

Fundraising Tips from Natick FBLA

- 1. Create committees:** Break members into smaller groups and put each group in charge of one fundraiser. This will encourage greater member involvement, but also take a bit of the workload off of the chapter officers.
- 2. Use fundraising as a way to gain visibility in the community:** Running fundraisers in your school or other community gathering places will help to spread the word about FBLA and potentially recruit new members.
 - Our most successful fundraisers have been school bake sales, where we can raise money and recruit at the same time
- 3. Set a goal:** Take into account what the money is going towards, create an estimate of how much money you are going to need and how much you are hoping to raise through the fundraisers. Then, you can give members updates as you get closer to your goal. This gives a sense of direction and motivation for the committee and members to reach the goal.
 - Some examples of goals:
 - NLC
 - SLC transportation
 - Chapter t-shirts
- 4. Create incentives:** Come up with prizes for the members that raise the most money. Some fun examples: pie a board member in the face or a social media shoutout.
- 5. Use your connections:** Ask all members if they have any family/friends that own businesses or have commonly donated items such as sports season tickets. Even if you don't know what you are going to do with them yet, a list of good contacts will be helpful in the future if you plan to do an auction or pursue sponsorships, 2 of the most lucrative fundraising methods.
- 6. Spread out your fundraisers:** It's stressful to rely on one fundraiser to pay for your goal, so spread out your fundraisers. We try to do one large fundraiser each season and one smaller one each month.
- 7. Write thank-you notes to all donors and sponsors:** A personalized card will make donors feel that their contribution was appreciated and make them more likely to donate

in the future. You can split this up among your members so that each member only has to write a few.

- 8. Take advantage of the power of social media:** Use facebook, twitter, school announcements, and other media outlets to get the word out about your fundraisers. If you are doing an online fundraiser, such as an auction or GoFundMe, set a number of people that you would like each of your members to share the link with.