

# Fundraising for Band Programs

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# Fact

Most schools do not have enough finances to fully support band programs with their necessary instrument repairs, uniforms, competitions, and travel expenses.



# How to Begin

- Select a fundraising program.
- Planning session: Set financial goals, fundraising time frame and make sure to stick to the set time!



# Sample Items to Sell

- Books
- Calendars
- Candles
- Candy and confections
- CDs
- Ceramics
- Cheese & cheese spreads
- Clothing & accessories
- Coffee
- Cookies/Cookie dough
- Coupon books, gift checks
- Custom printed (coffee mugs, sports bottles, etc.)
- Desk accessories
- Donation cards & programs
- Edible items in decorative tins
- Fresh and dried fruit
- Frozen entrees & desserts
- Gift wrap
- Gifts
- Jewelry
- Magazine subscriptions
- Meat snacks & other products
- Nuts
- Picture frames
- Pies & other baked goods
- Plants and flowers
- Popcorn, pretzels, snack foods
- Posters
- Preserves, mustards, condiments
- Safety & first aid kits
- Sauces
- Soap products
- Spices
- Sports pennants, cards, novelties
- Stationery
- Sundries
- Sweatshirts & T-shirts
- Toys
- Window & wall decorations
- Wild bird food
- Wrapping paper



# Band Related Ideas

- **Musical Themed Items**

Example: Mini instrument magnets, band t-shirts or posters, Concert CDs

- **Sponsor a Band Member**

Ask donors to support a student in buying a new uniform, instrument, or trip expenses

- **Musical Telegram**

Send students out in groups to neighborhoods (with a parent) and play familiar tunes!

- **Band Coupons Fundraiser**

Give out discounts to live events of the band, jazz band, or orchestra

# What's the best seller?

Cookie Dough!!!

This is not to say that other fundraising programs won't work well.

Cookie dough has consistently been the top seller for a number of years.



# Fundraising Help

- **National PTA** [www.pta.org](http://www.pta.org) – The National Parent Teacher Association has been a leading voice on fundraising policies in schools. They have fundraising resources that covers various topics including fundraising event organizing, fundraising strategies, grant writing.
- **AFRDS** [www.afrds.org](http://www.afrds.org) – The Association of Fundraising Distributor and Suppliers. The leading trade organization in the fundraising industry.
- **PTO Today** [www.ptotoday.com](http://www.ptotoday.com) – A national publication that strictly caters to school parent organizations. They have an excess of fundraising resources on their website.



# Advertise!

- Alert community about fundraiser.
- Promote fundraiser through parent letters, posters and community announcements.

The parent letter is an essential first step in promoting the fundraiser. The goals, logistics and everything else regarding your fundraiser should be conveyed in the parent letter.





# More Advertising!

- **Newsletters** – A featured story in your organizations' newsletter will go a long way.
- **Local Media** – Local newspapers, TV, Radio and Blogs are a great resource in promoting the fundraiser to the surrounding areas.
- **Social Marketing (Facebook & Twitter)** – Daily postings, photos, announcements and anything else important about your fundraiser are great to post on Facebook and Twitter.



# Kick-Off Rally

Educates the kids on the fundraising programs and builds enthusiasm to reach fundraising goals.

Make sure the students understand what is expected of them and why it's important to raise funds for the band. It's important to set a positive tone and maintain this enthusiasm throughout the entire fundraiser.

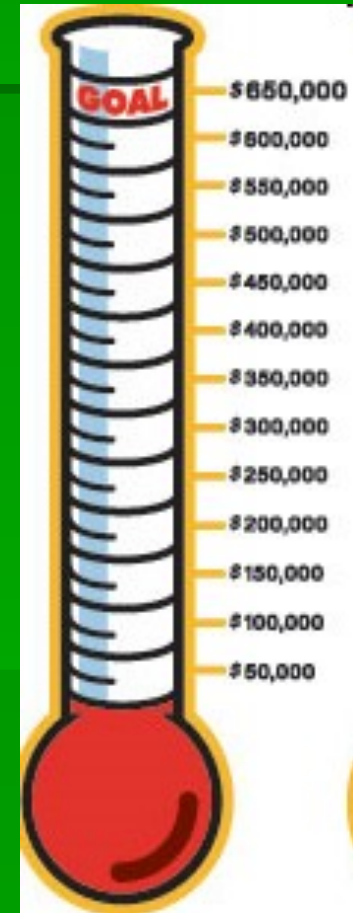
# But most importantly...

- The kick off rally should include safety precautions.
- Safety priority number one.
- The information can be given in a fun and exciting way with a skit or comedy!



# Three, Two, One, GO!

- Start the fundraiser!
- Monitor progress and provide encouragement and incentives to keep the kids motivated.
- If possible: Daily PA announcements reminding everyone of the fundraiser.



# Avoid Fundraiser Fatigue

- Keep energy levels high by communicating before, during and after the fundraiser
- Limit the number of fundraisers.
- Set firm goals and deadlines.
- Avoid competing with neighboring schools.
- Rotate volunteers. Parents and teachers should not be responsible for more than one fundraiser a year.



# How much did we make?

- Once the fundraiser is complete, collect the order forms and money.
- Tally the results.
- Send tally form and payment to fundraising company.
- Schedule delivery date with fundraising company.



# Product Delivery

- Set time and place for student and parents to meet to pick up delivered products. Have parents and teachers to volunteer to help.
- Check for damaged products and any misorders and make the necessary arrangements with the fundraising company for replacements.
- Have they student deliver their products that they sold. A personal thank you letter may be nice.
- Enjoy the fruits of your labor and start thinking of ways on improving your next fundraiser.



# Final Thoughts

- Communication is KEY
- Keep organized and ahead of schedule
- Be innovative and specific
- Keep the energy level high
- Have FUN!

