

LREI's Fundraising Initiative

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Case Study: Thrift Store March 2021

Approval:

In order to even start the fundraising process, you have to reach out to the administration to make sure you have the go-ahead. You can email either one of the principals, your grade representatives, or anyone on the executive board.

Sample Email:

Dear [Whatever administrative person you chose],

I am interested in starting a fundraiser for an organization called [Blank]. I have been really passionate about raising money for them and I think this would be a great way to get our LREI community involved in the work they do. I want to do a [your fundraising idea], and was wondering if I could continue on with this idea? Thank you and I look forward to your response.

Warmly,

[Blank]

Team:

In order to have your fundraiser be successful, you need to create a group of people that are actually interested in your topic and want to make a change. If you don't already have an established group, then you can send a school-wide email.

Sample Email:

Hi LREI Community,

I'm [Blank], I'm interested in starting a fundraiser in order to raise money for, [Blank]. [Blank] is an organization that accomplishes [Blank]. I am looking for people to help me plan and execute this fundraiser. If you are interested in helping please respond to this email.

Thank you,

[Blank]

Communication/Implication:

Start to plan the actual fundraiser. This begins with asking yourself a few questions. What do you need to be successful? How can you get it? How big will your fundraiser be? When will this all happen? Who do you need to get involved in order to accomplish your goals? At this point, you should have a set group and should be assigning everyone a specific job. Check-in with everyone your working with and even update the administrator you chose to reach out to in order to make sure that you are staying on track.

Day of prep:

This is the time to bring all the materials together and start to set up for the actual fundraiser. This step is important in order to make sure that everything you need is accounted for. Even if you think you ready to go, make sure to set a deadline prior to the event to double-check everything. A badly run fundraiser is HORRIBLE.

Post-event wrap up:

This step is maybe the most important of all. You need to make a plan of where you will bring any excess product. Everything can't be stored at the school for long, so it's imperative that you have a plan. Whether you have to take stuff home, donate it, etc. Without a plan, your fundraiser will drag on for too long and will ruin your credibility.

Day of:

YAY, it's the day of your fundraiser. Get to the school early to make sure that nothing has been disturbed over the night (happens more than you might think). Good luck!

Bolded ideas have deeper descriptions below:

- A- Art Fair, Afternoon Tea Party
- B- Battle of the Bands, Charity Basketball game, Bake Off, Bingo, BBQ
- C- Ceramic Bowl Painting Event, Christmas Carols, Cake Sale, Comedy Night, **Custom Ink**
- D- **Decorations for the building**, Dress up day-themed
- E- Exercise Class, **Experience auction**
- F- Flower Sale during Valentine's Day, Fashion Show,
- G- Game night, Gala
- H- Haunted house, Halloween costume contest
- I- Ice skating event
- J- **Jingle Ball**
- K- Karaoke Night
- L- Lemonade Stand
- M- Movie Screening
- N- **Night In**
- O- **Outrageous Challenge**
- P- Parent Party, Paw-A-Thon Walk, Polar Plunge, **Pals Socks**
- Q- Quiz Competition
- R- Run for Funds, Raffle
- S- Sell Used Books, Screen-Free Challenge, Social Media Campaign, Elementary school scavenger hunt
- T- Talent Show, Trivia Night, Themed Party
- U- **Unwanted sale at school**
- V- Video Game competition held at the school
- W- A group walk
- X- X-Factor Night, Xbox Tournament
- Y- Yard/Street Sale
- Z- Zumba-thon

Custom Ink:

They have a program where you can sell custom t-shirts and take the donation with no inventory hassles or risk. You just design your charity's shirt and share what the cause is and why you are interested in it. They fill the orders and send them along with the funds you raise. You simply create your design, promote your campaign, and collect your funds.

Decorations for the building:

Pay to put someone's name on a decoration to show you care.

Experience auction:

Have parents donate experiences, tickets, signed memorabilia, and auction them off.

Jingle Ball:

Winter dance

Night In:

Sleepover at the school

Outrageous Challenge:

Hold a challenged day/fair where people do crazy challenges for charity.

Run for Funds:

Organize a fun run.

Unwanted sale at school:

People sell their old random stuff.

Pals Socks:

A woman named Hannah started a women-run mission-driven organization called Pals. Pals Socks were launched at the end of 2015 and has been sold to over 300 stores around the world. Pals have the goal of creating a more inclusive and positive world by creating fun mismatched socks for young children. She wanted to create fun items for children but wanted to add a message to them. She didn't want any socks to look the same to promote inclusion with kids from a young age. Pals Socks works with different organizations that have similar goals of making daily life more bright and positive. They have set up a full charity program where people can use their socks to help fundraise for whatever charity they want. They primarily are collaborating with Goodnet, Choose to be Nice, and Charter for Compassion.

How It Works:

They have a team that creates a customized fundraising page for whoever is interested. You then take that link and share it everywhere. Community members and friends then buy those socks through your page to support your charity. Pals donate 5\$ per pair of socks sold and 10\$ per box sold. By choosing to fundraise with Pals they provide everything you need to start your own individual fundraiser, and they have specialists to help you through the entire process. They will also create graphics and design for free. There are no up-front costs or hidden fees later. The donation structure is very self-explanatory and could be very effective for our community.



