chipotle, Fuddruckers, Ninety Nine Restaurant, Outback Steakhouse, Panera Bread Co, Pizzeria Uno, Red Robin, Fridays.
- **Local Sponsor Tee Shirts** - Ask any local businesses if they would be willing to allow your group to make a profit helping sell their business tee shirts. They will get free advertising, and you will have a profitable and unique opportunity to make money. Most companies will even allow you to put something regarding your trip somewhere on the shirt aside their logo.
- **Local Business Discount Cards-** Most schools utilize business discount cards, and this is another perfect opportunity to do so. Ask local businesses to offer 5-15% off at their establishment and comprise each offer on a handy wallet-sized card for easy use by the local community. This one is always a huge hit, everyone loves save money!
- **Holiday 'Tip' Jar** - This idea is for 'family sponsorship', meaning that students set up a sort of 'tip' jar in their home and at holiday/family events, asking family members to donate money and sponsor their upcoming trip with their school group. Family is often highly supportive and helpful in these situations.

Selling Goods the Good Way



Countless opportunities exist for your group to sell goods for trip funds, with several major retail companies offering fundraising options that are easy to use. From Auntie Anne's Pretzels to Garbage Bags and Coffee, we will provide you with several links to follow up on brand name sales. You may also choose to make and sell your own items, through yard sales, craft sales, bake sales, and things of that sort.

- **Craft Sale** - Challenge your students to get crafty, and have an arts and crafts fair afterwards for profit. If you have certain students who can knit, paint, or do anything along those lines take advantage of their crafty gift and encourage them to create all they can!
- **Bake Sale** - Don't discount the classics, this idea always draws in a crowd, especially if you pair it with another event, dinner, or sale. Like we mentioned before, these things tend to go over more smoothly and successfully if you have a specialty item you know will sell. If one teacher or student makes unbelievable homemade fudge and walnut brownies or Andes mint puppy chow, sell that front and center and advertise all you can for it along the way.
- **Sporting Event Concessions** - If your group can acquire a spot at your team's football, basketball, volleyball, or baseball games to sell candy, baked goods, or other food items you will undoubtedly reach your goal more quickly. This is a great opportunity to catch the school and community at large in the mood to be willing to give up some bucks.
- **TFund** - Sell your own group, class, or school tshirts for a small profit and big advertising opportunity on this handy site, www.Tfund.com. This site allows you to design a shirt, price it, and make a portion (between 5-15% per shirt) of profit from the product while they buy, design, and ship the actual shirts themselves!

8 Extremely Entertaining Events to Gain Profit



Some of the most successful fundraisers either begin or end with a major event involving the class, entire school, or community at large. Take advantage of this opportunity with your group to gain essential funds for your big trip. These are also the best ways to make the most unforgettable memories with your group and teach great money saving/making skills at the same time.

- **Community Movie Night @ Football Field** - There are several opportunities for your group to offer a donation based, or entry-fee charged community movie night. Several successful schools have excited the students and community with hosting this event at their football field on a big screen. You may even choose to create several different movie showings throughout your school classrooms, each option complete with concessions for additional profit.
- **Student vs Teachers Trivia night** - Raise money from the student body and faculty as you bet on who will win in a night of trivia pitting students and teachers. This is fun and always makes a considerable amount of money.
- **Class Carnival** - Set up a carnival throughout the school during class or after school one day complete with several games, concessions, and other fun opportunities to make slight profit and raise motivation and inspiration to continue raising funds. Photo booths, card games, and obstacle courses also often make positive profit.
- **Pancake Breakfast** - Everybody loves pancakes, so provide your school faculty and student body, as well as parents and community at large, with a delicious pancake breakfast with a small entry fee! Sell side items or raffles for extra profit.
- **Iron Chef Throwdown** - Host a fun iron chef or chili cook off, charging each participant a fee to enter, as well as the audience a fee or donation base to eat the chili/ meal for dinner during a fundraiser night.
- **Community Color Run** - Get your entire community and school involved in a fun color run, a trending way to exercise and make money at the same time! Set

classroom goals and competitions and encourage parents and teachers to get involved as well, pledging or raising certain dollar amounts for each ½ or ¼ mile walked or ran.

- **PTA Karaoke Night** - This one is more for the teachers and parents, as you can make serious big bucks within this supportive group through an-adult only fundraising event. Settle in for the night with some karaoke, trivia, or a game night as you all try to raise money for the students you care for so much.
- **Silent Auction** - Create a silent auction for your community, allowing each participant to walk around and bid on items silently until the auction comes to a close. This event never ceases to make a considerable profit, especially if you remember to be SMART and keep the bidding items relevant and trendy to your audience.

Best Day Ever: Classroom Competitions



Some of the easiest ways to fundraise without planning or trying too terribly hard happen within the classroom more oftentimes than not. Opportunities to sell goods to each other, have fun class-wide competitions, and compete for prizes amongst one another always get students geared up to raise some serious funds! Remember to recognize those students, groups, or classes who really give it their all and put in the effort along the way!

- **Penny Drive** - Penny Drives tend to be a student favorite in many schools, and they make tons of money if your group is truly into it! Set a jar for pennies in each classroom and compete for a pizza party or any of the above incentives to raise the most money. Opposing classmates may choose to put silver coins in the jars, counting as negative points and putting that class behind the rest. This is a great way to get morale and excitement up schoolwide! You may also choose to have the teacher of the losing classroom perform a comical punishment at a school assembly for further involvement.
- **School-wide can recycling competition** - Set out can recycling containers in each classroom and lunchroom, having a schoolwide goal set or grade based competition on who can collect and bring in the most, recycling them all at the end for scrap metal money. If the school is large enough and enough students participate, this process can make a hefty amount of money while teaching students highly important conservation skills.
- **In-school concessions** - Set up and sell candy and snack concessions in the lunchroom or hallway store for extra cash along the way. Make it known why the goods are being sold for further business and/or donations.
- **Teacher Talent Show/ Pep Rally** - This is an opportunity for the teachers to make some money, showing off for the students and staff in a talent show or pep rally event that allows students and other teachers to donate money to the winner, or loser, depending on which way you want to go with the vibe of the event (serious or comical).
- **School-wide Game Day** - Set up the school like you would for a Carnival day, but with games in each classroom that students may pay to take part in or donate toward. Make concessions, prizes, photo booths, and anything else you can think of to raise a bit of money during this fun school day.
- **Principal Challenge** - It is always a good idea to challenge your school principal or administration to do something silly or goofy if the school reaches its ultimate fundraising goal. Some schools have done a 'kiss the pig' event, others have chosen pie in the face, still others have chased their lovable principal down with water guns or watched as he shaved his hair into a mohawk.
- **Spelling Challenge** - Some teachers of younger students have had great luck with spelling challenges, events in which each teacher pledges a different amount of money for each word spelled correctly on a school-wide spelling test or spelling bee. This is a great way to teach students the financial advantage of studying early on in their academic career!
- **Writeathon or Danceathon** - There are several different 'a-thons' your group can take part in, from writing or reading to dancing or sleeping, make this one fun and profitable way to get your students involved and excited.

Serving the Community Serving you:



This is one of the easiest ways to involve your entire community in the fundraising effort, and if done properly this can be one of the most fun and memorable ways as well. Getting outdoors with your student group and teaching them how to help the community at the same time is a win win, plus you'll be raising funds or donations the entire time for your big cause!

- **Lawn Care** - Many student groups have found community lawn care very successful in raising funds for their event, asking for a baseline fee or donations in exchange for their work. Have a group of dedicated students, all students, or sporting team go door to door throughout the community or respond to advertising inquiries about lawn clean up, from mowing to leaf removal to garden planting and trash pick up! Many also take advantage of snow removal during the winter season as well.
- **Christmas Cleanup** - If this is a holiday season, or more specifically right after one, offer your students and teachers' services for taking down Christmas lights, decorations, or hauling away Christmas trees. There will undoubtedly be several community members who would love to take advantage of this labor service, pocketbooks and all!
- **Yard Sale** - Get your school community together to host a city wide yard sale in your gymnasium, playground, or auditorium. Get each student to donate a certain amount of old clothes and gadgets to sell, and you will be making a considerable profit before you know it!
- **Rerun Prom/Homecoming Dress Sale** - Several communities have taken advantage of school-hosted rerun dress sales, and the students love it as well. Have the girls donate old dresses they have already worn and let other school and community members pick through what they want. This is the perfect profit making opportunity right before a homecoming or prom dance.

- **Haunted House** - Host a school-wide haunted house during the spooky season of Halloween for your community to attend, charging an entry fee and allowing donations. This is a great way to get the whole student body involved, as well as attract many money-spending members of the community in the process.
- **Valentine's Day Dinner/Big Band Night** - Another holiday-themed event that would be excellent is a Valentine's Day Dinner, a group of students serving community members and their dates for a night of romance in the form of great food, service, and dancing. Have your school's band or orchestra provide the tunes and enjoy this fun opportunity to make your community happy.
- **Gift-wrapping services** - Offer gift-wrapping services through a holiday station at the school. Charge a baseline fee per present and accept donations. You may also offer crafts such as cards and ornaments, or baked Christmas goods, for additional profit.
- **Football Raffle** -Raffle off a large item during a football, basketball, or baseball game to get community members further involved. Charge \$1 for 1 ticket, or \$5 for 10, or something along those lines and try to sell as many as you can before the night is over and the item is raffled off.

4 Social Media Savvy Solutions



Twitter, Facebook, Instagram, Tilt, Kick Traveler . . . the online fundraising community today is never ending, especially today in our internet based society. Take advantage of all your online resources to gain the biggest crowd, profit, and attention for your overall cause.

- **Christmas Card Campaign** - This idea can fit under many different categories, but it may see the best success if it is broadcasted on social media. Make a schoolwide competition for a Christmas Card design, or accept several different designs, and then sell them in packs for students to send out to family members asking them to pledge or donate 10-20 dollars to their upcoming trip. Let everyone in the family know about it over social media by creating ecard options as well!
- **Social Media - Facebook, Twitter, Instagram** - Use any of your favorite online social media sources to get the word out about your fundraiser, cause, goal, and events along the way. Advertising is key, and your students will love an opportunity to post about it online. Create a Facebook event or group for optimal involvement and invite the community to join and donate online to the cause!
- **Crowdfunding Sites** - There are several different successful online 'crowdfunding' sites today, allowing students and groups to further enhance their opportunity to go on the trip by asking the online international community for help along the way! Here are a few of the most popular crowdfunding sites for you to peruse:
 - www.gofundme.com - GoFundMe personal online fundraising websites are perfect for individuals, groups & organizations!
 - www.fundmytravel.com - Create a page showcasing your cause and collect donations from your network of online friends: It's that easy!
 - www.travelstarter.com - A global crowdfunding platform for big and small ideas in tourism - the sky is the limit here!
 - www.crowdrise.com - 'The world's #1 fundraising site' for volunteer and school trips, amazing and fun causes, and over 1.5 million charities.
 - www.tilt.com - Why Tilt? Because on average, organizers raise 192% of their goal here.
 - www.crowdsunite.com - CrowdsUnite is the only one-stop website that provides you with all your crowdfunding options.
 - www.tfund.com - Fundraise the free, fast, and fun way with custom t-shirts & apparel!
 - www.kickstarter.com - Start a project and watch it grow in funds and crowd following as you climb toward your goal easily at Kickstarter.
- **Facebook Fundraiser** - As mentioned before, Facebook Fundraisers are gaining massive popularity with today's online society, and they are really easy to set up. All you have to do is create a Facebook FundRazr campaign and start sharing and promoting it to all the students, faculty, staff, and community members surrounding your school.

Here are some additional helpful websites for further information:

www.fundraiserhelp.com - 'Fundraiser Help provides the best fundraising ideas for school fundraisers, churches, sports teams and non-profit charity events.' Come here to get more or different ideas than listed here.

www.easy-fundraising-ideas.com - This site will give your school group many tips and tricks about how to raise funds successfully, as well as provides links to sales items offered by various companies.

www.fundraising.com - Blogs, articles, and in depth descriptions of various successful fundraising ideas.

www.justfundraising.com - Here you can find tons of fundraising ideas that have proven to be easy and profitable.

MATERIAL GOODS SALES SUGGESTIONS

- **Brand Name Sales: Food -**
 - Cookies - www.crazyaboutcookies.com/site/about/fundraising **UP TO \$8 PER TUB & www.otisfundraisingideas.com 150 TUBS = \$1000**
 - Pizza- www.pizzakit.com **UP TO \$6 PER KIT**
 - Fruit Snacks - www.oldfashioncandy.com/welchs-fundraising **\$20 PER CASE SOLD**
 - Sausages and Cheese - www.bluefreedom.com/sausages **25-30% OVERALL SALES & www.gafundraising.com**
 - Coffee - www.donationgrounds.com **40% OVERALL SALES**
 - Candy Bars - www.hersheys.com/fundraising **40-50% OVERALL SALES**
 - Popcorn - www.popcornpalace.com **50% OVERALL SALES & www.gourmetpopcorn.com 50% OVERALL SALES**
 - Beef Jerky - www.wowfundraising.com/brand/jack-links-beef-snacks **50% OVERALL SALES**
 - Pretzels - www.auntieannes.com/more/fundraising **53% OVERALL SALES**
 - Lollipops - www.ozarkdelight.com **60-70% OVERALL SALES**
 - Nuts - www.fanniemay.com/fm-fundraising **UP TO \$70 PER CASE**

Material goods -

- Wreaths - www.sherwoodforestfarms.com **\$10 PER WREATH**
- Scented Colored Pencils - www.scentcofundraising.com **40% PER CASE**
- Candles - www.earth-candles.com **50% OVERALL SALES**
- Seeds and bulbs - www.dutchmillbulbs.com **50% OVERALL SALES**
- Garbage Bags - www.bagsforbucks.com **50% OVERALL SALES**
- Restaurant Gift Cards - www.restaurant.com **50% PER CARD**

About Our Company: Adventure Student Travel, along with our seven main group travel-based websites, is a travel agency that focuses on educational trips, graduation trips, student cruises, performance trips, church trips, and other group trips. We began in 1998 when two teachers, after planning a trip from Indiana to Disney World, realized exactly what it took to efficiently and successfully plan such a trip and realized that they could easily help others struggling in the same situation. Thus, the company was created, our clientele grew, and our business thrived.

At our company we realize that our trips are usually a once in a lifetime experience, so our number one goal is customer satisfaction. We work to meet your specific group needs while maintaining a high level of quality at a reasonable price. We offer personalized service, an emergency contact 24/7 while you are on your trip, and, of course, many suggestions for fundraising to make this trip more attainable!

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