

Over 15 different fundraisers tried by real high schools!

Fantastic Fundraisers for High Schools

A guide to having a successful fundraiser while keeping your
customers healthy!



Physical Activity and Nutrition Program
New York City Department of Health and Mental Hygiene
Contact us: hswellness@nyc.health.gov

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NYC
Health

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Disclaimer: The information in this guide is not an endorsement by the New York City Department of Health and Mental Hygiene or the City of New York and is provided solely for illustrative purposes.

INTRODUCTION

With youth overweight and obesity rates topping 40% in New York City, it is no surprise that nutrition and physical activity have become an important focus of citywide efforts aimed at curbing obesity and related chronic diseases. It is important that schools promote healthy eating and regular exercise. Student success depends on a blend of academic skills, good health and physical and mental fitness.

The food and beverages sold for fundraisers are often high in fat, sugar, salt and calories. Thankfully, schools across the city are starting to steer away from junk food fundraisers and are successfully implementing healthy food and non-food fundraisers.

In this guide, you will find many ideas and resources to help your school, student or parent group launch a healthy and non-food fundraiser of your own. You'll be able to raise much needed funds while keeping your customers healthy!

A big thank you to the staff at the Harlem District Public Health Office and the New York City Strategic Alliance for Health who created the original version of this document, which was geared toward elementary schools. Their hard work and creativity provided the foundation for this new high school version of the guide.

Any questions or suggestions? Please contact us at hswellness@nyc.health.gov.

-The High School Wellness Initiative

Healthy Fundraising Tip Sheet

FOOD MATTERS IN SCHOOLS!

Students consume many of their daily calories during the school day; their attitudes, preferences and behaviors are influenced by the food environment at their schools. Foods and beverages, which are often sold for school fundraisers, can have a significant impact on the food environment in schools.

THE BENEFITS OF HEALTHY FUNDRAISERS

Healthy fundraisers provide a positive message that promotes a healthy school environment. Fundraisers that involve either healthy food choices or non-food items can yield high profits and build a sense of community—for example, holding a walk-a-thon versus a candy sale.

FUNDRAISER TIPS

- (1) Know your audience.** Choose items to sell that are useful to people; poll your audience to find out what they would be willing to spend money on.
- (2) Less is more.** Hold fewer, larger fundraising events. Too many fundraisers can lead to consumer burn-out and lower profits.
- (3) Communicate the purpose.** Continually remind your audience how the money raised will be spent; tell them, “We’re halfway to buying a new computer” instead of “We’re halfway to \$2,000.”
- (4) Promote your fundraiser.** Advertise the fundraiser on websites and in email blasts and newsletters. Offer rewards for people who raise the most money. Offer taste tests of new, healthy foods you are selling during the fundraiser.
- (5) Choose and plan your fundraisers wisely.** Choose fundraisers that engage family, friends and the neighborhood to increase sales and develop a sense of community. Coordinate fundraisers with holidays or seasons.

KNOW THE RULES!

For information about fundraisers and New York City Department of Education regulations, visit the website at:

<http://schools.nyc.gov/RulesPolicies/ChancellorsRegulations/default.htm>

SUGGESTED MONTHLY FUNDRAISING ACTIVITIES



This table provides some fundraising ideas for the entire school year.

Here are some planning suggestions:

- Early in the school year, announce your fundraising goals and plans.
- Convene fundraising committee(s) at least monthly to ensure that fundraisers are well organized, well advertised and successful in meeting your financial goals!

Month	Events	Fundraiser Ideas
September	Rosh Hashanah Beginning of the school year	Beginning of the school year: Donation drives Fresh fruit or vegetable sale Logo merchandise School supplies
October	Columbus Day Halloween	Ongoing projects: Donation drives (e.g., annual appeal to businesses and parents) School store Recycling drive Autumn/Outdoors: Walk-a-thon Street fair/carnival Pumpkin sale
November	Election Day Veteran's Day Thanksgiving Parent-Teacher Conferences America Recycles Day	Parent-Teacher Conferences/Thanksgiving or harvest fresh fruit or vegetable sale Parent-Teacher Conferences/Thanksgiving or harvest plant or flower sale Flea market Recycling drive for America Recycles Day
December	Winter Holidays Winter Recess	Winter holidays: Festively packaged fresh fruit or vegetable sale, ready to be given as gifts! Holiday items (e.g., wrapping paper, wreaths, candles, etc.) Holiday performance (e.g., concert, dinner, play)
January	Martin Luther King Day Regents	Indoor events with entry fees: Performance events (e.g., talent show, battle of the bands) Game nights Movie nights (license needed)
February	Midwinter recess Valentine's Day	Valentine's Day flower sale
March	March Madness	Indoor fitness event (e.g., basketball tournament during March Madness)
April	Spring recess Earth Day	Spring/Outdoors: Seed, plant or flower sale Walk-a-thon Street fair/carnival 'Green' fundraisers for Earth Day (e.g., recycling fundraisers, selling reusable bags or water bottles)
May	Memorial Day Mother's Day	Mother's Day: Hand-made cards Fresh fruit or vegetable sale Seed, plant or flower sale Magazine drive Logo merchandise (e.g., 'My teenager goes to _____ school')
June	Graduation Father's Day Regents	Father's Day (see Mother's Day ideas) Graduation: Flower, balloon, or school logo merchandise sale

‘GREEN’ FUNDRAISERS



Consider kicking-off these ‘green’ fundraisers on *America Recycles Day* (November 15th) or *Earth Day* (April 22nd)! All of the companies below have guides and promotional materials available for download from their websites. Some will also send packets of materials. To find a vendor, do an Internet search to find a ‘green’ vendor.

Product	Money to School	Tips and Protocol
Reusable Bags	Through some ‘green’ vendor fundraising programs, schools can earn 50% of all sales.	<p>Two types of vendors:</p> <ol style="list-style-type: none"> 1. Find a vendor who sells reusable bags <ul style="list-style-type: none"> ○ Take pre-orders and collect money for specific bags and order only those bags <u>or</u> estimate number of bags to be purchased and order 2. Find a vendor who will reimburse for unsold bags
Goods made out of recycled materials (gifts, gift wrap and everyday products)	Through ‘green’ vendor fundraising programs, schools can earn 25– 45% of all sales.	<ul style="list-style-type: none"> ● Register your school on a green product website. ● Two options for purchasing (depends on the website): <ol style="list-style-type: none"> 1. Encourage people to order from the website. A percentage of ongoing sales will go to the school. 2. Request paper catalogs from the website. Take orders using the catalog. Then, distribute items.
Recycle electronics and ink cartridges	Reimbursement depends on the type of product and quantity.	<ul style="list-style-type: none"> ● Register on a recycling drive website. ● Download guide, promotional materials, tax deduction receipts for your donors and program rules. ● Decide on and set up a drop-off location. ● Publicize the fundraiser. ● Print free pre-paid shipping labels (if offered) and schedule a pick-up for every full box of items.
Recycled clothing drive	It is possible to earn \$0.05– \$0.15 for every pound of clothing collected (depending on vendor prices).	<ul style="list-style-type: none"> ● Decide on drop-off day and location. ● Designate volunteers to run it. ● Contact company in advance to request a pick-up date. ● Publicize the drop-off day. ● Run the drop-off day.

FRESH FRUIT AND VEGETABLE SALE



This fundraiser is perfect for Parent-Teacher Conference nights, during the holidays or anytime! All it takes is fresh produce, a little creativity and enthusiastic volunteers.

Product	Fresh produce sold individually or bundled
Cost to School	1) Cost of produce (wholesale prices), 2) table decorations (posters, baskets), 3) packaging (clear bags, ribbons, optional baskets, etc.) [price varies]
How to Price and Estimated Profit	Sell produce either individually (e.g., \$1 for a banana) or as a bundle (e.g., for a bundle containing a potato, onion, bunch of collard greens, and an apple for \$4–5). **Schools have made up to \$150 the first time they tried a produce sale!
How to Do It	<ol style="list-style-type: none"> 1. Decide on a date and enlist volunteers. 2. Check out wholesale markets or stores to get an idea of available items and prices (see Resource below). 3. Decide on what items to sell, how to sell the items (individual or bundle), and how much to sell each bundle for. 4. Consider whether you will sell items on the spot or have people pre-order. 5. Place order for produce and buy packaging and decoration materials. 6. Create and distribute materials (flyers, order forms) and distribute. 7. Create and assemble table decorations. 8. The day of the event, have parent, staff or students (e.g., student government or craft or health classes) assemble the bundles. 9. Distribute or sell packages.
Tips	<ul style="list-style-type: none"> • Purchase or have the produce delivered the morning of the event to avoid refrigeration needs. • Have students walk the halls selling produce, instead of just sitting at the table. • Use ribbons that are your school colors or stickers with your school name or mascot. • Put out nutrition and health brochures (see Resources below). • Offer <i>free</i> samples (e.g., apple slices, apple sauce, etc.). • Choose a wholesale market or store close to your school for convenience.
Sample Resources	<p>GrowNYC Wholesale Market (www.grownyc.org/wholesale)</p> <p>Do an internet search to find the wholesale store nearest to your school!</p> <p>Nutrition brochures (www.nyc.gov/html/doh/html/pub/pub.shtml?y=alert, www.mypyramid.gov/tips_resources/printmaterials.html)</p>



Thanks to the following high schools for sharing their experience:


Bronx Academy of Letters, Bronx
Validus Preparatory Academy, Bronx
The High School for Arts & Business, Queens

DRESS DOWN OR DRESS UP DAY



This is a fun fundraiser to do throughout the school year or during a spirit week. This fundraiser works particularly well at schools where students have to wear uniforms.

Product	None
Cost to School	Promotional materials (price varies), rubber stamp and ink (under \$10)
How to Price and Estimated Profit	Almost all of the profit goes straight to your cause. **One school makes \$200–350 per dress up/down day!
How to Do It	<ol style="list-style-type: none"> 1. Decide what days to do a dress up or dress down day. 2. Promote the special day. 3. The day of the event, sit at the front door of the school with a money box and a stamp. Only stamp the hands of people who paid to dress down or dress up for the day. 4. Have fun!
Tips	<p>Dress down or dress up day ideas:</p> <ul style="list-style-type: none"> • Dress down day, not wearing school uniform • Teacher dress down day • Sports team gear • Pajama day • Funny hat or Santa hat • School colors • Halloween costume • Dress like a twin day
Sample Resources	There are no vendors to contact for this fundraiser—talk to staff, parents and students for ideas.



Thanks to the following high schools for sharing their experience:

High School for Public Service, Brooklyn
Academy for Environmental Leadership, Brooklyn

PHOTO FUNDRAISER



Schools usually hold only one student photo day a year, but family photography and event photography can be just as popular. Ask your local photography company for information.

Product	Photos
Cost to School	Promotional materials and photography equipment (price varies)
How to Price and Estimated Profit	Profits vary. With a professional photographer, schools might keep between 20–25% of the total sales. **One school made \$62 the first time they did a photo week fundraiser!
How to Do It	<ol style="list-style-type: none"> 1. Call a photographer (describe school type, size and location, and arrange a photo date). 2. Promote the event prior to photo day. Free promotional materials such as posters, order forms and collection envelopes will be provided. 3. Students or parents order packages and the school collects monies raised. 4. Host the photo day. 5. Photographer settles account with final visit to school. <p>(See other ways to do a Photo Fundraiser in the Tips section below)</p>
Tips	<ul style="list-style-type: none"> • On delivery day, tracking the orders and distributing them appropriately will require extra help. Be sure to alert parents and guardians about pick-up day. • If using an outside photographer, be sure to have administrator approval and permission slips. <p>Other ways of doing a photo fundraiser:</p> <ul style="list-style-type: none"> • Rent a digital photo booth for your next school event. Charge \$2 per session to offset cost (depending on the size of the event). For a 4-hour event, cost of rental with a photographer is about \$1,500. • Purchase or borrow a camera, holiday backdrops and a photo printer. Ask an amateur photographer to volunteer their time. The supplies will be reusable! Invite all schools on campus and allow photos of groups or individuals over one week during lunch periods. A "photo package" of 4 prints could be \$10 for a 4-person student group. • Create yearbooks or calendars online and sell. Take digital photos of school events all year and turn memories into money.
Sample Resources	Do an internet search to find a photographer, to rent a photo booth or photographic equipment, or to purchase equipment.



Thanks to the following high school for sharing their experience:

World Academy for Total Community Health High School, Brooklyn

DONATION DRIVES



Donation drives are great to do early in the year, but also work well anytime in conjunction with an event. There are lots of creative ways to ask people for money!

Product	No products, just money!
Cost to School	Promotional materials (price varies)
How to Price and Estimated Profit	<p>Almost all of the profit goes straight to your cause.</p> <p>**One school has made over \$2,000 by creating a donation website!</p>
How to Do It	<ol style="list-style-type: none"> 1. Decide what you are raising money for and make a reasonable donation drive goal. Set a start and end date. 2. Decide what type of donation drive will best help you reach your goal (e.g., penny drive, annual appeal letter, local business booster club, donation website, donation game, scratch cards, etc.) 3. Develop and use promotional materials. 4. Run your drive.
Tips	<ul style="list-style-type: none"> • If you want to try a donation game, here are some ideas: <ul style="list-style-type: none"> • Make or buy a spinner or a wheel and put a different donation amount in each slot (between \$0.50–5.0). The customer donates the amount indicated on the “winning” slot. • Write donation amounts on the bottom of rubber ducks and float them in a small bowl or pool. The customer selects a duck and donates the amount indicated on the bottom of the duck. • Consider having a kick-off event at the start of your campaign. • To streamline an annual appeal, ask a website designer to help design a snazzy website so people can donate to your school electronically. • If you decide to hold an annual appeal, tell people what their donation will buy (e.g., “\$100 will buy 3 books for a student”) or create donation levels (e.g., \$50 is silver, \$100 is gold). • Reach out to alumni, partner organizations and the community.
Sample Resources	<p>See Appendix D, Sample Annual Appeal Letter</p> <p>Do an internet search to purchase fundraiser spinners/wheels.</p>

Thanks to the following high school for sharing their experience:

Bronx Academy of Letters, Bronx

SEED, PLANT OR FLOWER SALE



This fundraiser is great in the fall or in the spring. Sell these items as part of a bigger event or for a holiday. The possibilities are endless!

Product	Seeds, plants, starter plants, bulbs, flowers
Cost to School	Merchandise, promotional materials (price varies)
How to Price and Estimated Profit	<p>Pricing and profit depend on mark-up (e.g., sell an individual flower for \$2, sell bigger items for more)</p> <p>**One school made \$400 by selling flowers for Valentine’s Day!</p>
How to Do It	<ol style="list-style-type: none"> 1. Decide on a date and enlist volunteers. 2. Contact a wholesale market or store to get an idea of available items and prices (see Resources below). 3. Decide on what items to sell, how to package and how to price items. 4. Consider whether you will sell items on the spot or have people pre-order. 5. Create and distribute promotional materials (flyers, order forms). 6. The day of the event, have parents, staff or students (e.g., student government or craft or health classes) assemble the plants, flowers, seeds, or bulbs. 7. Distribute or sell the items.
Tips	<ul style="list-style-type: none"> • Sell flowers on Earth Day, Valentine’s Day, Mother’s Day or on Graduation day! • Decorate the items with ribbons, stickers or cards.
Sample Resources	<p>GrowNYC Wholesale Market (www.grownyc.org/wholesale)</p> <p>Do an internet search to find the wholesale store nearest to your school!</p>



Thanks to the following high school for sharing their experience:

Boys and Girls High School, Brooklyn

“A-THON” FUNDRAISERS



“A-Thon” fundraisers are a great way to raise funds and promote healthy, educational activities. Funds are raised by collecting pledges from friends and families for an activity. They may involve all students, staff, parents or a single class. It might be a one-time event or it might span weeks or months.

Product	Pledges for an activity over a certain period of time
Cost to School	A small amount of money will be required for promotional materials (price varies).
How to Price and Estimated Profit	<p>Pledges are priced based on the activity involved and the length of the “A-Thon”—for example, \$1 per mile biked in a bike-a-thon or \$1 per 10 minutes of studying for the SATs.</p> <p>**One school made \$300 doing an SAT studying-A-Thon!</p>
How to Do It	<p>1. Select an activity and establish a pledge unit.</p> <p>Group “A-Thons:”</p> <ul style="list-style-type: none"> Dance: pledge an amount for each 5-minute interval danced Hula-Hoop: pledge an amount for each 1-minute interval of hula hooping Walk: pledge an amount for a certain number of steps or miles walked <p>Individual “A-Thons”:</p> <ul style="list-style-type: none"> SAT studying: pledge an amount for each 15-minute interval of studying for the SATs Reading: pledge an amount for each day of reading for a month Climbing: pledge an amount for each day of climbing stairs for two weeks Drinking water: pledge an amount for each glass of water consumed for three weeks Unplugging: pledge an amount for each day of not watching TV or playing video games for one week <p>3. Organize the Event.</p> <ul style="list-style-type: none"> • For individual “A-Thons”, allow yourself plenty of time to plan a kick-off event. • Promote the event with flyers to family and friends, posters at school, announcements over the public address system and in school newsletters. • Raise funds by collecting pledges in advance. • Consider asking local businesses for donations, such as cash or food.
Tips	<ul style="list-style-type: none"> • The possibilities are endless; be creative! • Hold event on school property or in donated space to save money. • Open the event to parents and the community.
Sample Resources	There are no vendors to contact for this fundraiser—talk to staff, parents and students for ideas.

Thanks to the following high school for sharing their experience:
High School for Public Service, Brooklyn

FITNESS FUNDRAISERS



Reward fitness and raise money through donations to support physical activity in your school community. The possibilities are endless!

Product	Sports tournament, students vs. staff game, students vs. alumni game, scratch-n-fit or fitness cube fundraiser
Cost to School	Cost is nominal based on promotional materials and hosting a school event.
How to Price and Estimated Profit	<p>Sports Tournament—Return depends on the size of the event (e.g., \$3 entrance fee for students, \$5 entrance fee for everyone else)</p> <p>Scratch-N-Fit—Each card has scratch opportunities to raise up to \$246.</p> <p>**One school made at least \$500 doing a student vs. alumni basketball game!</p>
How to Do It	<p>Sports tournament, students vs. staff game or students vs. alumni game:</p> <ol style="list-style-type: none"> 1. Set up a committee with students, staff, parents and alumni (if applicable). 2. Choose a date. 3. Secure a space for your event, security and custodian help. 4. Develop materials and promote your fundraiser. 5. Charge participation fees for each team and/or entrance fees to the event. <p>Scratch-n-fit or fitness cube fundraiser:</p> <ol style="list-style-type: none"> 1. Set up a committee with student group or athletic team, staff and parents. 2. Host a school fitness event or meeting to learn exercises. 3. Do exercises as indicated by the roll of cube or scratched-off circles in exchange for donations. 4. The donor gets a free pass to a local gym as a “thank you” for his/her donation
Tips	<ul style="list-style-type: none"> • Get creative and organize a basketball tournament around March Madness. • Take advantage of existing social networks to promote your event. • Encourage favorite school staff members to participate. • Ask students, parents, alumni or staff to be a DJ, cheerleaders, or play live music. • Sell school spirit gear. • Sell healthy snacks and beverages (fruits, vegetables, water, DOE-approved items).
Sample Resources	Do an internet search for organizations or companies who provide materials to help schools run fitness fundraisers.



Thanks to the following high school for sharing their experience:

Boys and Girls High School, Brooklyn

FLEA MARKET



Holding a flea market is a great way to raise money for your school and engage the community. They work as either one-time, seasonal or on-going fundraisers!

Product	Used clothes or other items, local artists' work, vendors
Cost to School	Advertising materials, permit, security, custodial costs (price varies)
How to Price and Estimated Profit	Charge a per-table fee (e.g., \$25 a table) **One school made \$300 hosting a used clothing sale!
How to Do It	<ol style="list-style-type: none"> 1. Create a flea market committee. 2. Choose a location that can accommodate many vendors. 3. Decide on whether your flea market will be one-time, seasonal or year-round. 4. Secure permit, security and custodial help. 5. Draw a map of your area and determine how you will accommodate vendors. 6. Advertise your flea market in the school or local newspaper, on blogs and on websites to attract vendors or customers. 7. On flea market day: <ul style="list-style-type: none"> • Set up tables and decorations • Sign in and charge vendors • Clean up
Tips	<ul style="list-style-type: none"> • Determine whether there is enough street traffic around your school to support a successful flea market; consider starting small. • Ask staff and families to donate items to sell. • Have a table with information about your school. • Reserve a few free tables for students to sell their crafts. • Give free or discounted tables or space to parents and local community organizations. • Give discounts to repeat vendors. • Designate or create a vendor registration contact, hotline or email address.
Sample Resources	There are no resources for this fundraiser—talk to staff, parents and students for ideas and support.



Thanks to the following high school for sharing their experience:

Validus Preparatory Academy, Bronx

FAMILY DINNER EVENT



Dinner events are a great way to build your school community and make some money. Make sure your event falls after 6pm so that it complies with DOE regulation A-812 (see Appendix A).

Product	Dinner
Cost to School	Price of food, beverages, space, heating elements, paper goods, utensils, advertising (price varies)
How to Price and Estimated Profit	Entrance fee (e.g., charge \$3 for students, \$5 for adults) **One school made \$200 doing a dinner event!
How To do It	<ol style="list-style-type: none"> 1. Pull together a group of volunteers. 2. Select date, time and location. 3. Organize point people for advertising, food donation collection, decoration and set up, clean up, serving and ticketing. 4. Advertise the event to teachers, parents and students. Ask for healthy homemade food donations. 5. Contact school cafeteria staff to arrange for the refrigeration and heating of food. Burners only keep food warm that is already hot. 6. Supply servers with latex gloves and instruct in food handling and healthy portions. 7. Hold the event and enjoy!
Tips	<ul style="list-style-type: none"> • Advertise using a flyer, your school’s calling system, emails and more! • Distribute blank recipe cards to all who made food, and ask them to provide ingredients and allergy alerts. • Hold the event around the holidays. • Make it an international pot luck event.
Sample Resources	There are no vendors to contact for this event—talk to staff, parents and students to coordinate dates and for ideas.

Thanks to the following high schools for sharing their experience:

Academy for Environmental Leadership, Brooklyn
High School for Public Service, Brooklyn

RAFFLES



This fundraiser is fun to try in conjunction with another event like a parent-teacher conference night, a carnival, a family dinner night, a concert or a play.

Product	Raffle items
Cost to School	1) Roll of raffle tickets (\$5–10) <u>or</u> cost to make or buy a wheel or dart board (\$5–200), 2) raffle items, 3) promotional materials (price varies)
How to Price and Estimated Profit	Have the customer pay per raffle ticket (\$1–3 a ticket) or pay by the turn (\$3 a turn)
How to Do It	<ol style="list-style-type: none"> 1. Decide on when you will hold the raffle. 2. Prepare a donation packet (letter and page with school information). Go to local businesses with your donation packet and ask for raffle items. 3. Create flyers and promote your raffle. 4. Decide whether you want to do a traditional raffle or a creative raffle (e.g., use a spinner wheel or dart board, and award raffle tickets to players who land on or hit a certain spot). 5. Hold your event. 6. Deliver the items to the winners.
Tips	<ul style="list-style-type: none"> • Only adults can enter a raffle. • Go to businesses near your school to get donations. • Do a raffle in conjunction with an event to increase profits. • If your raffle yields more than a \$5,000 profit, you have to submit a form to New York State (see Resources below).
Sample Resources	<p>See Appendix D (Sample Annual Appeal Letter) and modify.</p> <p>New York State Raffle Rules http://www.racing.state.ny.us/charitable/Raffle_Information.htm</p> <p>New York State Raffle Form http://www.racing.state.ny.us/charitable/char.home3.htm</p>

AUCTION EVENT



When done well, an auction can raise thousands of dollars and helps to build the school community!

Product	Auction items, food and/or beverages
Cost to School	Food (\$500 or more, depending on the size of the event and if the labor is donated or provided by the school), location (price varies), promotional materials (price varies), triplicate receipt (approx. \$15 for a booklet of 200 receipts)
How to Price and Estimated Profit	Entrance fee (e.g., \$15–35) **One school made \$7,000 during an auction event!
How to Do It	<ol style="list-style-type: none"> 1. Bring together a group of volunteers and/or advisory board. 2. Break into committees: venue, publicity, donated items and sponsorship, auctioneer and volunteers, decorations, food, set up, clean up, treasurer and ticketing. 3. Decide when and where you will hold the auction. 4. Advertise the event. 5. Try to get items, food and beverages donated. 6. Create auction materials (silent auction bid sheets, item catalogs, item signs, treasurer documents). 7. Find an auctioneer. 8. On the day of the auction: <ul style="list-style-type: none"> • Decorate • Set up silent auction items on a table with a bid sheet. • Run the live auction on big items. • For each auction item, prepare a triplicate receipt form (one for the person who donated, one for the winner and one for your records). • Have winners pay before they leave and take items. If the item is large, schedule a delivery on a later date. • Clean up. 9. After the event, settle all charges and deliver items to winners.
Tips	<ul style="list-style-type: none"> • This fundraiser takes a lot of work; start planning 6+ months in advance! • Plan the event near the holidays so people can buy gifts. • Start opening bids low and increase by \$5–\$25 increments. • Having a school advisory board is really helpful. They can help get space and items donated, find sponsors and do promotion. • Have a sign-in sheet for all attendees; use this listing to create a listserv of potential donors for future events. • Remember, only adults can place bids. • Give free or reduced tickets to teachers.
Sample Resources	See Appendix D (Sample Annual Appeal Letter) and modify.

Thanks to the following high school for sharing their experience:

Food and Finance High School, Manhattan

SCHOOL STORE



Having a school store is a great way to boost school spirit, make some money and sell fun and useful items.

Product	School supplies (pens, pencils, paper, paper stickies, etc.), uniforms, school spirit gear and items (clothes, water bottles, etc.), other items (stress balls, hair elastics, hand sanitizer, tissues, plastic storage containers), approved snacks and beverages, water, etc.
Cost to School	Infrastructure supplies (room, cart, locked cabinet, cash box or register, record books, etc.), merchandise (price varies)
How to Price and Estimated Profit	Pricing and profit depend on mark-up.
How to Do It	<p>Initial planning:</p> <ol style="list-style-type: none"> 1. Hold meetings with interested students, parents and school staff. Decide who will run the store (student-staffed or adult-staffed), where the store will be located (room vs. cart), when the store will be open (morning vs. lunch periods vs. after school), and what will be sold. 2. Hire staff and assign positions (clerks, managers, supervisors, accountants, purchasing and ordering, advertisers). 3. Order infrastructure supplies and items. 4. Advertise your school store. 5. Open your school store. <p>Ongoing:</p> <ol style="list-style-type: none"> 1. Take stock of merchandise and cash before and after every shift. 2. Keep track of all orders and deliveries.
Tips	<ul style="list-style-type: none"> • Be sure to have your principal’s approval and invite the COSA, PC and APs to the first meeting • For safety, have at least 1 adult on every shift • Start small. Try a mobile store with limited hours and limited merchandise before expanding. • Choose high-traffic areas. • Survey your customers to see what they’d be interested in buying.
Sample Resources	<p>Do an internet search for school store “how to” guides.</p> <p>To find a school store supply vendor, do a search on the internet or speak to your school’s purchasing secretary.</p>

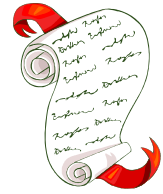


Thanks to the following high school for sharing their experience:

High School for Public Service, Brooklyn

Appendix A

New York City Department of Education Fundraising Rules and Regulations



- A-610, Fundraising Activities and Collection of Money from Students:** This regulation defines fundraising activities and the parameters regarding fundraisers, including when they may be held. It also describes internal controls for money collected and spent.
- A-812, Competitive Foods:** This regulation outlines the restriction on the sale of snack foods and beverages outside of the school food program from the beginning of the school day until 6:00 PM on weekdays.
- A-660, Parent Associations and Schools:** This regulation describes the governance structure of parent associations and presidents' councils.
- A-650, Flea Markets:** This regulation describes the conditions under which flea markets and certain other flea market-type programs may be initiated and conducted on New York City Department of Education property for the primary purpose of raising funds to benefit public schools.
- Division of Contracts and Purchases:** This New York City Department of Education division has information about procurement rules for purchases by the school.
- Standard Operating Procedures (SOP), General School Funds:** This chapter of the SOP relates to the receipt of money by a school that will be deposited into the General School Fund.



The most up-to-date versions of the New York City Chancellor's Regulations can be found at: <http://schools.nyc.gov/RulesPolicies/ChancellorsRegulations/default.htm>

Division of Contracts and Purchases website: <http://schools.nyc.gov/Offices/dcp/default.htm>

Standard Operating Procedures website: <http://dfoapps.nycenet.edu/SOP/>

Appendix B—Other Fundraisers

There are many other fundraising ideas out there, but we don't have enough pages to write about them all. Scan through this list for other fun ideas. To find a vendor, do an internet search or speak to your school's purchasing secretary to identify approved DOE vendors.

Product	Details and Tips
Boxed citrus produce, pre-ordered for shipment	\$12–20 per 20 lb box (suggested mark-up \$3–5 per box); \$20–40 per 40 lb box (suggested mark-up \$5–8 per box); Estimated profit of \$500–800 for 100 boxes
Items in a gift catalog	Insist on non-food catalogs for the health of your community!
Student-made crafts or art	Sell in a school store or flea market
Performance event	Play, concert, battle of the bands, talent show, etc.
Holiday items	Gift wrap, cards, ornaments, wreaths, trees, flowers, etc.
Sell or raffle front-row seats at school sporting events, plays or concerts	You could sell a set of tickets for each night or an entire season.
Gift Certificates and Prepaid Cards for Purchases	Earnings are 2–15% (e.g., A purchase of \$100 prepaid card earns a school \$2–15)
Cash-Back from Purchases	Schools can get 2–8% back on purchases if students, parents, friends and family make purchases from participating stores.
Hand sanitizer with mini tissue packs	These are great to sell around flu or cold season in a school store or at a health event.
Approved and healthy foods and beverages	Sell approved foods and beverages in a school store or for a fundraiser. Make sure to comply with DOE regulation A-812.
Game nights	Have students bring games (board games or video games) from home. Reserve a space in the gym or cafeteria. Charge an entrance fee.
Gift wrapping nights	During the holidays, students can wrap gifts at participating Barnes & Nobles and earn money for their school by putting out a tip jar! Call a store near your school and ask to speak to the "Institutional" staff person. Schedule one or more nights and find student or parent volunteers.
Evening parent classes (workout, dance, art, etc.)	See if any school staff members, parents or friends are certified to teach exercise or art classes. Ask them to donate their time either once or repeatedly. Charge parents a minimal entrance fee.
School logo merchandise	Sell clothing, school supplies, water bottles, mugs, bags, and more to students, parents and staff at an event or in a school store. Hold a logo design contest for students. Go green and sell reusable items.
Ad space in calendars or newsletters	Sell ad space to local businesses.

Appendix C—A-thon Pledge Form

[INSERT SCHOOL LETTERHEAD or LOGO HERE]

[insert type, e.g., walk or dance]-A-THON FUNDRAISER

Please help our school raise money AND encourage [insert nature of fundraiser, e.g., physical activity, reading, etc.] by supporting our school's [insert name of fundraiser]. We want every student to [insert minimum goal, e.g., walk 1 mile or read 3 books] or more!

Student's Name:		Grade/Class:			
Donor Name	Address/Phone	\$ Amount Pledged		Total \$ Due	Money Collected (✓)
		Per [insert unit]	Flat Pledge		
<i>Sammy Student (example)</i>	<i>999 New York St -Apt 4F 212-111-1111</i>	<i>\$1</i>		<i>\$4 (if 4 laps walked)</i>	<i>✓</i>
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
Total number of [insert unit]					
TOTAL AMOUNT COLLECTED				\$ _____	

Appendix D—Sample Annual Appeal Letter

[INSERT SCHOOL LETTERHEAD AND LOGO HERE]

[Insert date]

[Optional, insert business address]

To Whom It May Concern:

[Insert high school name] is the high school just around the corner from your business. *[Insert school stats like size, Title I status, attendance rate, graduation rate, or college acceptance rate]*. Our school supports our students to become better scholars and better citizens.

However, our school has limited financial means to keep *[insert purpose of fundraiser]*. *[Insert sentence about the purpose of fundraiser]*. Will you help us meet our goal of *[insert purpose of fundraiser]*?

[Optional paragraph] There are several levels of giving and we appreciate any support your business can give. We will recognize your gift by giving you a *[name of high school]* Booster Club Sticker to put in your store window.

- \$50—buy a book for a student (bronze level)
- \$100—buy a sports uniform for a student (silver level)
- \$500—buy a college tour trip for a student (gold level)
- \$1,000—buy a computer for a student (Platinum level)

Your gift will have a significant impact on the ability of our school to *[insert purpose of fundraiser]*. Thank you for partnering with our students.

If you have any questions, please contact Principal *[insert Principal name]*, at (---) --- - ----. Thank you for your time and for your interest in our school.

Sincerely,

[Insert principal name]
[Insert high school name]
(---) --- - ---- (office)

Notes

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