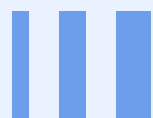




CNH | KEY CLUB

CALI-NEV-HA KEY CLUB

FUNDRAISING MANUAL



2020-2021

CREATED BY 2020-2021 DISTRICT TREASURER YENA SUH

letter of introduction

Greeting, Treasurers!

I hope you are all doing well! If you don't know me, my name is Yena Suh and I serve CNH Key Club as District Treasurer. This manual will focus on how to successfully fundraise for our preferred charities. We will first go over the basics of fundraising and then explain each preferred charities with submitting funds to each charity as well. Then, we will go into the different fundraiser ideas, including ideas for quarantine!

I understand that we must be more creative in fundraising during quarantine, but I strongly believe we will still be able to meet our goal of **\$260,000 for the Pediatric Trauma Program** this year!

If you need any help during the term, please don't hesitate to contact me at dtreas@cnhkeyclub.org!

Always serving alongside you,
Yena Suh



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section 1:

THE BASICS

----- *steps for fundraising* -----

Step One: Think

Reflect on what types of fundraisers have worked best in your area or to your audience and plan using that in mind.

Step Two: Plan

Decide on a day and location that is convenient for your participants. Be sure to plan a budget if needed.

Step Three: Take Action

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

Step Four: Promote and Educate

Publicizing events is key to high attendance! Utilize multiple platforms to spread the word and educate where proceeds will be donated to.

Step 5: Host

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

Step 6: Submit

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

reasons for fundraising

- ★ To raise funds for our preferred charities
- ★ To save lives (i.e. raising money for the Eliminate Project helps provide vaccines for maternal and neonatal tetanus to mothers and actually saves their lives and their future children's lives!)
- ★ To minimize costs to attend events (i.e. DCON)
- ★ To lower costs of membership dues

reminders & guidelines

- ★ Raffles or drawing **ARE NOT** permitted unless organized by a Kiwanis Club. Any game of chance (regarding the use of money) is considered gambling, which is illegal.
- ★ You **CANNOT** charge admission fees for any sort of movie night. This is because the rights of the movie do not belong to you.
- ★ **AVOID THE FOLLOWING TERMS** ON ALL FORMS OF PROMOTION (word of mouth, flyers, posters etc.)
 - **BUY**
 - **SELL**
 - **MERCHANDISE**
 - This is because these terms are associated with sales tax. As Key Clubbers we are **ASKING FOR DONATIONS** IN EXCHANGE FOR A **GIFT**.
- ★ When making flyers, you must specify how much money is being donated. If an individual wishes to, they are allowed to opt out of donating.

section 2:

PREFERRED CHARITIES

descriptions

PEDIATRIC TRAUMA PROGRAM

- ★ This is our primary preferred charity and this program was created by our Kiwanis CNH Children's Fund to focus on reducing the number of children who are killed or injured by preventable trauma.
- ★ The CNH Children's Fund partners with 6 hospitals throughout the three states.
- ★ Link:
<https://www.cnhfoundation.org/how-to-help-2/h2h-pediatric-trauma-program/>

MARCH OF DIMES

- ★ An organization devoted to raising awareness about premature births and preventing them. They focus on improving women's access to preconception, prenatal and interconception education, enhanced prenatal care and risk reduction services.
- ★ 1 in 8 babies are born too soon!
- ★ Link: <http://www.marchofdimes.org/>

UNICEF

- ★ UNICEF, or the United Nations International Children's Fund, strives to promote the rights and wellbeing of every child.
- ★ In UNICEF, Kiwanis International specifically partners with the Eliminate Project. The Eliminate Project aims to eliminate maternal neonatal tetanus (MNT), which is a deadly disease that claims the lives of 34,000 innocent babies and women each year.
- ★ Link: <https://www.unicefusa.org/mission/survival/immunization/tetanus/eliminate>

CHILDREN'S MIRACLE NETWORK

- ★ An organization dedicated to raising money to benefit hospitals and kids by purchasing necessary equipment and technology, train staff, conduct life-saving research, implement outreach programs, and provide healthcare for children whose parents can't afford to pay.
- ★ Link: childrensmiraclenetworkhospitals.org



events and dates

★ **Beginning of May - Eliminate Week**

One week in May is dedicated to spreading awareness on the Eliminate Project of UNICEF through different challenges

★ **July 23 - Miracle Treat Day**

This is a partnership between the Children's Miracle Network and Dairy Queen! If you buy a Blizzard Treat, \$1 will be donated to CMN and help a local hospital.

★ **October 12-16 - PTP Week**

One week in October will be dedicated to spreading awareness on the Pediatric Trauma Program. Similar to Eliminate Week, there will be various challenges to complete each day!

★ **November 17 - World Prematurity Day**

Wear purple to spread awareness on premature babies! The month of November is also Prematurity Awareness Month.

★ **February - IHOP National Pancake Day**

The two ways to help the Children's Miracle Network on this day are to directly donate while visiting your local IHOP or by volunteering there as well.

COLOR KEY:

Pediatric Trauma Program

March of Dimes

UNICEF / Eliminate Project

Children's Miracle Network

MARK *your* CALENDARS

submitting funds

pediatric trauma program

1. Write a Check

- Payable to: Cali-Nev-Ha (CNH) Key Club
- Memo Line: Division ##, High School Name

2. Complete PTP Donation Form

3. Mail both the check and form to:

Bruce Hennings, Key Club PTP Donation
Cali-Nev-Ha (CNH) District Office
8360 Red Oak Street #201
Rancho Cucamonga, CA 91730

unicef: eliminate project

1. Write a Check

- Payable to: Kiwanis International Foundation
- Memo Line: The Eliminate Project

2. Complete Eliminate Project Donation Form

3. Email the completed donation form to me

(dtreas@cnhkeyclub.org)

- Subject Line: D## | Club Name | \$xx.xx

4. Mail both the check and form to:

The Eliminate Project: Campaign Office
Kiwanis Children's Fund
P.O. Box 6457 -- Dept #286
Indianapolis, IN 46206

*Links to the donations
forms can be found in
Section 7: Resources.*

section 3:

TYPES OF FUNDRAISERS

The different fundraisers have been generalized into three different types. This section will cover some tips and tricks to plan a successful fundraiser for each type of fundraiser and the next section will go over more specific fundraiser ideas.

restaurant

- ★ Reach out to a local restaurant and politely request for a **portion of purchases** to go towards a preferred charity.
- ★ Make sure to always be **proactive and professional** when contacting restaurants. If they have several requests from other organizations, they may take some time to contact you back, so be patient.
- ★ Use flyers to **promote** these events! Keep in mind that certain restaurants may require you to use their provided flyer template.

★ Examples:

- Chipotle
- Yogurtland
- Panda Express
- local boba shops

TAX ID:

Some locations ask for the tax ID as proof of a non-profit organization.

- ★ **CNH TAX ID:** 94-1623498 (for PTP)
- ★ **KCI TAX ID:** 36-6072042 (for Eliminate)

item

- ★ This involves fundraisers where an item is given in return for a set donation.
- ★ Try to plan these fundraisers with the weather in mind! When it's hot out, focus on selling cold drinks at events and vice versa.
- ★ When doing an item fundraiser (for stickers, pins, etc.), be sure to look around for different vendors and get multiple quotes. Never settle for the first price offer because the chances of another company producing the same product for a lower price are very likely.
- ★ **Examples:**
 - Donation gifts - enamel pins, stickers, and buttons
 - Spirit items - tutus, bandanas, drawstring bags
 - Food - bake sale, boba, musubi
 - Polaroid pictures, DIY crafts (scrunchies, friendship bracelets)

project

- ★ Project fundraisers are where Key Club members provide work or service to others in exchange for funds for charity.
- ★ Make sure to complete an Event Request Form by contacting your LTG or Region Advisor!
- ★ **Examples:**
 - Ice skating / roller skating night
 - Awake-A-Thon
 - Car Wash
 - Bake Sale

section 4:

FUNDRAISER IDEAS

Please keep in mind that many of these fundraisers are not intended to be used with the quarantine conditions. If the header is colored, it means that the fundraiser can be used during quarantine. Refer to page 15 for more details on how to make each fundraiser idea virtual!

RALLY

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. 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.

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 paperwork.

CARDBOARD CARNIVAL

A cardboard 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.

DOG/CAR WASH

Car/dog 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 the car/dog wash 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! You can have a "FREE" car/dog 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!

ICE / ROLLER SKATING

Ice skating is a great social for members to attend. You can pair it with the Eliminate Project and name the event "SKATE to ELIMINATE". This event can also be used for roller skating as well. This event depends on if you can reach a deal with a local skating rink, which most of the time, is possible. Make sure to also have students bring a medical release form due to possible injuries and for the safety of our Key Club members.

DANCE

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 higher levels of attendance will result in more funds raised, so you must advertise as much as possible if you want it to be successful!

AUCTION

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.

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! You can also host a bake sale outside of a grocery store, like Albertson's or Ralphs, after receiving permission from their store manager.

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.

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.

POLAROIDS

Offer a polaroid (picture) to members to buy at events to capture the moment. You can also make a backdrop for a specific event.

PIE FOR CHARITY

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

KARAOKE NIGHT

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

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.

HOLIDAY CARDS/GRAMS

Offering cards for holidays at school/meetings is an easy way to gain funds. You can also include extra things like flowers or candy!

DINNER

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

SURVIVAL KITS

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 or surviving the ever dreaded finals week.

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. Stay organized and total funds raised each day. You could even ask to leave these cans in classrooms!

PAGEANT

Charge admission and sell concessions to make money. Have contestants compete in multiple rounds or pageant activities. Some include Q&A, modeling certain types of attire (formal/casual/spirit), mini games (such as trivia) and showcasing a talent. Have a panel of judges help crown the individual that is the winner. Make sure to fill out an ERF and reach out for advisors.

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.

RIBBON LEIS

This can be used any time, but graduation is the best time to sell ribbon leis! Order ribbon online from a wholesale site (bbcrafter.com or papermart.com), create them as a club, and sell them to raise funds. You can take pre-orders as well!

RESTAURANT DISCOUNT CARDS

Reach out to local companies and arrange discount cards to sell to students. Some places, such as Jamba Juice or Krispy Kreme, already have BOGO card fundraisers. Simply contact your local store or search for a card company.

section 5:

FUNDRAISERS IN QUARANTINE

I will be going over a few fundraiser ideas, including the ones with colored headers from Section 4, in greater detail to explain how they should be conducted during quarantine.

color key:

The color key are the basic ways to modify the fundraisers to fit the current circumstances.

USE ZOOM

MAIL

DELIVER

COLLECT AFTER QUARANTINE

OTHER

AUCTION

To host an auction online, you can use Zoom, Google Meets, or another online video calling platform. You can hold up each item and give participants the opportunity to raise their hands for bidding.

KARAOKE NIGHT

Like the auction, use video calling platforms so that everyone can bond through karaoke. You can still collect donations for admission and estimate attendance by asking people to pre-register.

PIE FOR CHARITY

In order to host this event, you should collect donations first. Then, you can livestream the embarrassment of being pied by your family! Make sure to clarify how much 1 pie is worth. For example, if you say a pie is worth \$2 and raise \$30, then you should be pied 15 times!

HOLIDAY CARDS/GRAMS

You can make holiday cards and/or grams and deliver them to the recipient. If it is only a card, you can also consider mailing it because the cost should not be very high!

SURVIVAL KITS

You should have the officers or DLt create the survival kits and then deliver the kits to the recipients. Collect pre-orders so that you are not left with a surplus of survival kits and materials that can lead to more expenses and less profit.

RIBBON LEIS

Create ribbon leis with ribbon and deliver the ribbon leis to those who have pre-ordered!

RESTAURANT DISCOUNT CARDS

Have one person receive the discount cards from the restaurant and mail the cards to those who have pre-ordered. Delivering by car is not recommended because mailing a card should have a very small fee (around \$0.55).

DONATION CANS

Have each member collect loose change in donation cans and send images of themselves with their cans. The images can be used as visuals for newsletters and the cans can be picked up after quarantine!

These fundraisers labeled in blue are not mentioned in Section 4 above, but they are still good ideas to use during quarantine!

FOOD / BOBA

Work with a local restaurant or boba shop in order to host a fundraiser. Many small businesses are opening up, so try to help them out! For social distancing measures, try to find a place that allows takeout, delivery, phone call orders, etc.

ELECTRONIC APPLICATIONS

Many applications will donate to charities. Examples include: CharityMiles, FreeRice, BeanBeanBean, and more. While it is important to support these charities, we must also focus on our preferred charities, like PTP. Therefore, try to use the other fundraising ideas to donate to PTP in addition to using these applications.

LIVESTREAM / GAME TOURNAMENT

Host a gaming tournament or a livestream on Twitch in order to collect donations. You can also collect donations for admission for online games, like Kahoot and Jeopardy. Make sure to have an adult involved for the money, but it is also a great way to connect with new members!

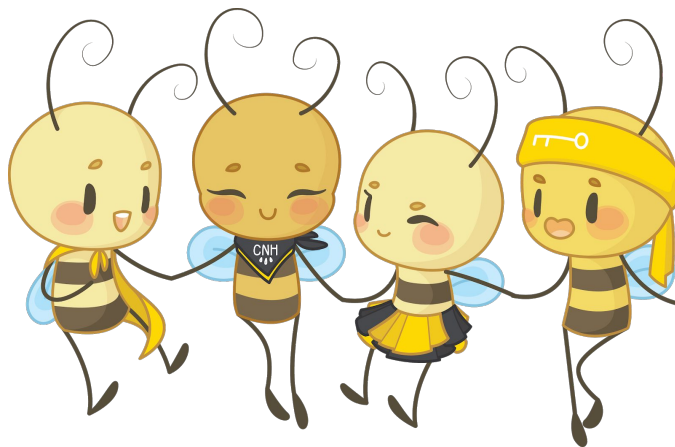
collecting money

Collecting money for fundraisers in quarantine can be more difficult, so here are some guidelines and tips!

- ★ Continue to follow usual guidelines, like having an adult involved.
- ★ To collect money for fundraisers during quarantine, use a method that is available to all or most of your members. For example, do not use Venmo if your members do not have access to it!
- ★ Follow guidelines from your school and advisors.
- ★ Using a GoFundMe page

*let's all work together to reach the district
fundraising goal of \$260,000*

HAPPY FUNDRAISING



section 6:

RESOURCES

district executives

- ★ Governor Daniel Min: dgov@cnhkeyclub.org
- ★ Secretary Grace Yim: dsec@cnhkeyclub.org
- ★ Treasurer Yena Suh: dtreas@cnhkeyclub.org

district administrators

- ★ District Administrator Doug Gin: da.dgin@cnhkeyclub.org
- ★ Assistant Administrator Marshall Roberson: adan.mroberson@cnhkeyclub.org
- ★ Assistant Administrator Alan Quon: adas.aquon@cnhkeyclub.org

links

- ★ CyberKey: www.cnhkeyclub.org
- ★ Membership Update Center: www.keyclub.org/muc
- ★ Club Treasurer Google Reflector:
www.groups.google.com/group/cnh-kc-treasurers
- ★ PTP Donation Form: <https://tinyurl.com/ptpdfm>
- ★ Eliminate Donation Form: <https://tinyurl.com/eliminatedform>
- ★ Treasurer Resources Google Drive: <https://tinyurl.com/cnhtreas>

remind101

- ★ Send a text to 81010. Text this message @cnhts2021

APPENDIX

----- common acronyms -----

CNH	California-Nevada-Hawaii
DA	District Administrator
DCM	Division Council Meeting
DCON	District Convention
DGOV	District Governor
DSEC	District Secretary
DTREAS	District Treasurer
ICON	International Convention
INT'L	International
KCI	Key Club International
LTG	Lieutenant Governor
MRF	Monthly Report Form
OTC	Officer Training Conference
PTP	Pediatric Trauma Program
RA	Region Advisor
RTC	Region Training Conference
YOF	Youth Opportunities Fund