
Fundraising Resource Guide

**by the Unit 5
Citizens Advisory Council**

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Fundraising Resource Guide

Unit 5-CAC Spring 2004

We were assigned as a committee to research and create a fundraising resource guide for Unit 5. Our committee came up with four areas to list:

1. Main fundraising companies
2. "Other Ideas" used
3. The "Un-raiser"
4. Companies not recommended; problems in past

We compiled a list of questions asking: name of company used, school's percentage of profit, logistics involved, tips on getting volunteers, population of students who participated, school's contact person and cost benefits. After speaking to the fundraising representatives at all of our schools, we compiled a "top 10" list of all fundraising companies that have been used in Unit 5, which are listed at the end of this document.

Our proposal is to compile this information in a reproducible document and post it on the Unit 5 website for future reference by the fall of 2004. This list will need to be updated and maintained, as it will continually need to be changed and added to.

In the past, Unit 5 has not had a document of this type available. We believe that having it so easily accessible will be of value to our district.

This idea does not cost the district any money, and the only time needed is to update/maintain the list at least twice a year, preferably after the fall and spring seasons.

Top 10 List

1. Kathryn Beich, Inc
2. Club's Choice Fundraising
3. Market Day
4. Kleinhenn Company
5. Great American Opportunity
6. Great Lakes Scrips Center
7. QSP
8. Scholastic Book Fair
9. Holiday Shop
10. Spirit Clothing

Objectives

- Gather Fundraising information from each school in Unit 5
- Gather detail regarding logistics
- Revenue per fundraiser
- Contact people
- Compile a printable version via Unit 5 Website prior to Fall 2004

Unit 5 Fundraising Companies Used Top 10

1. Kathryn Beich, Inc
2. Club's Choice Fundraising
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8. Scholastic Book Fair
9. Holiday Shop
10. Spirit Clothing

Logistics Involved

- Most sales involve a kick-off at the school; along with orders being picked up, and a delivery date
- ALL need at least 3-4 volunteers; especially on delivery date
- Profits ranged according to amount sold & school participation/size of school—ranging from \$300-\$20,000 in profit (2%-50%)
- Average school participation ranges from 10-50%; average being 36% participation

Contacts

- Kathryn Beich, Inc.
Randy Brooks
(217) 648-2992
randy.brooks@kbfundraising.com
- Club's Choice Fundraising
Neil Kleinschmidt,
(309) 647-7103
fax: (309) 647-2468
- Market Day
www.marketday.com
- Kleinhenn Company
Larry Altman
(800) 423-6735
- Great American
Opportunity
www.greatamfundraising.com

Contacts

- Great Lakes Scrips Center
www.glscrip.com
- QSP
www.qsp.com
- Scholastic Book Fair
Pat Crivillone (800) 426-1485
- Holiday Shop
Fun Services
(800) 272-4386
- Spirit Clothing
Terry & Eileen Grawey
(309) 637-5100

Other Ideas for Fundraising

- PTO Membership Fees
- Chili Supper
- Carnival
- School BBQ
- Basket Raffle
- McDonald's or Monical's Night
- Sporting Concession Sales
- Secret Santa Shop

Logistics Involved

- Other ideas Sales involve more volunteers-anywhere from 20-150 people are needed
- Profits ranged according to type of fundraiser and amount sold/size of school—ranging up to \$3500 in profit (10%-50%)

The “Un-Raiser”

- This is a “no-hassle” fundraiser where the parents are requested to donate a set amount—ranging from \$20-\$25 per family
- This type of fundraiser works better in larger schools—very dependent upon number of families in school
- Last year, Kingsley Jr. High (1000 students) made \$6700.

Final Product

- The Fundraising Resource Guide will be posted on the Unit 5 web site for future reference by the fall of 2004
- This guide will also be administered and updated as needed