

# FUNDRAISING IN THE Y&G PROGRAM

## *The Five Pillars of Successful Fundraising*

There are many tried and true approaches to fundraising each tailored to a specific service area or group of kids. There are, however, a few dynamic dictates which transcend these approaches. These essential edicts are derived from responses to the fundraising questionnaire sent to diverse Y's across California. Rather than each of us re-inventing the wheel when we start anew, here's a formatted list of important principles:

1. **Plan, Plan, Plan.** The typical successful fundraiser requires the involvement of many people; YMCA staff, Youth & Government delegates, local business, and (often) local service organizations. If such a project is to be pulled off, these people need to know dates, procedures, supplies needs, etc. far ahead of time. Many YMCA's suggest creating a delegation calendar of fundraising events in the summer before the year begins so that everyone can plan accordingly.
2. **Appoint a Fundraising Chair and Committee** Every successful fundraising program which had the dual goal of raising a significant portion of the: budget and developing leadership had some sort of fundraising chair (a delegate officer in charge of fundraising projects). Some Y's even had entire committees of delegates devoted to this cause. The purpose was not only to give focus to funding but to truly develop valuable leadership and organizational skills within the delegation.
3. **Know your role.** A typical problem occurring in fundraising projects is that advisors are either too involved (leaving little room for delegate innovation and growth), or not involved enough (leaving the teens without enough support). Generally speaking, delegates are expected to do the lion's share of the work-in planning, gathering materials, and organizing delegates. Often, the advisor's role is in setting up organizational meetings with fundraising chairs and attending to more official responsibilities such as attaining the proper permit for use of outside facilities and *beginning* the correspondence with outside organizations such as Rotary and Y's Men.
4. **Make it fun.** Many fundraisers fail because they don't gather enough enthusiasm from delegates. As one delegate remarked, "Fundraising is a social event and a wonderful opportunity to develop the group before conferences." Even fundraisers that make no money can be valuable if they accomplish this goal. Here we say that we have two types of fundraisers: ones that make money, and ones in which the "d" is silent. Ideally, these two aims will coincide in a superior project, but either one is great. Westchester used to have a Haunted House every year on Halloween that required the focused effort of the entire group for approximately five days and made only about \$300. This was still always an effective fundraiser because we always had such a great time building and running it.
5. **Involve the community.** Teachers, Y's Men, local business leaders, local churches, parents, siblings, and local political figures are just a few of the people which will support your fundraiser through participation and the donation of goods. Most of these people are happy to be involved, especially if the request comes from a youth delegate (to their mutual benefit). Often, these people will be impressed enough with the scope of your program to support you in other ways. Think of the fundraiser as a sort of advertisement for the cohesiveness and dedication of your group.

## *The Game Plan*

Here's a basic outline of a sound approach to meeting the daunting demands of your insolent budget:

1. **Be devoted to The Task.** First, you need to hustle. Anything and everything you can do that is legal, good for your kids, and keeps your YMCA in good standing with the community is fair game. There are many things that you will be able to think of (when put to the task) that elude the author and elude you when you begin. Not unlike mountain climbers and long-distance runners, the first step is simply realizing that you must be devoted to The Task.
2. **Community fundraising** Next, just like every other club in the state, community fundraising projects are vital to not only financial support, but to the growth and development of your delegates.
3. **Be creative**, focusing on events which are particularly revenue-effective. As you will see in the upcoming section, there are many different types of things that can be done to raise money. The point is that any thing you can think of that might raise some cash, build some spirit, and involve others is good. Be not afraid to follow your own creative instincts and insights. There are many ways to do this.

car washes, pumpkin patches, Christmas Tree lots, candy sales, Rock-a-Thon in which delegates got sponsors to donate for each rock of a rocking chair they completed, Baby-sitting on New Year's eve, Christmas drop and shop, Morning donut or fruit sales at school, etc **ALLOW TIME TO SHARE SUCCESSFUL FUNDRAISING EXPERIENCES.**

4. **Tell Your Story.** Your delegation has a story. Learn to tell it.
  - a. **Tell it to everyone you know:** parents, friends, old high school teachers, fellow employees. You've got a great group of kids who break every stereotype you can think of about teens, and they just need some money. (Ok, a lot of money). I would not suggest simply calling millionaires at random. Do the following instead:
  - b. **Write a good letter** Write a letter directed at many people that tells your story as compellingly as possible. Emphasize the nature of your job, the scope and challenge of the program, the areas in which your delegates excel, the amount of need. Include names, incidents, personal reflections. Make the letter look nice and ask 10 friends/contacts to read it and see if they'll help you raise the money. They may have some cash of their own, they may not. More than likely, however, if the letter is good, they will give something of their own and pass along the letter to others... People love to be a part of something new and inspiring. Be friendly, be outgoing, be down for your kids.
  - c. **Make a brochure/newsletter:** This is also a good recruiting tool.
  - d. **Contact local service groups.** *One necessary warning: be sure to check with your YMCA before contacting these groups.* Many may have already given to the YMCA's own support campaign. If so, be sure to check with the Executive Director of your branch to see if you can request a second donation specifically for Youth & Government. (It's also a good idea to clear this with the group itself if a donation to the Y has already been made).
  - e. **Follow-up** – Thank the potential sponsor for meeting with you, and certainly thank them if they donate.

## *Resources for the Resourceful....A Few Things Not Yet Mentioned*

### **Elected Officials**

Call the local office of your State Representatives and State Senator. Ask them for an application for "Special Programs" funding. They will likely refer you to a website for DCED (Dept. of Community and Economic Development). You will need an established organization to accept the funds on your behalf. This may be your school, YMCA, or the State YMCA.

### **The Y&G State Office**

The YMCA raises money each year to help young people participate in programs and activities. If you have delegates with a compelling need, apply online. This money is meant for them.

### **Local Social Service Groups**

Again, I can't emphasize enough (well, maybe) you must check with your YMCA first to make sure these groups (or any organization for that matter) hasn't already given. Conflicting fundraising is a big no, no in the world of philanthropy. Just check first and then follow the proper protocol. These groups are made up of men and women in *your* community who want nothing more than to help. This is by no means a complete list:

- The Y's Men's Club
- The Lion's Club
- Kiwanis
- The Rotary Club
- Optimists Clubs
- The Soroptimists - a new social/civic service organization for professional women.
- The Hispanic Business Council
- Your YMCA Branch General Fund - Some Y's budget money from the general support campaign for Y&G. If yours doesn't, get involved with the campaign and try to sell your executive on the idea of earmarking money for Y&G.
- Local Mayors, councilmen, etc. These people are particularly interested in coverage and involving themselves in youth projects centered around democracy. Cover them. Put them in your newsletter. Invite them places and thank them. These people have many valuable contacts that they may be willing to share with you. Also, emphasize the program's emphasis on teaching the values of the democratic process through active participation. They love that.
- Community Fundraising Projects - If your community has a big 10k or fair or car show or something that gives proceeds to charity, contact them, sell them on your group and get on the list of benefiting organizations.
- Foundations - You cannot get money for this year from this source. However, there are a number of foundations that are interested in youth education, youth intervention, and youth participation in government and hegemonic power. Especially if you are an economically-impacted YMCA, look into this funding source. It's on the web or in your local foundation library. There's one in L.A. (6<sup>th</sup> and Olive) and one in San Francisco. You can also call. These people will point you in the right direction.

# SPECIAL EVENTS

*Reprinted from McCurley and Vineyard, 101 Ways*

There is much that goes into planning a special event. Please use the following pages as a guide in planning and conducting delegation events.

## ***Basic Rules for a Special Event***

1. Choose the event carefully:
  - a. Decide whether your bottom line is making money, generating publicity, or obtaining group cohesiveness.
  - b. Does this type of event fit with the mission of your organization?
  - c. Is the type of event appropriate for your community?
  - d. How is this event different from other community events?
  - e. Is it within the scope of your organizational resources?
  - f. Is it timed to avoid conflicts?
2. Aim at institutionalizing the event:
  - a. Collect names and addresses of attendees
  - b. Test the effectiveness of different marketing techniques
  - c. Do post-event evaluation and review
  - d. Overlap committee chairs from year to year
  - e. Reward volunteers so they will come back
3. Aim for status and fun!
  - a. Target "key" attendees in the community
  - b. Don't be overly serious
  - c. Recognize all donors publicly
  - d. Look for publicity
4. Piggyback additional revenue sources
  - a. Sell food and drink
  - b. Sell organizational products
  - c. Sell ad book space
5. Keep costs low
  - a. Budget, budget, budget
  - b. Look for donated resources
  - c. Recruit other volunteer groups to help run the event
6. Have an escape plan
  - a. Know your break-even costs
  - b. Do contingency budgets
  - c. Write contracts with cancellation dates
  - d. Prepare a "rain date" plan
7. Remember the prime rule: It is impossible to over-plan a special event – someone has to know who does what to whom, when, and with what!

### ***Special Event Goals***

1. Money
  - a. Ticket sales income
  - b. Piggyback event revenue (listed later)
  - c. New membership dues
  - d. Names for follow up direct solicitation
  - e. Introduction to possible grant funders
2. Socialization
  - a. Feeling of participation in successful event
  - b. Recognition ceremony for volunteers and staff
  - c. Renewal of belief in "cause"
  - d. Reaffirmation of group endeavors: "Band Wagon" effect
3. Public Awareness
  - a. Notices in newspaper, other media
  - b. Recognition by funders
  - c. Exposure to attendees
  - d. Contact with community leaders
  - e. Recruitment of new volunteers
  - f. Indication of leadership status among community groups
4. Programmatic
  - a. New ideas for "next time"
  - b. Additional "experts" to help with program
  - c. Enrichment of present client services

### ***How to set the date for the Special Event***

1. Check your timeline to assure you have enough lead-time to do a good job.
2. Check your community calendar to avoid conflicts with other groups.
3. Check school calendar to avoid conflicts.
4. Check with police or office of permits for any conflicts.
5. Look at availability of volunteers.
6. Look at availability of Special Guests.
7. Look at Donors' demands.
8. Read "Times to not schedule special events" (listed later)
9. Check your organizational plan for other projects and balance your effort against the timelines for those projects.
10. Check calendar of events for groups whose members you wish to attract as volunteers, donors, sponsors, etc.

### ***Times Not To Schedule Special Events***

- Religious holidays
- School recesses (if teens are part of your plans)
- State holidays
- Last week of school
- Week before primary and general election
- December
- At the same time as some other group
- Legal holiday weekends
- When everyone is worn out from other projects
- 1<sup>st</sup> week of school
- Election days
- April 15<sup>th</sup>
- August, unless you're at the beach
- During your vacation

### ***Pricing Tickets to a Special Event***

1. How much do we need to make on this event?
2. What would be a reasonable turnout size for our community?
3. What is the economic nature of our target audience?
4. How much are they used to paying for events? How much are they used to paying for our activities?
5. What 'extras' does our event has that would make people want to come?
6. What else will it cost people to attend: babysitting, tuxedo rental, etc.?
7. What other ways can we generate revenue at the event?
8. What effect will a high price have on our image?
9. How quickly do we need revenue?
10. What are our break-even costs for the event?
11. How much can we gamble? How badly will we be hurt if we don't make income goals?
12. What have been the prices for similar events in the past two years?

### ***What to Put on an Invitation to a Special Event***

- Date
- Place
- Organization
- Name of event
- Phone number for more information
- Who to make checks out to
- Brief description of program for the event
- Tax deductibility status
- Time
- Price
- Deadline for ticket purchase
- Event chairperson
- How to respond
- Brief description of cause
- What to wear
- Opportunity to volunteer or give contribution

### ***Special Event Fundraising Themes***

- Use any one of the ideas listed in the "Fundraising Ideas" section as a theme for your event!

### ***Piggyback Revenue Sources***

- Food sale booths
- Parking
- Souvenirs
- Car wash
- Game booths
- Ad books
- Gift shop
- Limousine transportation to/from event
- Auction
- Dance contests
- "Reserved seating" section at athletic events
- Photos of attendees
- Coat check concession
- T-shirts
- Valet parking
- Babysitting/child care
- Sale of publications
- Sale of discount coupons
- Raffle
- Art sales

# **SAMPLE ACTIVITY LIST FOR A SPECIAL EVENT**

*Reprinted from the YMCA of the USA Training – Fundraising Events*

## ***Pre-Event***

- Obtain executive/supervisor approval
- Review or establish organizational mission, goals and non-financial objectives
- Establish general financial objectives
- Review event possibilities
- Obtain board approval (if needed) and others as needed, such as city officials for permits, etc.

## ***Event Structuring***

- Select event chairperson
- Select activity chairperson
- Prepare job descriptions/committee objectives
- Recruit committee members
- Determine general event plans (budget, date, location)

## ***Publicity***

- Develop or update mailing lists
- Send out pre-invitation – “Save the Date” postcards
- Develop media package
- Arrange for TV or radio PSA's
- Arrange for newspaper coverage
- Prepare invitations/brochures/flyers (select design, select printer, proofread print piece, distribute print piece)

## ***Food Arrangements***

- Select menu and method for serving (caterer, concessions, etc.)
- Determine theme
- Prepare decorations
- Develop registration procedures
- Mail out tickets
- Arrange seating
- Prepare presentations
- Arrange parking, coatroom, security
- Oversee cleanup

## ***Auction Arrangements***

- Prepare guidelines for donating items
- Orient volunteer solicitors
- Solicit items
- Arrange for pickup and warehousing
- Prepare visual aids
- Obtain sound system
- Develop oral auction procedures
- Develop silent auction procedures
- Obtain volunteer auction workers
- Arrange for money handling
- Auction catalog (develop mock up, select printer, solicit ads, prepare catalogs)

## ***Ticket Sales (if used)***

- Recruit committee
- Print tickets

- Prepare sales packet
- Prepare orientation
- Conduct sales campaign

### *Post-Event*

- Pay your bills!
- Prepare detailed records for the event (this can be passed on to the new chairperson)
- Say THANK YOU to all volunteers, companies who donated services, and anyone who helped make the event a success.
- Evaluate your results!

### *Printed Materials Overview*

Be consistent in graphics and copy content style

- Match pictures, messages, type fonts, colors and pertinent information in all of your print pieces. Make sure to get the approval of the YMCA before printing anything for your event!

Design and order for economy

- Using standard style paper and envelopes will help save money.
- Carefully analyze the total amount of materials needed. Going back to the printer for more will increase total printing costs.
- Choose cost-effective color combinations.

Allow enough time to get printed material properly prepared and printed

- Allow at least one month for writing, design, proofreading and production of final art.
- Then add 2-3 weeks for actual printing time.

If materials need to be mailed, allow extra time for preparation of labels, collating, stuffing envelopes, delivery, etc.

# FUNDRAISING IDEAS

## *HOLIDAYS*

**Turkey of the Day:** Done the 3 days before Thanksgiving. Need one or more live turkeys/cage to keep turkey in overnight; wagon to transport turkey. This "Turkey of the Day" works as follows: Start with one prominent person. "Mr. Mayor, you have been named Turkey of the Day by insert name (start with Y executive director if you have his/her permission). Mr. Mayor, you need to make a donation to the Y&G program so we can get the turkey out of your office. In addition, you get to name the next recipient of the turkey." This is kind of like a "live chain letter." Have a printed form thanking them for the donation. One YMCA raised \$1500 in a couple of days with this project!

**Santa Claus Pictures:** Have members of delegations dress up as Santa and have a stand at a Christmas tree lot or local mall and sell Polaroid pictures.

**Holiday Gift Wrappers:** Your Y could hire out as gift wrappers. For a fixed price you could wrap presents either in their homes or at the Y. Paper could be supplied by the Y or a local business (covered by a small percentage of the income or donated) or the people could supply their own (at a lower wrapping rate).

**Gift Wrap Booth:** Contact a local mall for permission to set up a gift wrapping booth during the holiday season.

**Painting of Holiday Murals in Store Windows:** Contact stores and shops a couple of months prior to holiday (Christmas, Easter, etc.) and contract to paint holiday scenes for front windows. Have a window plan for suggestion, but also be open to their ideas.

**Singing Holiday Cards:** A card could be purchased, signed by the purchasee and delivered with a few people or one person adding a singing Holiday message.

**Holiday Booths:** If your city has a "flea market" type craft sale or activity planned during a holiday season, you could set up a booth for various purposes; eggnog sales, mistletoe, etc.

**Christmas Tree Sales:** You could have delegates assist in selling trees with an agreed upon amount that will go to the Y&G delegation. Sell \$1 off tickets to the lot. You get the \$1; they get the business.

**Sell Christmas Wreaths:** Similar to Christmas tree sales, except with wreaths.

**Ornaments:** Make ornaments (dough, glass bulbs, etc.) – paint and seal. Wrap in plastic bag tied with ribbon. Sell for \$5-\$7 each.

**Christmas Tree Pick-up:** Prepare a flyer, mail to all Y members with the Y's December newsletter with an announcement to various news media announcing the service of Christmas tree pick ups for a donation. People could call the Y for appointments and old trees are discarded at the dump.

**Haunted House:** Paint freezer boxes with different scenes to make rooms and hallways. Involve ghosts, goblins, witches, a mad scientist, torture chamber, etc. for the children near Halloween. Another idea is to offer a carnival if a Haunted House won't work.

**Ghost Insurance:** You could sell a certificate promising to clean up any mischief done on Halloween. Meet the following day to wait for phone calls.

**Costume Ball:** Hold this the weekend before Halloween. Have everyone come dressed in a costume. Charge for attendance and invite other delegations in your area.

**Pumpkin Sales:** Your YMCA could take orders 2 weeks prior to Halloween. You could have 2 charges: fresh pumpkins, or gutted and carved/drawn on pumpkins.

**Flower Grams:** A card would be purchased and signed by one party to be delivered to an individual along with the type and number of flowers the first party wishes to send. Usually carnations or roses are most appropriate. They are usually sent in the Christmas and Valentine's Day time of the year.

### ***CARNIVALS, FESTIVALS, PARTIES, DANCES, SHOWS, TOURNAMENTS***

**Carnival:** Your Y could have cake-walks, greased melon contests, relays, chess/checker games, etc. You could award certificates and/or ribbons to winners. Charge an entrance fee with the proceeds going to the Y&G delegation.

**Film Festival:** This could be a one-night or all week event. Your YMCA could have a cartoon, Charlie Chaplain, action festival, etc. Rent films for the occasion. Sell advance tickets and have much publicity.

**Dance or Sock Hop:** You could have a dance with live music and sell tickets in advance. Middle school dances work well.

**Not-So-Talented Show:** Speaks for itself.

**Concerts:** Many of the people at your YMCA are quite talented musically, or have friends who are. Ask them to sing at a concert or hold a "battle of the bands." These concerts could be quite professional, requiring only a large room, some kind of sound system, and singers/bands. Charge for tickets according to preparation time, refreshments, quality of the music, etc.

**Sports Tournament:** Pick a sport popular in your area. A well-organized tournament can draw a large number of participants. Publicize it well, secure the necessary equipment and officials and reserve gym space. Charge teams an entry fee to cover all costs (gym, officials, etc.) plus your profit.

**Tupperware/Avon/Mary Kay/Pampered Chef/etc. Party:** You could have a product party where a portion of the profits goes to the Y&G delegation. This could be a good fundraiser with proper publicity to the Y membership.

**Casino Night:** You could set up a large room with games such as blackjack, roulette, poker, bingo, wheel of fortune, etc. You could charge each person to participate. For this they could receive \$500-\$2000 in play money to gamble with. At the end of the evening, the person who has accumulated the most "money" would win the grand prize. Secondary prizes could also be given.

**Middle School Fun Nights:** (Facility usage after hours on Saturday nights) Provide pizza, sell soda for less than machines, provide supervision and activities.

### ***"??????-A-THONS"***

**Awake-a-Thon:** You could get sponsors for each half hour that you stay awake. You could start on a Saturday morning at 8:00 a.m. and stay awake until Sunday morning at 8:00 a.m. (or whatever time frame designated by the group). You could stay at the Y and bring your stereos and TV, sleeping bags, etc.

**Ping Pong-a-Thon:** You could have a ping-pong marathon in which donations could be taken and money pledged for a certain number of hours played.

**Shopping-Cart-Marathon:** The youth get pledges from sponsors for a certain amount of money per lap – i.e., they will go 10 laps for 25 cents per lap. One a pre-arranged day, get in pairs of 2, borrow shopping carts from a grocery store, and push each other around a track (such as a high school track or football field), changing places at the end of each lap. Collect the money from the sponsors either before or after the event.

**Skateboard-a-Thon with Skateboard Competition:** You could use the Y parking lot or any large paved area and have various contests with skateboards (endurance runs, figure eights, 360s, 720s, relays, etc.). You could charge entry fees for each event and give prizes or awards to top finishers.

**Guinness Book of World Records:** Check to see what you can do to break the Guinness Book of World Records and get sponsors to support each event.

**Game-a-Thon:** A marathon game night where participants get pledges for the amount of time/# of games they play.

**Son of Game-a-Thon:** Participants from the community at large come into the YMCA and play board games (such as Monopoly, Life, Trivial Pursuit, etc.) for a nominal \$1-\$2 entrance fee. Promote it with other youth organizations (Boys/Girls Club, Boy/Girl Scout Troops, etc.).

**Bowl-a-Thon:** Members of each delegation could go door to door with a sponsor sheet asking people to pledge them so much money per point made during a specific time period of bowling. They would then come back to the people with total score and collect the money.

**Debate-a-Thon:** Start early Saturday morning and debate measures, past Y&G bills, current legislative bills, etc. using parliamentary procedure. Bet sponsors (or take pledges) on either the number of issues debated or amount time debate lasts.

**Jog-a-Thon:** Delegates can get pledges for the distance they can run in one hour (usually pledges are based on the number of laps around a track).

**Rocking Chair Marathon:** You could use either a rocking chair or a swing. Basically this would involve early solicitation of pledges from people in the community. The chair can be placed right in the lobby of the Y so people can walk by and give donations. Posters with the names of all solicitors can be placed in the lobby so donors will recognize and receive publicity.

**Volleyball Marathon:** Same as the other types of marathons.

**Dog or Car Wash-a-Thon:** Have people sponsor you for each dog or car you wash in a day and hold free dog or car wash with the money from the sponsors.

**Rollerblade/Skate-a-Thon:** The delegates will go out to their community and get pledges per lap rollerbladed/skated at a local park marked off with cones.

**Trash-a-Thon:** Youth solicit pledges for every large green garbage bag of trash they pick up. Pledge sheets, verification forms and other general information should be on official YMCA stationery, and new articles should be released to local media to give the fundraiser more validity. A map should be drawn up assigning different areas to participants. Adult volunteers need to be on hand to transport and verify garbage. This is a basic “?-a-Thon” with an ecological twist.

## **SALES**

**Honeybaked Ham Company:** Earn 15% on each dollar! Call your nearest store for details. Great for holiday fundraising!

**Krispy Kreme Doughnuts:** There are a few ways to make money with this one. You can sell punch cards (2 dozen doughnuts for the price of one), pre-sell dozens of doughnuts, or apply to have a DoughNite at your local Krispy Kreme store (your group can make 10% of the sales from 6:30-8:30pm on the specified night BUT this requires pre-planning and you can't advertise at the store). All options have some pretty strict guidelines – you may want to call the local store for details.

**Fine Host Corporation:** Your delegation can operate a concession stand for the Fine Host Corporation. There are mandatory trainings and some requirements involved, usually for the adult who will supervise the students. Call 480-965-6707 for more information.

**Fruit Juice:** Set up a natural fruit juice stand during evening fitness classes at the Y.

**Current Stationery Sale:** Write to Current, Inc. in Colorado Springs, CO 80941 for the latest catalog. Current makes stationery, cards, wrapping paper, etc. Prices are very reasonable.

**Candy Sales:** Sell lollipops, homemade candy or the world's finest chocolates brand at any sport event (especially YMCA sports), in neighborhoods, or all Y functions.

**See's Candy Sales:** Contact your local store and ask for their fundraising contract. This is a very good activity around the holidays.

**Carvel Ice Cream:** There are several stores in the Phoenix area and they will sponsor fundraising programs for your group. Contact a local store for more details.

**Baja Fresh:** Same idea as Carvel. Contact a local store for more details.

**Big Parades, Professional Sports Games, and Other Events:** Sell film, disposable cameras, snacks, drinks or other items. One Y sold Kodak film at a parade and made \$30 per salesperson!

**Best Deals:** These are decks that have 2-for-1 deals at restaurants all around the state. They have a local office in Phoenix. You keep 50% of the money collected! Call 1-800-843-3325.

**Entertainment Books:** There is a local office in Phoenix. These are very comprehensive books that have hundreds of 2-for-1 deals and 50% off of fine dining, fast food, sports, hotels, etc.

**Pizza Sale:** A local company donates all ingredients for pizza. Teens make them assembly style and take orders. Students deliver pizzas ready to cook. Local pizza companies may have their own programs – it may be worth it to call around!

**Y&G Magazine:** Publish a local Y&G magazine with a pre-determined number of issues. Sell ads to local businesses.

**Y&G Memorabilia:** Sell desk plates to students attending the State Conference. Student permission is needed, take orders at Pre-Leg/Court and deliver the desk plates at the Model Leg/Court conference. You can use this approach with other items: ties, program pins/ribbons, etc.

**Sponges:** They have a long shelf life; are light weight and can be stored at the YMCA if needed until the next year.

**Plant Sale:** This idea takes a lot of planning and some knowledge of the subject to be successful. It is relatively inexpensive to buy pots and soil for use in propagating house plants. All you need is plant stock from which to take cuttings. Check with the local plant nursery for plants that would be suitable for this project. The key to this sort of project is timing – to have plants ready when you need them. Possibly a local nursery or grower could donate materials.

**Other types of merchandise to sell (mostly school-based club ideas):** School birthday calendar, donuts, school supplies, spirit buttons (or ribbons or balloons), key chains with school logo, flowers for Valentine's Day or other holidays, concessions at school games, singing telegrams, etc.

*Clean gym or stadium after games*

Rent-a-Member by the hour or day (clean yards, help teachers, etc.)

Contract with PTA for babysitting during PTA meetings

### ***BREAKFASTS, DINNERS, SOCIALS***

**Any YMCA Program Reunion Dinner:** You could cook and serve Reunion Dinner for any YMCA program. Tickets can be sold in advance and you can try to get as much of the food donated as possible. This is a very fulfilling group project.

**Dime-a-Dip Dinner (10 cents); Silver Scoop Supper (25 cents); Dollar-a-Dip Dinner:** Each person brings a dish or two and a dime, quarter, or dollar is charged for each scoop, piece, cut, or serving of food. This can be a classy affair such as invitation only to such service clubs as Y's Men's Club or Rotary, or open to the community. Combine with other money-makers for a full and interesting evening; valet parking (10 cents, 25 cents, or \$1 to park each car); sell raffle tickets for donated gifts; have an auction; or invite a speaker.

**Fundraising Dinner:** Contact rather prominent people throughout your city to volunteer their time and opinions at a fundraising dinner.

**Mexican/Italian Dinner or Ice Cream Social:** This could be prepared and served by the Y&G delegates. All members of the delegation could sell tickets and a huge profit could be made.

**Pancake Breakfast:** You might approach a local restaurant to let the Y use its cooking facilities for a pancake breakfast. The food could be cooked and served by the delegation; publicity and tickets sales can go to a charity; profits to be split half and half. While people are eating breakfast Y&G delegates can be washing their cars. A great 2-in-1 deal!

**Political Forum Breakfast:** Local politicians come and speak and answer questions over breakfast.

### ***ITEMS TO WASH***

**Golf Club Wash:** Set up a booth at the 18<sup>th</sup> green of a local golf course or in front of the clubhouse and offer to wash golf clubs for tired golfers. All you need is permission from the golf course pro (or park board at municipal courses), a pail of soapy water, a brush, a pail of clean water, a coin collector, and a few towels. Most golfers will be glad to pay a reasonable price for this service!

**Bus Washing:** Contact bus companies to see if your delegation can wash their buses.

**Airplane Washing:** Wash airplanes at municipal airports. Hang poster in terminal office. Profits vary depending on plane size.

**Doggie Dip:** You could advertise for the best opportunity in a dog-lover's life....you will wash his/her dog for a small fee. "No fleas, no ticks, small fees, no tricks!" Most owners don't really like this chore so it should be very successful! Get together lots of metal or plastic tubs, some dog shampoo, towels, and hoses – and be ready for everything from bloodhounds to beagles! The owners should stand nearby to help calm the animals.

**Car Windshields:** Find a place where cars naturally line up or are waiting for service. Let them know who you are and about Y&G. Ask them if you can wash their windshield for \$1. Places like swap meets, movie theaters, ferries, shopping centers, etc.

*Wash, dry, press and fold people's clothes.*

### ***RAFFLES, DRAWINGS***

**Basic Raffle:** Some Y's have approached local restaurants, stores and all sorts of merchants for donations of dinners and other products (Thanksgiving turkeys, Y memberships, etc.).

**Cow Pancake Drop:** Section off a football field into 2 square foot squares. Sell squares for \$2.00 or whatever. Get a cow onto the field. Where it drops it's first "plop" that square wins a donated prize or a portion or half the proceeds.

**Drawing:** This fundraiser could be held in conjunction with a pancake breakfast or dinner. Local businessman approached by your delegation and asked to donate prizes. The ticket for the drawings is attached to the pancake breakfast tickets and you could list the prizes that are being donated on the tickets.

**Slave Sale:** Members of the delegation could sell raffle tickets for a pre-determined amount. The raffle winner will receive 5 hours of pre-arranged time for miscellaneous chores to be performed by the delegation (An advisor should attend the work day with the students).

**Burger King Night:** An evening is set for this fundraiser; the Y prints coupons worth \$1.00 and sells them to Y supporters who buy their meal with the coupons. At the end of the evening, we buy back the coupons from Burger King for 70 cents each, making 30 cents on each coupon sold. This could also work with other local fast food restaurants.

**Twist on the Burger King Night:** Work with the local restaurant to have a portion of the evening's profits donated to the Y&G delegation. The time is usually set as a 4-7pm or 5-8pm type of event. As a trade-off, Y&G delegates serve as "bussers" for that time period, keeping the dining area clean (Texas Roadhouse, Friendly's, and Perkins).

**Christmas Shopper's Sitting Service:** Arrange for donated facilities in your local mall or use the YMCA.

**Company Picnics/Community Events:** Offer your services to the organizers as sitters or kid watchers.

## ***COLLECTIONS***

**Saturday Night Lock-Ins:** This is for parents who want a night out. They bring their child to the YMCA at 7:00 p.m. and the youth keep them until 7:00 a.m. the next morning. Activities could include swimming, movies, late night snacks and breakfast. You could charge one amount for the first child and a reduced amount for siblings.

**New Year's Eve Camp-over:** Babysitters are difficult to find on New Year's Eve! Children (5-12 years old) would be dropped off at the Y at 8:00 p.m. on New Year's Eve. Parents would return the next day by 8:00 a.m. to pick up their kids. Show movies, sleep in the multipurpose room and serve breakfast.

**Pet Boarding:** You could board pets over Christmas vacation.

**Pick Up Litter:** Contract with a large shopping center in your area. You negotiate the fee paid with the shopping center – be sure to take into account the size and amount of the litter. Special note: make your contracts well in advance as some centers are under a regional management and must obtain permission from corporate office.

## ***AUCTIONS, RUMMAGE SALES, FLEA MARKETS***

**Old Fashioned Picnic and Auction:** Charge an entry fee and provide family games and contests ending in an auction of gifts donated by the community.

**Jacket Raffle:** Raffle a professional sports jacket at the local home high school football game.

**Arts and Crafts Auction:** Items, usually hand made, are donated by participants and parents. Offer coffee and cookies and charge an entrance fee. Get an auctioneer to donate his/her time.

**Rummage Sale:** You could have Y&G delegates gather materials, price items and set up booths. Ask parents and community to donate items. These items donated by business organizations can be written off as tax deductions.

**Yard Sale:** Like a regular yard/garage sale at someone's house. Get pizza, muffins, or donuts donated and sell at the event.

**Delegate Slave for a Day:** Delegates are auctioned off at another YMCA event (campaign meeting, board meeting, etc.).

**Flea Market:** You could have a local flea market. Collect various things from YMCA families and friends.

**Swap Meet:** You might use a local shopping center. Sell parking spaces as booths. Do promotion, clean up and have a food stand reserved for your group.

## ***CLEANING***

**House/Lawn Care:** Your Y could contract with a local building contractor or realtor to clean the paint and stucco off windows of newly built housing tracts; clean the floors; do lawn care for houses in escrow or unoccupied.

**Clean Offices:** Contact area businesses and offer to clean once a month for a certain fee. Have the entire club pitch in.

**Party Clean up Service:** Offer your services over the Holiday Season to anyone needing a clean-up crew after their party.

**Clean Up Campaign:** Contract with local shops/stores on large busy streets to sweep and clean up front area and sidewalk of each store. Doing several stores on one block is more time efficient. Cleaning can be done on Sundays after the busy weekend crowds.

**Odd Job Reservoir:** Some Y's have an odd job reservoir where each member of the club donates several hours per week to do odd jobs for people around the community. Advertise through the newspaper, radio, newsletters, etc. The community then calls the Y; the Y calls the "Odd Job Coordinator." Price is fixed by the worker and the employer. An accurate record is kept of who works how many hours and brings in what "donations."

**Rent a Delegate:** Send out notice to Y members, family, and friends offering delegates for odd jobs. Good to work in pairs – makes it more fun!

## ***MISCELLANEOUS***

**Door to Door Penny Drive:** You can go door to door in neighborhood collecting pennies with great success (We recommend that you visit only the homes of people known by group members). Here's how it works: Make up some large nametags that identify your group and its purpose. Require group members to travel in groups of three or more people. The teams go and knock on the doors of the neighbors and friends of your group members. Give each team a hand dolly with a five-gallon plastic water bottle secured to the hand dolly with a bungee cord or rope. The water bottles may be donated from a water supply store or purchased wholesale (Investing may pay off in the long run because you can use them over and over.). It also pays to place a plastic funnel into the bottle (car radiator funnel) that has a spout big enough for pennies, nickels, dimes, and quarters. These funnels become a slide for the coins. The faster people can pour coins into your bottle, the more money they will deposit. Teams go from house to house, asking occupants to contribute to your cause. Most people gladly donate because you are asking only for a handful of pennies. If people ask, you may also accept nickels, dimes, quarter, and dollar bills (with two forms of ID!).

**Turkey Teacher:** The teacher with the most "votes" (money) has to wear, for a specified day or week, a costume, sign or headdress designating that person the "Turkey Teacher." This fundraiser is great at Thanksgiving. NOTE: This contest can raise money by students "voting" their choice by putting money in the jar that has their choice's name on it. Jars can be displayed together at lunch and before and after school. Or, if the contestants are teachers, the teachers can keep the jars in their rooms and encourage "votes" to their students. At the end of the contest, the person with the most money in his/her jar is the winner. Be sure to recruit or ask for volunteer contestants based on their willingness to participate in good fun. These contestants should be willing and relatively popular teachers. This works best when tied in with homecoming, spirit week, or an assembly.

**Bingo:** Organize a bingo night at your YMCA.

**Counting Cars:** There are large shopping centers that hire youth several times per year to count the cars driving into the shopping center. Schedule Y&G members throughout the day to be stationed at each entrance.

**Painting House Numbers:** Your Y&G delegation could paint house numbers on street curbs for homeowners.

**Canoe Swamping:** You could have a faculty-student or class competition such as a canoe (rubber) swamping in your pool. You could charge admission during lunch hours and have the leadership class sponsor this.

**Y&G Letters:** You could send letters to all of the service clubs in your area telling them a little about the Y&G program. Be sure to include all costs and be available to attend a meeting to answer any questions. Ask for their help in sponsoring some of the delegation fees.

**Vending Machines:** Some Y's have access to old vending machines that they stock with candy and set up in the lobby of their Y.

**Roving Photographer:** Your Y delegation could go to a Livestock Show or craft exhibit and take pictures with an instant print camera (Polaroid). Charge a small fee but enough to cover film and new batteries plus a profit, and then take pictures of a cow and owner, someone's craft project, etc.

**Service Clubs:** Ask clubs (Kiwanis, Lions, Knights of Columbus, etc.) for donations.

**Year Later Y&G Reunion:** Plan a gathering for past delegates. Sell snacks and drinks to delegates.

**Year End Inventory:** For Department stores. Contact stores well in advance to set this up (early November).

**Fleet Van Wash:** Contract with a local company that owns a fleet of vehicles (phone, cable, power companies, also car dealerships). Ask for a set amount per car washed. An adult needs to be in charge of access to the property, quality control, and seeing that things are cleaned up. Students bring their own buckets and rags and the project buys the soap. Hoses are usually available through the business, but parents may have to bring extras. Vehicles are washed to owner's specifications. Students are paid according to the number who participates divided into the earnings. Students sign in on arrival and latecomers receive a reduced rate. Family members who help contribute to the individual student's earnings. It takes 30 minutes to set up and additional 30 minutes for clean up. 15 students can wash about 25 vans in 90 minutes. Please note that you need to keep the service up or you will lose the contract. Also, make sure the participation is good throughout the life of the contract. Even if 3 students show up, all cars must still be washed.

**Spirit Chain Class Competition:** Contests in which classes compete against each other area great money-makers. Hold a contest to see which class (9<sup>th</sup> grade, 10<sup>th</sup> grade, etc.) can form the longest chain. The chains are formed by "links" made of construction paper (a different color for each class). Links are sold 10' each or 3 for 25'. Stretch out the finished chains at a pep rally. The class with the longest chain wins the spirit award. For added incentive, have each buyer put his or her name on the chains bought. After the class awards are announced, have someone randomly pull out links from the chain for winners of prizes, (cash, donated items, etc.).

## ***SPONSORSHIPS***

Ask local attorneys, judges, political figures, and business executives to sponsor just one delegate. Recognize sponsors in letters to parents and in press releases.

**Educational Improvement Tax Credit:** Businesses can allocate a certain amount of their state taxes to be used towards the EITC. They must apply to be included in this program and your organization must apply separately to receive the funds. Please consult current state law for maximum amount that can be donated.

**Sponsor the following events and charge admission:** School Dance, Costume Dance (ex: Halloween), New Year's Eve Party, Sweetheart Banquet or Dance (Valentine's Day), Talent Show, Beauty Contest, Student-Teacher Sports Competition (Basketball game, etc.), Alumni-Student Sports Competition (good for Homecoming week), Sports competition between school clubs.

**Miles for Conferences:** Raise your needed cash by selling people the mileage of the trip. Figure out how much your trip will cost and divide that by the number of miles it takes to get to your conference destination and back. You now have your cost per mile. People then can fund a mile or more of your trip. Let's assume that your delegation is traveling 446 miles round trip. If your group needs \$2190 for the trip, you could request a \$5 per mile donation. Fully funded, this would net your group \$2230. People could purchase a quarter mile of your trip for \$1.25, a half-mile for \$2.50, and  $\frac{3}{4}$  of a mile for \$3.75. You can chart your fundraising progress with a map of your round-trip route. As your group raises money, you can draw with a red marker the fundraising "road" to your destination and back again, mile after mile. Everyone will have fun watching the road being funded to your destination and back.

# FINANCES

Let's talk! Youth & Government is an expensive program. The Staff, Board of Directors and volunteers are extremely aware of the financial obligation each delegate must make in order to participate, and they are constantly working to contain costs and secure donations to offset the true costs of participation. The following pages give you a breakdown of our fees and some ideas on how to raise money and obtain scholarships.

There are, however, certain things you should know before you begin.

- ✎ The State Office will hold you to all financial commitments that are made on behalf of your delegation. If you commit to 20 delegates and some drop out AFTER the deadline, you will pay for 20.
- ✎ Be wary of committing for a delegate who hasn't paid. Teens often change their minds at the last minute.
- ✎ Do not register names on registration forms/rosters unless you plan to pay for them. The refunds are minimal, as the State Office has to pay for extensive out-of-pocket expenses.
- ✎ If you want scholarship help, please talk with you local sponsoring YMCA first, perform local fund raising, and then seek help from the Y&G office.
- ✎ Don't assume that because you received scholarships last year, you will get them again this year.
- ✎ Take responsibility to see that the monies owed the Youth & Government State Office are paid in a timely manner.

## ***FUNdraising***

The Youth & Government program is not inexpensive. Depending on your YMCA or organization, you will probably need to subsidize fees with scholarships or fundraisers. As much as local Y's or organizations would like to underwrite the program, for most this is impossible. Work with your local Y director or School Advisor in establishing sources where you might solicit funds (service clubs, local bar associations, community businesses, legislators, local officials, etc.). Be sure to coordinate rather than compete with local Y's fundraising efforts. Some delegations have had luck in asking different law offices to sponsor an individual delegate. Sponsorships coupled with time tested fundraisers can cushion the financial impact for your delegation.

## ***Budgets***

Because each delegation is different it is hard to provide a comprehensive budget for all to follow. On the following page you will find a sample delegation budget.

In establishing the program budget we incorporate attrition into our numbers. Non-refundable deposits are one way we cushion our expenses and get a realistic numbers picture. Program policy on deposits, fees and refunds is very strict. Please do not ask for waivers on fees that you committed to; we do not do that.

On the next page is the list of fees for the program year. In addition to the fees listed each local delegation will need to budget for the following items:

- ✎ Local YMCA membership fees (if required)
- ✎ Meals enroute to or traveling home from conferences
- ✎ Meeting costs (printing, snacks, facility fees, etc.)
- ✎ Adult advisor fees and costs (this could included transportation to and from training events, background check fees, etc.)
- ✎ Transportation costs
- ✎ Promotional materials
- ✎ Delegation t-shirts/sweatshirts (optional)

Historically, the State Office has found that delegations who set up and adhere to a payment plan with their delegates are most successful. Teens tend to participate in many school and civic activities and it is important to have them make a substantial financial commitment to the program before registering them with the State Office. Delegations should be sure they can cover all non-refundable deposits and fees before registering delegates.

If you have questions please call the State Office at 717-652-9585 or email [bmm@ymcapa.org](mailto:bmm@ymcapa.org).

# YOUTH & GOVERNMENT SAMPLE BUDGET

(Based on a delegation of 10 delegates and 2 advisors)

<b>INCOME</b>	\$330 x 10	\$3300
	Scholarships/Local Donations	\$1500
	Fundraisers	\$1300
	<b>TOTAL INCOME</b>	<b>\$6100</b>

## BREAKDOWN OF INCOME

November (10 x \$60), 300	\$900
January (10x\$110), \$300	\$1400
February (collecting the last of it)	\$3800
<b>TOTAL (Should match above amount):</b>	<b>\$6100</b>

Count and budget on attrition throughout the program year.

## EXPENSES

Program Fees	
✓ Delegate fees (10 x \$300)	\$3000
✓ Advisor Fees (1 x \$130, 1x\$160)	\$290
Start Up Fees	
✓ Promotion (flyers/mail/etc.)	\$25
✓ T-shirts (12 x \$7)	\$84
Elections and Mock	
✓ Transportation (gas/van)	\$1000
✓ Delegation Breakfast	\$100
✓ Delegation Dinner (on way home)	\$200
Model Legislature Conference	
✓ Transportation (gas/van)	\$500
✓ Delegation Breakfast	\$50
✓ Snacks for delegation	\$50
Miscellaneous Expenses	
✓ Delegation awards/plaques	\$50
✓ Delegation meeting snacks	\$200
✓ Delegation end of year celebration	\$50
✓ Unanticipated expenses	\$100
✓ Attrition (10% drop out, 1x\$300)	\$300
<b>TOTAL EXPENSES</b>	<b>\$5999</b>

The difference between income and expenses will help give the delegation a cushion to start fundraising for the next year.