

# SkillsUSA

## WISCONSIN

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FUNDRAISING ISSUE 2014

SkillsUSA  
Wisconsin  
provides  
chapter  
fundraising  
essentials!

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## How to plan a successful fundraiser

Fundraising is the lifeline of all of our SkillsUSA chapters. Without the funds we receive, we could not host and participate in the events that take place each school year. Although when we do fundraisers they often seem fun and more like a bonding time, there is a lot of planning that should go on behind the scenes. Some things to take into consideration are how many people you have, how much time you want to put into it, who is taking on what challenges, how much money you are willing to spend, and how to get the word out there.

When selecting a fundraiser, be sure to choose one that will fit your chapter well. Consider the number of members you have that can help out and how much time each person can put into it. For example, if you are a smaller chapter that doesn't have very much time to commit, don't plan a large extensive event to raise money. Once you have selected a suitable fundraiser, be sure to assign tasks to everyone involved so it runs smoothly.

One of the most important things when planning a fundraiser is your budget. People tend to think of this as how much money you *can* spend on a project, when it's really the amount of money you're *willing* to put towards it. Every chapter should have a set amount of money they are willing to use to purchase fundraising materials and items. *Do not spend all of your money trying to make money!* Budget appropriately to maximize your profit, and leave yourself enough room for small errors or unexpected occurrences.

A key factor in how successful your fundraiser will be is publicity. There are infinite possibilities to publicize a fundraising event. Some events just use fliers and word of mouth, whereas others use banners, emails, and different forms of social media. These are all great techniques, and the cheapest or free ones may even work best. Simply posting a link

on your chapter's Facebook or Twitter page can generate a lot of interest. Be sure to double check you have the following before advertising to the public: who you are, what you're doing, where it's happening, when it's happening, and what it's benefitting. Your potential supporters need to know all of this basic information, and it helps to target more important sponsors.

Some final tips and words of advice: keep a record of everything you have completed, even if it's something as simple as writing down in a journal that you sold 10 boxes of SkillsUSA candies. This will give everyone a basic look on what has been accomplished. Fundraising is a great opportunity for everyone, whether you're looking to learn to how to handle money better, improve your salesmanship, or just help your chapter more.

We hope you all learn something from this article and if you have any more questions, feel free to contact any of the SkillsUSA Wisconsin State Officers.

Article by Jared Behymer, Reporter and Kevin Duffy, District 5 Vice President

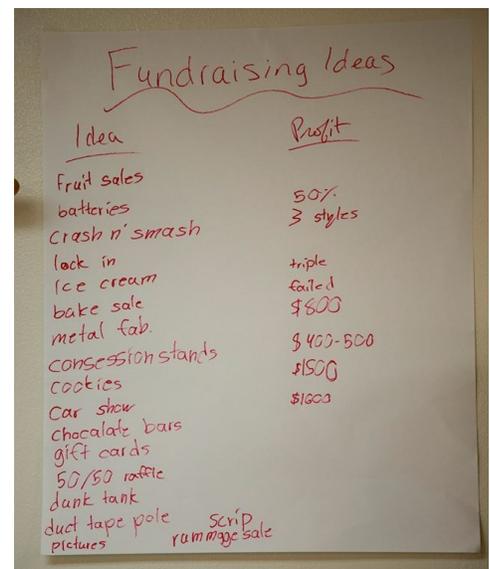


Photo by Dave Blondheim

# 10 fundraising ideas for your chapter

## Peel To Save Fundraising Cards

If your chapter is in need of an investment-free, 100% profitable fundraiser, *Peel To Save* is the fundraiser for you. The company produces

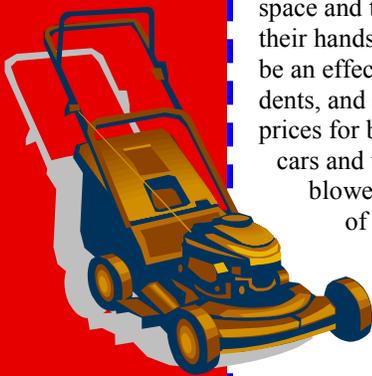


Source: [www.peeltosave.com](http://www.peeltosave.com)

coupon cards with 32 to 64 peel-off coupons redeemable at a variety of area businesses. *Peel To Save* then, for no upfront fee, sends your chapter any number of cards to sell for \$10 each. Your chapter sells what they can in 30 days or less and sends all unsold cards back to *Peel To Save*. Profit is performance based, so the more you sell, the more you make. The only way to lose money in the fundraiser is by losing, tearing up, or throwing away cards. *Peel To Save* services 24 counties in Wisconsin, so it could be a great possibility for your SkillsUSA chapter. For more information and the complete list of counties, check out their website at <http://www.peeltosave.com>.

## Tune-Ups

If your chapter is mechanically skilled, has the space and tools available, and is not afraid to get their hands dirty, providing tune-up services may be an effective fundraiser for you. Teachers, students, and community members often pay high prices for businesses to change the oil in their cars and tune-up their lawn mowers, snow blowers, and bicycles. If there are members of your SkillsUSA chapter capable of providing any of the same services, offer them to members of your community at a reasonable rate to save them money while raising funds for your chapter and honing your skills.



## The Ultimate Prom Package

Let's face it, prom is expensive, especially if you're that nice person who pays for the date. By building the ultimate prom package, you can earn your chapter some cash and cut someone some serious slack. Ask your student council or prom committee to donate two free tickets and ask local business to donate a tux or dress rental, a dinner for two, and a corsage or boutonniere to build a prom package for one lucky couple. Then, sell raffle tickets to students in your school for the package



to give a couple the ultimate prom and your chapter some extra funds.

## Fundraising with Foods

If your chapter can invest in food items, such as candy bars, meats, or nuts, it can be a simple way to raise money. First, you obtain the food items at a price where you can reasonably mark up the items for profit. In most cases, if you buy in bulk you can sell the items at a higher price and make some money for your chapter. Country Meats or SkillsUSA chocolates are a good way to raise a profit and both are promoted through SkillsUSA. Make sure to check with your school about the different foods that can and can't be sold in your school. When selling any items, remember to keep an inventory!

## Creative Crafting

If your school can produce trinkets, like key chains and golf tees or items such as screen-

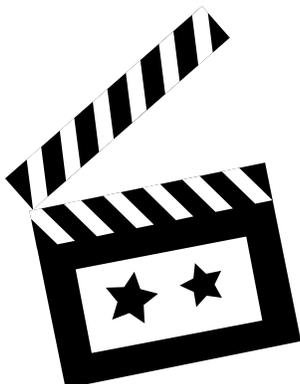


Photo submitted by Waunakee High School

printed t-shirts or engraved plaques, at a low cost to the chapter, you may want to look into selling them. Ask around your community to see if you can possibly promote and sell your items at craft fairs and other places. In some cases another organization will promote your product if you can do something for them in return. See if any sports teams or clubs want their t-shirts or awards produced by your chapter. Get your whole chapter involved and start your own fundraising business.

### School Movie Night

Going to the movies is a fun experience, but it can get expensive. Save students some money by setting up a movie night at your school and offer a super low admission price. This will get people to the event because they don't have to pay the price to go to a theatre. During the movie, have a concession stand that your moviegoers can patronize. This will allow you to make money from both admissions and concessions, all of which would be less than going to a regular movie, but still enough to make your chapter some money. And while you're there, have fun and watch the movie, too!



### Competitive Coins

Start a school wide fundraiser where classes compete for a pizza or ice cream party. Take jars with slits in the top and place them in the different classes. Keep them updated during the drive and announce the top three classes at the end of each week of the drive. To add an element of fun, make it a "penny war" and have only pennies count positively towards the jar so that higher coins and bills can count negatively as sabotage. Make sure you collect the money out of the jars and record it accurately. When the drive reaches its end date award the class using a percentage of the money collected. You can buy cheap pizza or ice cream and still make a reasonable profit. This also helps promote SkillsUSA to other students who may not be familiar with it.

### Recycling for a Cause

Start a SkillsUSA recycling plan in your school. What does this have to do with fundraising?

Some recycling facilities will take things people normally don't consider valuable and give you cash for them. Collect items at the end of each week and store them until you have



enough to trade for cash. Look into local institutions that take materials in for recycling that will pay for certain items, like aluminum cans. This is a no cost and environmentally friendly solution to raising money for your chapter.

### Your Classic Car Wash

We've all seen it done before - a few kids standing on a street corner holding signs guiding people to an empty parking lot where they make a small donation to have their car washed by a couple of soaking wet teenagers. It is nothing new, but who says your stereotypical car wash can't be a good fundraiser? Not only can washing cars with your chapter be a fun social activity, but get the right parking lot at the right time of day in the right time of year and you could earn some serious cash.



### Classes for the Community

Have a skilled mechanic in your chapter? Or a talented chef? How about a fantastic photographer or graphic designer? Have them showcase their skills by teaching an evening or weekend class for community members! Create a quick lesson plan, gather the supplies you will need, find yourself a classroom or other space to teach, and invite community members to attend a cheap class or classes taught by a talented SkillsUSA student. Teach anything from basic photoshop skills to cooking for beginners to changing the oil in a car and raise some money while doing it. Not confident enough in your teaching skills to charge someone for your class? Make the workshop free and accept donations. While you may not earn as much cash, you will still have the opportunity to show off your skills and impress some community members.

Compiled by Sara Freimuth, President and Ashley Gerstein, Secretary

# Getting involvement in fundraising

Let's face it, record membership levels aren't set by chapters telling their members, "We'll have lots of fundraising opportunities for you to participate in this year." So how do you make fundraising sound appealing to your members? How do you ensure participation in the fundraisers which allow you chapter to function year to year? There are many options ranging from incentives to requirements that might work for your chapter.

Before trying any of these, however, you may want to first instill the notion that fundraising can be a fun activity in which to participate. If you choose your fundraising activities wisely, you may find you have no issue with participation; members simply participate because they enjoy doing so. There are many fundraising options like these, such as selling concessions at a local sporting event or running a car wash for the community, that members may participate in without incentives.

Not all fundraisers, however, appeal to members. If you find that you just can't get members involved in raising funds for your chapter, the next thing you might want to try is installing an incentive program. You can do things like award small prizes for participating in a certain amount of fundraising activities or for raising a certain amount of money for the chapter. Students can even compete to see who raises the most money for your chapter. Adding a little friendly competition to fundraising might be just the boost you need to get your chapter going.

Another incentive program you can try is to offer recognition for all students who participate in fundraising and maybe even have different

levels of recognition for different amounts of fundraising. You can hold a banquet where members are recognized and given honors in front of the chapter for their participation. You could even invite one of the state officers to attend and recognize your participating members.

Another incentive program which may work for your chapter is to cut costs for members who participate in fundraising. Doing things like promising a reduced price for competitions, like the state conference, may prove incentive enough for members to help with fundraising. If you don't want to reduce costs, you could promise to return membership dues to any member who raises a certain amount of money for the chapter.

If none of these options work, a final option could be to enact fundraising participation requirements to participate in other more appealing events. You could require that any member wishing to attend competitions must attend a certain number or percentage of fundraising opportunities or raise a certain sum in order to attend the other events. This strategy can be risky as it may lower membership participation and cause a loss of interest for those members who simply aren't willing to fundraise for their chapter. You may want to only attempt this method if all other options fail or if your chapter is in dire need of funds. Remember, simply making fundraising enjoyable for members or setting up incentive programs for participating members may be all you need to get your chapter fundraising.

Article by Jonah Schiestle, District 4 Vice President

How did the fundraising issue help your chapter? Share your ideas and fundraising success stories with SkillsUSA Wisconsin on Facebook. We love hearing about all of the awesome things your chapter does!

