



# THE 2017-2018 CNH KEY CLUB **FUNDRAISING MANUAL**

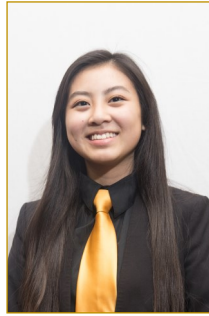


Please BEE **GREEN!** Do not print this manual.

# INTRODUCTION

## Hello, CNH Key Clubbers!

I proudly present to you the Fundraising Manual! Fundraising is a great way to serve our communities by raising funds for places we cannot reach. This manual includes examples of fundraisers you could host, but keep in mind that while some events may work well in one area, the same event may receive low participation in another. Take time to reflect on what works best for your area. Remember, examples included in this manual should only serve as a starting place. Think outside the box and explore all possibilities!



This manual goes over the basics of fundraising; from the types of fundraisers to the process of submitting funds, this manual should cover it all. Should any questions arise, feel free to contact me anytime at [cnhkc.trs1718@gmail.com](mailto:cnhkc.trs1718@gmail.com). As always, thank you for your service!

## Buzzing with Service,

Vivian Chu

2017—2018 Cali-Nev-Ha District Treasurer

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## resources

- **Cyber Key: [cnhkeyclub.org](http://cnhkeyclub.org)**
  - Treasurer's Manual
  - Fundraising Manual
- **More Fundraising Projects:**
  - [http://cnhkeyclub.org/downloads/Officers/Treasurer/Fundraising\\_Projects.pdf](http://cnhkeyclub.org/downloads/Officers/Treasurer/Fundraising_Projects.pdf)
- **Treasurer Google Reflector:**
  - [www.groups.google.com/group/cnh-kc-treasurers](http://www.groups.google.com/group/cnh-kc-treasurers)
- **District Treasurer Vivian Chu:**
  - [cnhkc.trs1718@gmail.com](mailto:cnhkc.trs1718@gmail.com)

# BASICS

A fundraiser, by definition, is an event held to generate financial support for a charity or other enterprise. Fundraisers are a way for us to give to communities and serve individuals we cannot reach.

**There are 6 basic steps you can take to host a successful fundraiser!**

## **Reflect**

- 1** Think about what types of fundraisers have worked best in your area and plan using that in mind.

## **Plan**

- 2** Decide on a day and location that is convenient for your participants. Incorporating fundraisers into club and division events is a great way to kill two birds with one stone! Be sure to plan a budget if needed.

## **Take Action**

- 3** Complete any steps necessary. This can range from contacting a local restaurant to getting approval from your school's bookkeeper or ASB.

## **Promote and Educate**

- 4** Publicizing events is key to high attendance! Utilize social media, remind apps, and emails to spread the word. When promoting events, be sure to educate participants on WHAT they're fundraising for and where the proceeds are going.

## **Host**

- 5** The day has finally arrived! If it's an event fundraiser, be early to ensure everything goes as planned.

## **Submit**

- 6** It is imperative that you submit funds as soon as you can to avoid losing any money or checks.

# PREFERRED CHARITIES



Education is an important part of fundraising! Be sure to inform participants on what they are fundraising for. This page includes information about CNH Key Club's preferred charities.

## PEDIATRIC TRAUMA PROGRAM

Established in 1994, this program focuses on reducing the number of children who are killed or injured by trauma. There are currently six partner hospitals: Oakland, San Diego, Loma Linda, Madera, Honolulu, and Reno. Fall Rally is a huge PTP fundraiser as divisions all around fundraise for this event, and a portion of the ticket sales goes towards PTP.

**More info at:** <http://www.cnhfoundation.org/how-to-help/h2h-pediatric-trauma-program/>

## CHILDREN'S MIRACLE NETWORK

The Children's Miracle Network (CMN) is a nonprofit organization dedicated to raising money to benefit hospitals and kids. All CMN contributions directly benefit hospitals, helping to purchase up-to-date equipment, train staff, conduct life-saving research, implement outreach programs, and provide healthcare for children whose parents can't afford to pay.

**More info at:** <https://childrensmiraclenetworkhospitals.org/>

## ELIMINATE PROJECT

This project focuses on eliminating Maternal Neonatal Tetanus (MNT) from the world. MNT affects mothers and their newborns and inflicts excruciating effects on both. \$1.80 can pay for three doses of a vaccine that will prevent MNT. There are currently still 16 countries still affected by MNT.

**More info at:** <http://sites.kiwanis.org/Kiwanis/en/theELIMINATEproject/home.aspx>

## MARCH OF DIMES

March of Dimes focuses on raising awareness of prematurity and reducing the rate of premature births (1 in 8 babies are born too soon). March of Dimes chapters have focused their attention on improving women's access to preconception, prenatal and interconception education, enhanced prenatal care and risk reduction services.

**More info at:** <http://www.marchofdimes.org/>

march  
of dimes®



Children's  
Miracle Network

# TYPES OF FUNDRAISERS

There are three main types of fundraising: restaurant, item, and project. Below are the definitions of each and a few examples.

Remember that although there are three main categories, fundraisers can be a mix of these three.

## RESTAURANT FUNDRAISERS

Just as the name implies, these fundraisers are where you reach out to a local restaurant and politely request for portions of purchases to go towards a preferred charity.

### TIPS:

- Always be proactive and professional when contacting restaurants.
- Use flyers to promote these events! Keep in mind that some services may require you to use their provided flyer template.

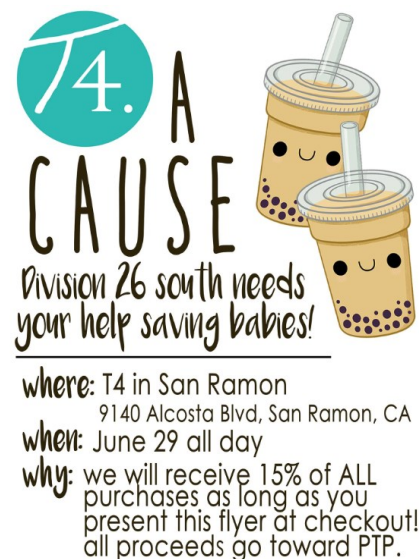
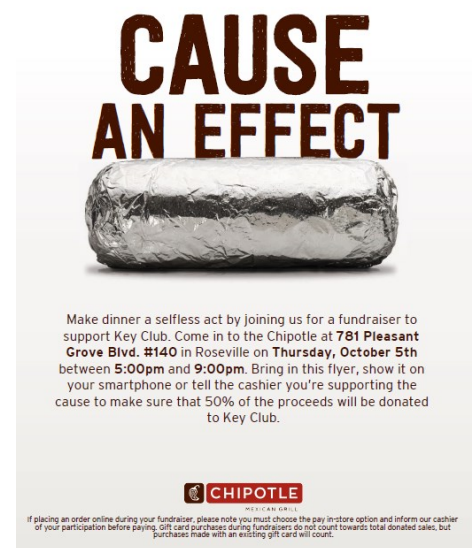
### TAX ID:

- Some locations ask for a tax ID during this process. Tax ID's vary depending on where you plan on donating the funds to. For the Pediatric Trauma Program, use the Kiwanis Cali-Nev-Ha ID. For the Eliminate Project, use Key Club International's ID. For other purposes, reach out to your sponsoring Kiwanis club. **When in doubt, ASK!**

### EXAMPLES:

- Chipotle
- Yogurtland
- Boba
- Panda Express

The top photo is an example of a template flyer, while the bottom is an example of a created flyer.





# TYPES OF FUNDRAISERS

## ITEM FUNDRAISERS

This involves fundraisers where an item is given in return for a set donation.

### EXAMPLES:

- Merchandise (Pins, stickers, clothing)
- Spirit Items (Tutus, bandanas, eye blacks)
- Food (Bake sale, boba, otterpops)
- Polaroids

The possibilities are endless!

### TIPS:

- You will most likely have to deal with physical money for these fundraisers. Always have an adult or advisor present to help you collect funds.
- Try to plan these events with the weather in mind! When it's hot out, focus on selling cold snacks or water at events. When it's cold out, focus on selling hot foods or drinks, such as hot chocolate.
- **Budget!** Create a budget before the event to ensure that you will generate enough profit to reimburse individuals for supplies purchased. Budgeting can truly make a difference!



- Combine item fundraisers with a service event! Host a service event one day where you create the items, and the fundraiser another day. Creating the items together is a great way to bond as a club/division.

Top photo: Oxnard Key Club from D42W selling spam musubi.

Left photo: D27N member painting a flower pot for the fundraiser "Pots for Tots"

# TYPES OF FUNDRAISERS

## PROJECT FUNDRAISERS

Fundraisers in which Key Clubbers provide work or service to others

### TIPS:

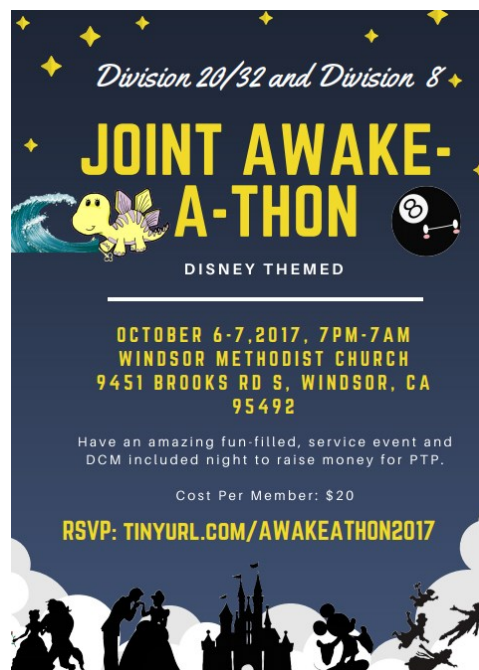
- You will most likely have to deal with physical money for these fundraisers. Always have an adult or advisor present to help you collect funds.
- **Budget!** Create a budget before the event to ensure that you will generate enough profit to reimburse individuals for supplies purchased. Budgeting can truly make a difference!
- For these events, it is imperative that you meet the required number of chaperones as well as complete any forms necessary. Always work with an advisor!
- If an event is club hosted and other clubs are invited, an Event Request Form (ERF) is **required**. Even some divisional events require an ERF. Contact your Lieutenant Governor or Region Advisor for help.
- These types of fundraisers typically require more planning. Be proactive!

### EXAMPLES:

- Movie night
- Ice skating/Roller skating night
- Dance
- Awake-A-Thon
- Car wash

Right Photo: Example of a flyer for an Awake-A-Thon

Left Photo: El Modena from D04E at a car wash fundraiser



# SUBMITTING FUNDS

Congratulations on hosting a fundraiser! Now here is the important part: submitting funds! Don't forget to complete this step after each fundraiser.

1. Have an advisor or adult help you collect funds.
2. Count funds **with an advisor present** and document the totals.
3. Reimburse individuals if needed.
4. Have an adult generate a check and mail it!

There are numerous charities you can donate to! Below are the addresses for two of CNH Key Club's preferred charities: Pediatric Trauma Program and the Eliminate Project.

## Pediatric Trauma Program

**ATTN:** Bruce Hennings, Key Club PTP Donation  
Cali-Nev-Ha (CNH) District Office  
8360 Red Oak Street #201  
Rancho Cucamonga, CA 91370  
**Memo Line:** Club ID/Division Number



## Eliminate Project

The Eliminate Project: Campaign Office  
Kiwanis International Foundation  
3636 Woodview Trace  
Indianapolis, IN, 46268 USA  
**Memo Line:** Club ID and name



# FUNDRAISER IDEAS

The following pages include examples of possible fundraisers. Do not limit yourself to these! Strive to go above and BEEyond!

## — . . . — — **awake-a-thon** — . . . — —

This event is an “all nighter” in which members pay an entrance fee and stay up at night to earn money for the respective project/organization such as PTP or MNT. Throughout the night, the host club offers games and activities to keep the members awake.

Awake-a-thons work best as Region wide events in which you invite Key Clubs throughout the region. This event requires extensive planning ahead and working with advisors to complete the necessary paper work. Talk to your respective LTG for more help on the proper paperwork needed such as: School Forms, EVENT REQUEST FORM (Can be found on the CNH Cyber Key), and more.

Make sure to work with others when planning this event as well as keeping your advisors up to date about your plans. The success of the event depends on how well you plan the night!

### Things needed:

- **Venue**—Should be large. Try a cafeteria, gym, etc.
- **Approval**—From Region Advisor, Faculty Advisor, venue, etc. **ERF** must be completed and approved on time!
- **Entertainment**—Games, general sessions, food, dances, etc.
- **Chaperones**—Overnight events require a **1 to 10** advisor to student ratio. **Gender specific!**
- **Budget**—Work with an advisor and your club board to ensure that planning is organized. Budgeting will ensure that all fees are paid while generating profit from the event.
- **Pledge Sheets**—Attendees use these sheets to collect funds for the number of hours they stay awake.

# FUNDRAISER IDEAS

## rally

### Things needed:

- **Venue**—Should be large. Try a cafeteria, gym, etc.
- **Approval**—From Region Advisor, Faculty Advisor, venue, etc.
- **Chaperones**—Day events require a **1 to 12** advisor to student ratio.
- **Budget**—Staying organized is key!
- **Décor**—Posters of clubs/divisions, balloons, props, etc.
- **Spirit Stick**—To be awarded to the club/division who “won” the most games”
- **Games**—Rally games, spirit games, etc.

This rally is like your regular school rally, but instead of classes you have divisions/clubs. This event requires months of planning in advance.

You need to make sure to have a good agenda, filled with games, spirit sessions, and times to showcase member talents. A good rally is filled with a good mix of those three.

To ensure that funds can be raised for this event, charge a set donation as an entrance fee and possibly provide spirit gear and food for the people attending.

Create a spirit stick to give towards the division or club that wins the rally and be sure to promote spirit. Have fun!

## cardboard carnival

A card board carnival consists of games and booths that you create using cardboard. You can also rent bounce houses and other things to make the event more appealing and enjoyable. By charging a mere quarter per game, and doing things like cake walks , raffles, and food stands, you can make a large amount of proceeds to donate towards your preferred charity.

It's suggested to assign a booth to a few members and let them create the games themselves. Try finding novelty items you can give as prizes and things of that sort. To make this event successful, advertise as much as possible and involve the school, the community, and as much people as possible. Possibly hold this event in conjunction with Halloween or a holiday season to have a good theme/ incorporate more events at the carnival such as costume parties and haunted houses.

### Things needed:

- **Venue**
- **Approval**
- **Chaperones**—Day events require a **1 to 12** advisor to student ratio.
- **Budget**
- **Cardboard**—Used to create games and booths
- **Prizes/Tickets**—Incentives to play games
- **Booths**—Games, face painting, etc.

# FUNDRAISER IDEAS

## — · — · — car wash — · — · —

Car washes are easy to plan, and easy to execute. Make sure to plan ahead thoroughly and contact local places to find a free venue!

The success of a carwash depends on how well you advertise it. Create posters and flyers to post around schools and on social media. Send emails to Kiwanians inviting them. On the day of the event, create posters and have members advertise on street corners! The more cars you attract, the more money you can make.

You can have a “FREE” car wash in which people are expected to donate, or charge a specific amount.

Try creating shifts so that volunteers aren't working too much and try to have your entire club participate!

### Things needed:

- **Venue**—Parking lot, gas station, etc. Contact local managers to see where you can get a free venue!
- **Chaperones**—1:12 advisor to student ratio.
- **Budget**—Staying organized is key!
- **Supplies**—Towels, buckets, hoses, soap, water supply, drain stoppers, etc. Ask Kiwanis or others for donations!
- **Volunteers**—More volunteers means more cars washed!
- **Cash Box**—Will help you organize money!

## — · — · — ice skating — · — · —

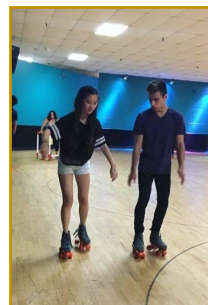
ICE SKATING is a great social for members to attend. You can pair it with MNT and name the event “SKATE to ELIMINATE”. This event can also be used for roller staking as well.

This event depends on if you can reach a deal with a local ice skating rink, which most of the time, is possible. To make it successful, advertise as much as possible using flyers, emails, and social media.

You can also pair other events within this one such as raffles, offering food, auctions in which you “Sell” ice skating dates, and more. This even can be paired with multiple other small fundraisers which will make it even more successful.

### Things needed:

- **Venue**—Contact local rinks in your area
- **Chaperones**—1:12 advisor to student ratio.
- **Food**—Consider charging for snacks or drinks. You could even charge for Polaroids!
- **Medical Release Forms**—Because this is a physical activity, a medical form is needed for everyone's safety.



# FUNDRAISER IDEAS

## dance

### Things needed:

- **Venue**—School gym, cafeteria, etc.
- **DJ**—For the music.
- **Chaperones**—1 :12 advisor to student ratio.
- **Budget**—Staying organized is key!
- **Food/Drinks**—Attendees will be hungry and you could charge for more funds.
- **Decor**—To make the location aesthetically pleasing.
- **Others**—Photo booth, polaroids, etc.



Like your everyday high school dance, this should be the same. Try to get a big high school gym and invite the division/region to this event!

It's best to pair it with a holiday to give it a theme. Make sure to plan well in advance with the school you plan to host the dance at! Leaving things till the last moment will NOT make this fundraiser successful.

You can pair along other small fundraisers at this event like auctioning off dances, offering refreshments, photos, etc.

Remember that the more people who attend = more funds raised, so you must advertise as much as possible if you want it to be successful!

## auction

### Things needed:

To have a fundraiser like this, you need to have an object or person of value to auction off. It can be something funny, like maybe a signed portrait of the governor at a Region Training Conference, or something simple as a gift basket. Try to have these items donated to maximize funds raised.

Make sure that an adult handles the money and that there is a large crowd you are auctioning too.



• **Venue**—Try to host an auction at a DCM or Kiwanis meeting. A crowded audience is more likely to raise the bid.

• **Auctionable Items**—These include things such as gift cards, items, or even people (LTG's, club officers, DLT)

• **Cash Box**—This will help you stay organized

# FUNDRAISER IDEAS

## ~~---unlock---kiss a senior goodbye---~~

Use multiple keys that look similar to each other, one of which unlocks a box (with a lock!) that contains the desirable item such as tickets to a theme park or something of that sort. This adds a unique twist to “raffling”, and may increase participation.

Can also use a combination lock and have members guess the numbers that open it.

Kiss a senior goodbye is an end of the year present where students buy Hershey kisses and a personal card to be delivered to a senior that will be graduating. Since seniors come and go each year, this is an annual fundraiser that you can hold that is very successful.

With proper advertising using flyers, posters, and announcements around school, this event can be very successful.

## ~~---spirit items and club merch---~~

Talk to your LT. Governor and advisors on the proper procedure needed to exchange spirit gear in exchange for set donations. DO NOT simply just buy items in advance and expect to be able to “sell” them freely at events such as DCMs, Fall Rally, and DCON.

By providing these items at times around Fall rally and DCON, it gives members a chance to showcase their spirit and allows for your club/division to raise funds for a good cause!

You could also create club/division merchandise, such as hoodies, pins, stickers, to sell as well. Be sure to have an advisor help you collect and organize the money! You should never be purchasing items online or handling money on your own. Budgeting is key!

## ~~---bake sale---~~

A bake sale is a great event to do at events such as meetings, DCMs, and Kiwanis gatherings. You can ask around for donations to purchase the ingredients and maximize funds towards your cause. BEE sure to inform those who will purchase the goods what the ingredients are in each baked good in case of allergic reactions.

Kiwanis members are very likely to buy many sweet treats at their meetings!



# FUNDRAISER IDEAS

## ~~— . — water selling . . —~~

Sell water at big events like carnivals or festivals or on really hot meeting dates outside. Talk to local businesses for donations. This could apply to other drinks as well.

## ~~— . — movie night . . —~~

You may not charge admission (copyright issues), instead charge for snacks. This is a fun social for members to sit down with each other and watch a movie.



## ~~— . — karaoke night . . —~~

Charge admission and offer snacks for a fun social for members to relax and hang out while singing the latest hits.

## ~~— . — benefit concert . . —~~

Showcase local talent from community members, or even well known YouTube artists. This is a good concert to raise money for a good cause.

## ~~— auction to pie—~~

Sell pies (whipped cream on paper plates) for members to smash into the faces of people like your LTG, Club officers, and Division Leadership Team!



## ~~— . — . polaroids . . — .~~

Offer a polaroid (picture) to members to buy at events to capture the moment.

## ~~— . — . tournament . . — .~~

Host a sporting tournament where teams or players pay a fee to enter, and/or spectators pay a fee to watch.



## ~~— . finals-survival kit . —~~

Create a kit to sell at school containing things such as pencils, paper, pens, candy, soda, etc. for the ones who need help staying awake/surviving the ever dreaded finals week.

## ~~— . — holiday cards . . —~~

Offering cards for holidays, such as Valentines or Christmas, at school/ meetings is an easy way to gain funds.

# FUNDRAISER IDEAS

## ---talent show---

Charge admission and give members the chance to showcase their talents to the division/school/club. Consider providing snacks.

## ---jelly beans---

Fill a jar with jelly beans. Let members guess how much is in it for a quarter (or how much you decide to charge), closest guess gets to keep the jar.

## ---d.i.y jars---

Fill empty jars with materials needed to make a good. For example, fill a mason jar with hot chocolate powder and marshmallows. The purchaser just needs to add water! This can be used for hot chocolate, cake, cookies, brownies, etc.

## ---donation cans---

Carry around decorated empty cans and collect spare change from your peers at school. Be sure to educate participants on what you are collecting funds for. Feel free to decorate the can with facts about your preferred charity! Stay organized and total funds raised each day. You could even ask to leave these cans in classrooms. Promote the cans to have as many people donate as possible.



## ---dinner---

Charge admission fees for food. Gather your club/division to enjoy a night of socializing! Consider including a talent show or dance.

## ---ribbon leis---

This can be used any time, but graduation is the best time to sell ribbon leis! Order leis online, create them as a club, and sell them to raise funds.



Good luck and remember to:

- Be proactive
- Budget
- Promote
- Educate

## ---tied fleece blankets---

This could serve as a service event as well! Work with your club to create no sew/tied fleece blankets and sell the blankets you create. You could even donate the blankets to a local hospital if they are accepted. This idea serves as a service event, fundraiser, and socializing event all in one!