

## Fund Raising Tips

Fund raising is a necessary part of any student organization. FFA chapters use a variety of fund raisers to earn the money necessary to accomplish their goals. Below are some tips that may be helpful in planning successful fund raisers for your chapter.

- Determine how much money you need to raise. Based on this you can select one or more fund raisers that will help you meet this goal.
- Look for a product(s) that people actually want to buy and that provides good value to the customer. For example, most people have no issue purchasing a poinsettia for \$6-\$8 to support FFA. They will not be as excited about paying \$5 for a candle that they could buy at Wal-Mart for \$1.
- Ask other Ag Teachers about fund raisers that have worked for them in the past.
- Stay away from fundraisers where you have to buy a lot of product up front. If the product must be purchased ahead of time, it is best to pre-sell the product and only purchase what you have orders for.
- Follow all school policies related to fundraisers. Most schools require that fundraisers be approved by the School Based Council in advance. Be sure that you understand all guidelines related to collecting and handling funds as well.
- Get students excited about selling the product. This must include an explanation of how the money will be used and how it will benefit the students. You should also train students on how to sell the product. (With poinsettias, they need to know what colors are available, when they will be delivered, how to care for them, etc.) Chapter officers should help lead the fundraising effort and can do much to get the members excited and motivated.
- It is often a good idea to give students an incentive to sell products. This may take the form of a prize for the top seller in each grade or the student getting a trip or item based on how much they sell.
- Keep good records on how much product is ordered, how much is sold by each student, who owes money, how much money is turned in, etc.
- At the conclusion of a fundraiser, take time to analyze the sales, profits, and student involvement to determine the overall success of the fundraiser. Make notes on how to improve the fundraiser in the future.