



FBLA
FUNDRAISER
GUIDE
NTEC x NCRC

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Disclaimer

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Welcome Letter



Hello FBLA Members,

Welcome to the FBLA Fundraiser Guide! This guide will teach you how to effectively fundraise for your chapter through detailed steps and pre-made graphics that you can use. From preparing to launch a fundraiser, promoting and running it, to thanking donors afterward, the FBLA Fundraiser Guide will help ensure your chapter succeeds in your fundraising goals.

The National Treasurer’s Executive Council (NTEC) and the North Central Region Council (NCRC) have worked hard to provide this resource for you based on our years of experience hosting a variety of fundraisers.

Fundraising is essential to building a successful chapter experience for all members. A lack of funds can lead to a significant drop in participation at conferences, such as your State Leadership Conference or the National Leadership Conference. It can also limit your chapter’s ability to serve others in your community, from commuting to a service project to visiting a local business.

As your local chapter moves forward, remember that fundraising unlocks opportunities that can show members what is truly possible for them to accomplish.

We wish you the best of luck in your fundraising efforts! Please reach out to us [@FBLANTEC](#) or [@FBLANorthCentral](#) on Instagram if you have any questions or concerns!

Sincerely,



A handwritten signature in black ink that reads "Andrew Stone".

Andrew Stone
National Treasurer



A handwritten signature in black ink that reads "Anika Yadav".

Anika Yadav
North Central Region
Vice President



WHY IS FUNDRAISING SO IMPORTANT?

Essential for development, fundraising enables chapters to cover day-to-day expenses, fund conference participation, and purchase event materials.

Additionally, fundraising offers chapters access to valuable resources such as educational materials, leadership programs, and connections with community partners.

Sustainable fundraising practices ensure the long-term viability of chapters, giving them a competitive edge through additional funds and unique member experiences -- both of which increase retention.

Successful fundraising helps to make successful chapters. Good luck!



FUNDRAISING BASICS



PREPARATION

In the **preparation** stage, chapters must set their fundraising goals and develop strategies for success. This stage involves identifying target audience(s), choosing fundraising methods, setting a budget, and assembling a dedicated team. It also lays the foundation for the fundraiser's success through detailed organization and planning.



PROMOTION

During the **promotion** stage, the fundraiser is marketed to potential donors. Chapters should create and distribute promotional materials, utilize social media and email marketing, and engage their audience with a compelling reason to support the effort, hopefully generating excitement for and awareness of the proposed fundraiser.



PRODUCTION

The **production** stage is the fundraiser event itself—when the fundraising activities are carried out. It requires managing resources, hosting events, and maintaining engagement with participants and donors.



POST-FUNDRAISER

In the **post-fundraiser** stage, the emphasis shifts from execution to donor relationships. Chapters should thank donors, share the impact of their contributions, and keep them engaged with future initiatives. It's also a good time to evaluate the campaign's success and plan for future efforts.

- **Thank Donors:**
Express gratitude to all participants and donors through a community message or a handwritten thank you note.
- **Share Results:**
Communicate the impact and outcome of the fundraising efforts.
- **Feedback Collection:**
Gather feedback from participants for future improvement.
- **Ongoing Engagement:**
Keep donors informed about upcoming projects and opportunities to contribute.
- **Evaluate and Plan:**
Assess the fundraiser's success and integrate lessons learned into future initiatives.



COUNTRY MEATS FUNDRAISER



Whether you're fundraising for your chapter's first event or for the National Leadership Conference, Country Meats fundraisers can help get you there!

How To Sell

Sell Meat Sticks In-Person.

Plan an order for your favorite meat stick flavors and start selling them at your school using the promotional flyer.

Take Meat Stick Pre-Orders.

After you create an account, grab a few of the Country Meats pre-order forms and start taking pre-orders. Get your friends, family members, and classmates to commit to their favorite flavors in whatever quantity they desire. Collect the orders, purchase the product, and then deliver meat sticks to your customers. Pre-orders must be purchased by calling Country Meats at 1-800-277-8989.

Fundraise Online.

Go digital with your fundraising efforts. When you create an account, just indicate that you'd like to participate in online fundraising, and you will receive a custom ordering URL. Spread the word to your friends, family members, and classmates near or far and send them your URL – every order placed through your custom link effortlessly generates funds for your chapter!

How To Profit

Profit-Sharing.

Pay \$.75 for each meat stick you'll sell for \$1.50. That means you get to keep 50% of the proceeds from each meat stick. Regardless of which method (or methods!) you choose, the generous profit-sharing model will have you well on your way to your fundraising goals in no time.

CITY POP®

1

STEP 1

Apply to Start a Fundraiser

Your chapter can begin your fundraising today with just a few clicks. Simply [apply](#) online and select your preferred start date.

2

STEP 2

Let Everyone in Your Chapter Know

To ensure the success of your fundraiser, don't hesitate to approach as many people as possible for support. *Use the promotional flyer to spread the word!*

3

STEP 3

Start Selling

Your fundraising goal is set by your chapter's Fundraising Organizer. You can sell anytime within the time frame you establish, and your supporters can buy items online via credit card. The products will soon be delivered right to their doorstep!

4

STEP 4

Get Virtual "High-Fives"

By accessing the City Pop fundraising dashboard, you can track the progress of your fundraiser in real-time. Be sure to recognize the top performers who are helping to drive your fundraiser's sales.



SENIOR GRAMS

CONCEPT

Senior Grams are a method of fundraising similar to Candy Grams. Instead of being for a holiday, these grams are meant to be ordered by underclass students, friends, or family, then sent to a senior in the school with a note and a treat attached. You can create your own, or use the [template](#) provided.



1

PREPARATION

1. Pick the treat you will use in your Senior Grams.
Ex: Lollipops, chocolate, Jolly Ranchers, etc.
2. Decide how much a Senior Gram will cost. Be sure your chapter will make a profit.
This price will depend on the treat you choose.
3. Determine the timeframe of your fundraiser and how you will receive payments. Many schools have different procedures for how to receive funds, so make sure to check with your administration for proper guidance.
Ex: Cash, Venmo, etc.
4. Decide how and by whom the Senior Grams will be delivered. Check with your school administration about rules for delivery.
 - a. Ex: Straight to class, lockers, etc.
 - b. Ex: Teachers, students, etc.

2

PROMOTION

1. Around your school, hang posters around your school advertising the order date(s) two–four weeks in advance.
Example
2. Create social media posts advertising the ordering details four weeks, two weeks, and one week in advance.
 - a. Example of four weeks
 - b. Example of two weeks
 - c. Example of one week
3. If allowed, use the announcement system at your school in the days leading up to and on the order date(s) to let the students and faculty know how to buy Senior Grams.
 - a. Example Announcement:
 - i. Hello (Your School)! (Name of Chapter) FBLA is selling Senior Grams tomorrow/today at (Time and Place)! They cost \$(Your Price) and you can pay with (Your Payment Methods)! Be sure to order these treat-filled delights for your favorite seniors before they run out!
4. Create a social media story the day before the order date(s) and all days of the order date(s).
 - a. Example for day before
 - b. Example for days of



SENIOR GRAMS CONT.



3

PRODUCTION

1. Collect all of the information you need to process orders.
 - a. Possible information includes the recipient's full name, what class they are in at a certain time, who the sender is (if requested). In the case of two people having identical names, ensure you have a way of distinguishing recipients from each other.
 - b. Note: this does not have to be a physical process; it can be an online form of some kind.
2. Knowing the volume of orders received, purchase necessary supplies/candy.
3. Print your Senior Grams and add the candies.
4. Deliver the orders.

4

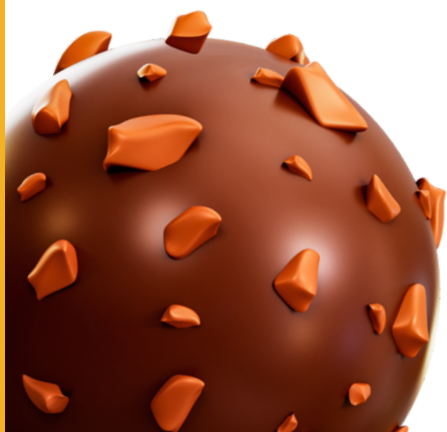
POST-FUNDRAISER

1. Keep a record of how well the fundraiser did. Is it worth it to repeat this fundraiser?
2. Keep a record of your process, including what went well and what could have been improved. This will help the next officer team if they replicate this fundraiser.
3. Congratulate yourself and your team on your hard work!

5

TEMPLATES

1. Look at our [Senior Grams poster template](#) that can be used for your chapter!



DINE TO DONATE

CONCEPT

A restaurant night or “Dine to Donate” is a fundraiser where the business provides a flyer and/or code for your chapter to use. A percentage of any sales made during a specific time with the flyer or code is then donated to your chapter.

1

PREPARATION

1. Decide the restaurant you wish to work with.
 - a. Not all restaurants offer this program, so choose one that does.
 - b. See if the restaurant requires you to bring in a minimum dollar amount to qualify for a percent of the money back.
 - c. Ex: Panera, Chipotle, Crumbl Cookies.
2. Decide on a date for your fundraiser.
 - a. You may have to work with the restaurant to find a date.
 - b. Be sure to clear the date with your school’s Student Activities office.
3. Fill out your chapter’s information for the fundraiser on the restaurant’s “Dine to Donate” request page and wait for approval.
 - a. While not all restaurants call it “Dine to Donate,” you will likely be able to find a similar program name if you go to the restaurant’s fundraising page and search for partnership programs.
4. Once you have restaurant and school approval, move on to the next steps.

2

PROMOTION

1. Hang posters around your school advertising the event three weeks in advance. The restaurant will likely have pre-made flyers to post on social media and throughout your school, but here is an example flyer you may use:
 - a. Example of three weeks out
2. **One week in advance**, create a social media post advertising the date(s) to your chapter social media page, school pages, and wherever else you can announce it.
 - a. Example of one week
3. If allowed, utilize the announcement system at your school on the days leading up to and on the “Dine to Donate” event to inform students and faculty.
4. Example Announcement:
 - a. Hello (Your School)! (Name of Chapter) FBLA is hosting a Dine to Donate at (Time and Place)! (Percent of sales/profit you get) will be given to our chapter on every transaction! Be sure to attend!
5. Create a social media story on the day of the Dine to Donate(s).
 - a. Example for the day

3

PRODUCTION

1. Confirm the event a few days before with the restaurant with which you are partnering.

DINE TO DONATE CONT.

4

POST-FUNDRAISER

1. Keep a record of how well the fundraiser did. Is it worth it to repeat this fundraiser? Do you want to host it at a different restaurant?
2. Keep a record of your process, including what went well and what could have been improved. This will help the next officer team as they plan future fundraising events.
3. Congratulate yourself and your team on your hard work!

5

TEMPLATES



Find these templates in the examples
section of Dine to Donate!

MAKER'S MARKET

CONCEPT

A Maker's Market and Food Truck Fest is an event designed to bring together your community for one event combining food and a marketplace for all. A Maker's Market is similar to a craft fair and brings all the vendors in your local area together. Look below for a step-by-step guide on how to operate this type of fundraiser.

1

PREPARATION

1. Discuss with your chapter who will lead the planning for the fundraiser as well as when and where the market/fest will take place. (You will need a lot of space for both events to work well.) A gym and an adjacent parking lot would be ideal.
2. Develop an initial proposal to your adviser and administration for the event with potential dates and all other planned information.
 - a. Ex: Maker's Market and Food Truck Fest Mock Proposal
3. Upon approval, determine a list of vendors and local food trucks to whom you will reach out.
4. Use the call list to recruit vendors and food trucks.
 - a. Upon participant confirmation, send a follow-up form, such as a Google Forms survey, to organize contact information and ensure all vendor needs are known and able to be met.
5. Design a floor plan for the space. Allot areas for last-minute sign-ups of both vendors and food trucks if you have space.
6. Create a sheet to check in vendors/trucks as they arrive. Include individual/company names and space locations. Add spaces to mark whether they are present and have paid.
 - a. Ex. Maker's Market and Food Truck Fest Check-in
7. Create a form for volunteers to sign up (create a google form with name, grade and time available to volunteer)

2

PROMOTION

1. Hang posters around your school advertising the event six weeks in advance.
 - a. Six Weeks Out Flyer
2. Create a social media post advertising the date(s) four, two, and one week(s) in advance to be posted on your chapter social media page, school pages, and wherever else you can announce it.
 - a. Example of four weeks
 - b. Example of two weeks
 - c. Example of one week
3. If allowed, utilize the announcement system at your school during the days leading up to and on the Maker's Market and Food Truck Fest to inform students and faculty about the event.
 - a. Example Announcement:
 - i. Hello (Your School)! (Name of Chapter) FBLA is hosting a Maker's Market and Food Truck Festival tomorrow/today at (time and place)! They cost \$(your price) and you can buy great gifts for the holiday season or enjoy some fantastic food! Be sure to attend!
4. Create a social media story the day before the order date(s) and all days of the order date(s).
 - a. Example for day before
 - b. Example for day of

MAKER'S MARKET CONT.

3

PRODUCTION

1. Set up all tables and other materials the day before, having a checklist to review everything from your organizing volunteers to charging all electronics and make sure to arrive early the day of to meet with your team. Make sure you have a plan for weather if your event is outdoors. (Ex. How would you protect materials?) If students need to miss class time to set up, check with your adviser on how you can have them excused.
2. Keep an accurate record of when businesses pay you for their space (this can be done using a spreadsheet).

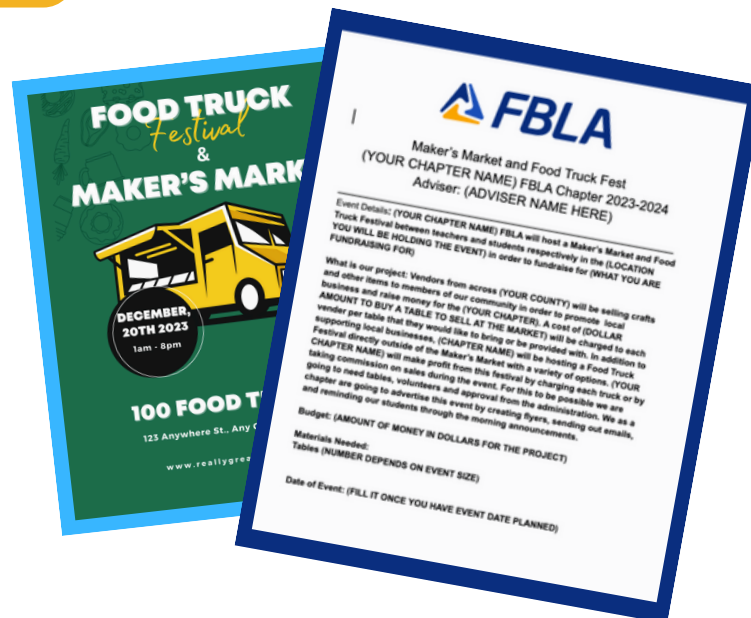
4

POST-FUNDRAISER

1. Keep a record of how well the fundraiser did. Is it worth repeating?
2. Keep a record of your process, including what went well and what could have been improved. The next officer team can use this information as they plan future events.
3. Congratulate yourself and your team on your hard work!

5

TEMPLATES



Find these templates in the "Promotion" section of Maker's Market!

PENNY WARS

CONCEPT

Penny Wars are typically a tournament between grade levels to see who can raise the most amount of money for their school or club. These can be done in any number of ways. It's a fun way for students to donate loose change and also help the community. Below you will find a guide to host your own!



1

PREPARATION

1. Decide the rules/variation your group will be using.
 - a. Ex: Will pennies be worth 1 point or 2 points? Will silver coins such as nickels, dimes, and quarters decrease from the count?, etc.
2. Decide how long the penny war will last.
 - a. Penny wars typically last a week, but you can set any timeframe you want.
3. Decide **where** and **how** you will collect the money. Work with your school administration and make sure to have a virtual donation option for members who don't carry cash.
 - a. Ex: **Where:** In the atrium or common school area, library, stationed in classrooms, that can be monitored.
 - b. Ex. **How:** Large buckets, water jugs, small cans in classrooms, etc.
4. Decide how you will separate the competition.
 - a. Ex: By grade level, birthday month, clubs, etc.
5. Decide who will count the money and how often.
 - a. Ex. Counted by teachers daily, counted by organization members by class hour, etc. Follow school rules on when money should be deposited. Funds must be kept in a secure location within your school. It is recommended that you ask your local bank for penny rolls to have an organized deposit!
6. Decide if the winning group will receive a prize! This can either be donated or from the funds you gained.
 - a. Ex. Donuts, candy, a free lunch day, etc.

2

PROMOTION

1. Advertise Penny Wars two weeks in advance with posters around the school.
 - a. Example
2. Create a social media post advertising Penny War dates four, two, and one week(s) in advance.
 - a. Example of four weeks
 - b. Example of two weeks
 - c. Example of one week
3. If allowed, utilize the announcement system at your school to advertise Penny Wars to students and faculty.
 - a. Example Announcement:
 - i. Hello (School Name)! (Name of Chapter) FBLA is hosting Penny Wars (duration of Penny War) to help raise money for our chapter's FBLA March of Dimes Donation! To play, bring in loose change from around your house and place it in (collection method) stationed (where collection baskets will be placed). The grade level with the most money will receive (prize, if applicable). Check out our social media and posters around the school to learn more about the rules of the game! Good luck.
4. Create a social media story the day before the start date of Penny Wars, and for all days of the Penny War.
 - a. Example for one day before the Penny War
 - b. Example for all days of the Penny War

PENNY WARS

CONT.

3

PRODUCTION

1. After each day (or whenever you want to count, after each class, etc.), count how much money each team has made. Make sure to announce the daily winner to encourage donations throughout the competition.
 - a. Have five to 10 people counting each different group's money separately. The best way is to have groups counting in different areas to minimize mix-ups between groups.
 - b. Try to keep this process as organized as possible. This is the hardest part, especially since you need to count in mostly pennies. The best way to go about this is to count pennies in 100s!
2. After each day, keep a running document or Google Sheet to update totals from the day.
 - a. This will help you see how much money each group made per day.
 - b. Format it by separating the type of coin or bill and how much. This will help if you are going to be subtracting points for other types of change depending on if you use the negative pennies or positive pennies method.
3. After the week is over, announce on social media or through your school's announcements who won.
 - a. Example announcement
 - i. Hello (school name)! Penny Wars was a huge success! Thank you to everyone who donated change to this fundraiser. We made a grand total of (money made) to help support our FBLA Chapter. The winning (group type) is (pause for dramatic effect) (winning group)! They raised (winning group money raised)! Thank you once again, (school mascot), for supporting us and making this fundraiser a huge success!
 - b. Example post for winning team

4

POST-FUNDRAISER

1. Keep a record of how well the fundraiser did. Is it worth it to repeat this fundraiser?
2. Keep a record of your process, what went well, what could have been improved, for the next officer team to potentially replicate and improve on the fundraiser.
3. Congratulate yourself and your team on your hard work!

5

TEMPLATES



NTEC MEMBERS | 2023-24



Andrew Stone, National Treasurer

To have a successful chapter in FBLA, or any other organization, you must be able to fundraise effectively. This guide has provided you with the opportunity to reflect on your chapter's past fundraising efforts and given you tools to build a strong financial future!



Gabriel Hankins, NTEC Executive Assistant

You aren't limited to the traditional bake sale. FBLA members are innovative! So be creative in how you fundraise, capture the attention of your community, and don't let money be the thing that holds you back.



Kimaya Mundhe, NTEC Media Director

From founding my chapter just a few years ago to my first trip to the National Leadership Conference, fundraising played an integral part in our success. Fundraising is the single best ticket to experience your FBLA journey.



Ayan Nallamshetty, NTEC Financial Literacy Director

Holding a fundraiser is an essential part of achieving financial success at your local chapter. Utilize different fundraising techniques to find your niche and excel in chapter growth!



Lizbeth Ortiz, NTEC Outreach Director

Fundraising stands at the heart of our FBLA journey. It makes conferences more affordable, offers valuable learning experiences, and connects local chapters. Fundraising ensures that every member's contribution plays a crucial role in shaping a rewarding FBLA journey!



Yameen Sekandari, NTEC Communications & Sponsorship Director

Fundraising is a critical part of every chapter, giving members the ability to complete projects, impact our communities, and strive for our passions!

NCRC MEMBERS | 2023-24



Anika Yadav, North Central Region VP

Fundraising can seem like a daunting task, but it's critical to the FBLA experience! Try reaching out to other chapters and learn about strategies they have used to conduct successful fundraisers. With the proper creative brainstorming, execution plan, and dedicated team, any fundraising goal can become attainable.



Mika Angelovici, NCRC Executive Assistant

Fundraising can be scary, but sometimes the best way to go about things is to just do them! If you plan well and keep yourself organized, you'll have a great fundraiser. Remember, the more you fundraise, the easier and better it becomes!



Nikitha Philip, NCRC Media Director

Make use of fundraising as much as possible! Whether it's to raise money for your chapter to host events or to attend conferences, these fundraising ideas will take you a long way. I'm so excited to see you take these ideas and make them your own! Good luck!!



Kaitlin Wang, NCRC Programs Director

Fundraising sets the stage for a successful chapter by fostering teamwork and instilling valuable lessons. It's not just about having fun; it's about working together toward a common goal. Let's embrace this opportunity to learn, grow, and make a meaningful impact in our community. Start fundraising today, FBLA!



Charles Silver, NCRC Communications Director

Use marketing principles. By identifying the target audience of your fundraiser, you can tailor your advertising and product to this audience. Also, make sure you do not fundraise from the same groups too frequently or you may exhaust their generosity, reducing revenue.



Hayden Hradek, NCRC Resources Director

Fundraising is absolutely critical to the success of any chapter, big or small! Find a way that works best for YOUR chapter specifically, and then get to it! Encourage your members, and you'll have a success on your hands. Find a way to get out there and have FUN while FUNdraising!
