



CNH | KEY CLUB



CNH KEY CLUB DISTRICT *OFFICIAL FUNDRAISING manual*



Created by: CNH District Treasurer 16-17

FUNDRAISING MANUAL

CNH KEY CLUB DISTRICT

Message to the Reader

Aloha CNH Key Clubbers!

I proudly present to you, the FUNdraising manual, created and distributed for your club(s) to properly hold and create successful fundraisers!

This manual contains basic fundraising facts, what to fundraise for, a plethora of ideas at your disposal, instructions on how to hold certain fundraisers, and how to send in fundraised money to certain projects.

Remember that the fundraisers mentioned in this manual depend upon local businesses, location, etc. Not every fundraiser will be the same! Be sure to get creative with what you have!

You are not limited to the fundraisers provided in this manual, feel free to use what works!

I hope that you will use this publication as a tool to help you fundraise for good causes! I wish you the best of luck on your next fundraiser, and I applaud you for your dedication towards making a change for the better. Stay shining!

At your service,

Shahrukh Shaikh

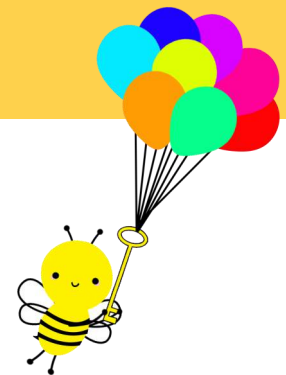
2016-2017 District Treasurer

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WHY SHOULD YOU FUNDRAISE

Key club not only revolves around community service and leadership building, but also fundraising! Whether it be for PTP, MNT, or for your own club, fundraising is the key! Not only does fundraising help one raise money for a cause, but it can be incorporated into service and spirit! The possibilities for fundraisers are absolutely endless, so get creative! Remember that fundraisers are necessary to raise money for our preferred charities among other things, so let's get right to it!



WHAT IS A FUNDRAISER?

fund·rais·er

/ˈfʌndˌraɪzər/ 🔊

noun

a person whose job or task is to seek financial support for a charity, institution, or other enterprise.

- an event held to generate financial support for a charity or other enterprise.

Fundraisers can be anything! From car washes to pieing, a fundraiser depends solely on you. A fundraiser should be a **non-profit event** that is catered towards the betterment of a community or organization. For any fundraiser to be remotely successful, publicizing it is necessary!

TYPES OF FUNDRAISERS

There are three MAIN broad categories of fundraisers:

1. **SEASONAL fundraisers** - Fundraisers based around major events/seasons in a year.

EXAMPLE: Halloween costume parties (HALLOWEEN), Winter Ball (CHRISTMAS), Flowers for Senior Goodbye (GRADUATION), Valentine Grams (VALENTINES), etc.

2. **ITEM Fundraisers** - Fundraisers based upon giving items in **return for a set donation**. Can be food, merchandise, pins, get creative!

EXAMPLE: Club fairs in which your club sells apparel for a profit.

3. **PROJECT Fundraisers** - Fundraisers in which a group of key clubbers work to provide service to others in return for donations.

EXAMPLE: Car washes, Carnival booths, dances, BBQs, etc. These fundraisers take a large amount of planning, make sure to plan these proactively!

Remember that a fundraiser can fall into more than one category. When you do fundraisers for the club/division you serve, try to have a mix of these three categories to add flavor to your terms.

LARGE FUNDRAISERS

The next few pages will focus on LARGE fundraisers you can host either on a club, division, or region level. These fundraisers will take a lot of planning and work to turn out successful. They are on a large scale and will generate a lot of funds for the project/organization you want to fundraise for. Remember that these work best when advertised

THINGS NEEDED:

1. **VENUE - Must be large: Cafeteria, gym, etc.**
2. **APPROVAL - Region and faculty Advisor approval, Venue approval.**
3. **ENTERTAINMENT - Party games, general sessions, food, dances, etc.**
4. **CHAPERONES - Overnight event = 1-10 Advisor to student ratio by gender.**
5. **FLYERS/ADVERTISEMENT - More attendance correlates to more funds raised.**
6. **PLEDGE SHEETS - With a set amount to enter, attendees also use pledge sheets in which people pay money for how long they stay up.**

This event is an "all nighter" in which members pay an entrance fee and stay up at night to earn money for the respective project/organization such as PTP or MNT. Throughout the night, the host club offers games and activities to keep the members awake.

Awake-a-thons work best as Region wide events in which you invite key clubs throughout the region. This event requires extensive planning ahead and working with advisors to complete the necessary paper work. Talk to your respective LTG for more help on the proper paperwork needed such as: School Forms, EVENT REQUEST FORM (Can be found on the CNH Cyber Key), and more.

Make sure to work with others when planning this event as well as keeping your advisors up to date about your plans. The success of the event depends on how well you plan the night!



AWAKE-A-ATHON

RALLY

THINGS NEEDED:

1. **VENUE** - Preferably a school gym.
2. **POSTERS** - Posters of clubs/division attending, rally posters, etc.
3. **DECOR** - Ballon arc, props, etc. to make it aesthetically pleasing
4. **ADVISORS** - Must adhere to 1:12 ratio
5. **GAMES** - Rally games, spirit games, etc.
6. **SPIRIT STICK** - To be awarded to club/division who "won" the most games

This rally is like your regular school rally, but instead of classes you have divisions/clubs. The planning of this event takes months in advance due to the need to acquire a school gym, create posters and materials, and much more.

You need to make sure to have a good agenda, filled with games, spirit sessions, and times to showcase member talents. A good rally is filled with a good mix of those three.

To ensure that funds can be raised for this event, charge a set donation as an entrance fee and possibly provide spirit gear and food for the people attending.

Create a spirit stick to give towards the Division or Club that wins the rally and be sure to promote spirit and have fun!



Region 17 Illuminate to



Eliminate RALLY AM

CARDBOARD CARNIVAL



A card board carnival consists of games and booths that you create using cardboard. You can also rent bounce houses and other things to make the event more appealing and enjoyable. By charging a mere quarter per game, and doing things like cake walks , raffles, and food stands, you can make a large amount of proceeds to donate towards your preferred charity or organization.

It's suggested to assign a booth to a few members and let them create the games themselves. Try finding novelty items you can give as prizes and things of that sort. To make this event successful, advertise as much as possible and involve the school, the community, and as much people as possible. Possibly hold this event in conjunction with Halloween or a holiday season to have a good theme/incorporate more events at the carnival such as costume parties and haunted houses.

THINGS NEEDED:

1. **VENUE** - Preferable a large open area such as school quad.
2. **CARDBOARD** - Material used to create the booths and games.
3. **PRIZES/TICKETS** - Prize system as incentive to play games. Can ask for stuffed animal donations from school, members, and Kiwanians.
4. **CARNIVAL BOOTHS** - such as facepainting, and other novelty booths.
5. **ADVISORS** - Must adhere to 1:12 ratio.

MEDIUM FUNDRAISERS

The next few pages will focus on MEDIUM fundraisers you can host either on a club, division, or region level. These fundraisers will take an average amount of planning and work to turn out successful. They are on a medium scale and will generate a decent amount of funds for the project/organization you want to fundraise for.

THINGS NEEDED:

1. **VENUE** - Maybe a school parking lot, local gas station or mechanic shop such as Jiffy Lube. Make sure to contact local managers and see where you can get a free venue!
 2. **TOWELS** - You will need a lot of towels to dry the cars. Ask Kiwanis, members, etc. to donate!
 3. **BUCKETS** - Hold the water
 4. **HOSES** - for the faucet
 5. **SOAP** - You will need soap to wash a car. Try to see if you can get donations, or buy in bulk!
 6. **Access to water supply and drain stoppers** (venue should provide these necessities)
1. **VOLUNTEERS** - More

Car washes are easy to plan, and easy to execute. Make sure to plan ahead thoroughly and contact local places to find a free venue!

The success of a carwash depends on how well you advertise it. Create posters and flyers to post around schools and on social media. Send emails to Kiwanians inviting them. On the day of the event, create posters and have members advertise on street corners! The more cars you attract, the more money you can make.

You can have a "FREE" car wash in which people are expected to donate, or charge a specific amount.

Try creating shifts so that volunteers aren't working too much and try to have your entire club participate!



CAR WASH

ICE SKATING

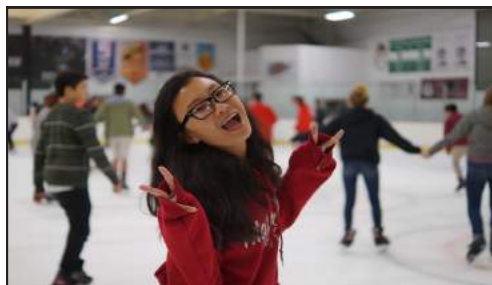
THINGS NEEDED:

1. **VENUE** - contact local ice skating rinks to find the best deals.. You may have to rent an arena for the night, or getting % of the profits made that night. It depends on each ice skating rink.
2. **FOOD** - You may want to consider charging for things like snacks and hot chocolate.
3. **Advisors** - 1:12 Ratio

ICE SKATING is a great social for members to attend. You can pair it with MNT and name the event "SKATE to ELIMINATE"

This event depends on if you can reach a deal with a local ice skating rink, which most of the time, is possible. To make it successful make sure to advertise it as much as possible using flyers, emails, and social media.

You can also pair other events within this one such as raffles, offering food, auctions in which you "Sell" ice skating dates, and more. This even can be paired with multiple other small fundraisers which will make it even more successful.



DANCE



Like your everyday high school dance, this should be the same. Try to get a big high school gym and invite the division/region to this event!

It's best to pair it with a holiday to give it a theme. Make sure to plan well in advanced with the school you plan to host the dance at, and acquire a DJ right away! Leaving things till the last moment will NOT make this fundraiser successful.

You can pair along other small fundraisers at this event like auctioning off dances, offering refreshments, photos, etc.

Remember that the more people who attend = more funds raised, so you must advertise as much as possible if you want it to be successful!

THINGS NEEDED:

1. **VENUE** - Preferable a school gym.
2. **DJ** - To play the music
3. **FOOD/DRINK** - Offered to hungry guests, maybe you can charge for more funds.
4. **ADVISORS** - 1:12 Ratio
5. **POSTERS** - Make the venue look nicer
6. **PHOTO BOOTH** - Key Clubbers love taking selfies and photos, so a photo booth would be great! Maybe even charge extra to print photos for them or borrow a polaroid and use that.

SMALL FUNDRAISERS

The next few pages will focus on SMALL fundraisers you can host either on a club division, or region level. These fundraisers will take an small amount of planning and work to turn out successful. They are on a small scale and will generate a small amount of funds for the project/organization you want to fundraise for.

THINGS NEEDED:

1. **AUCTIONABLE ITEMS** - such as people (LTGS, Club Presidents, etc.) or popular items such as Disneyland tickets or gift baskets.
2. **VENUE** - A crowded audience is more likely to raise the bid. Try a DCM or a Kiwanis meeting!

To have a fundraiser like this, you need to have an object or person of value to auction off. It can be something funny, like maybe a signed portrait of the governor at a Region Training Conference, or something simple as a gift basket. Try to have these items donated to maximize funds raised.

Make sure that an adult handles the money and that there is a large crowd you are auctioning too.

AUCTION

UN-LOCK!

Using multiple keys (Keys should look very similar), one of which unlocks a box (with a lock!) that contains the desirable item such as tickets to a theme park or something of that sort. This adds a unique twist to "raffling", and may increase participation.

Can also use a combination lock (3 numbers), and have members guess the numbers that open it.

THINGS NEEDED:

1. **KEYS/BOX** - You need to find multiple (20-50) keys or a combination lock and a box .
2. **ITEM** - Item to give to the winner of the competition. Something that is a good incentive for people to actually pay for tickets.

THINGS NEEDED:

1. **HERSHEY KISSES** - Chocolate to give to seniors.
2. **CARD MATERIALS** - supplies such as paper, markers, stickers, etc. to let people create their cards.
3. **SCHOOL APPROVAL** - since you will be doing this at school you will need their permission.

KISS A SENIOR GOODBYE is an end of the year present where students buy Hershey kisses and a personal card to be delivered to a senior that will be graduating. Since seniors come and go each year, this is an annual fundraiser that you can hold that is very successful.

With proper advertising by using flyers, posters, and announcements around school, this event can be very successful.

THINGS NEEDED:

1. **BUTTONS** - Buttons showcasing division/region mascot.
2. **LANYARD** - Showing division colors, mascot, etc.
3. **GEAR** - Things like shirts, sweaters, crew necks, bandanas, etc.

SPIRIT ITEMS

Talk to your LT. Governor and advisors on the proper procedure needed to exchange spirit gear in exchange for set donations. DO NOT simply just buy items in advance and expect to be able to “sell” them freely at events such as DCMs, Fall Rally, and DCON.

By providing these items at times around Fall rally and DCON, it gives members a chance to showcase their spirit and allows for your club/division to raise funds for a

THINGS NEEDED:

1. **BAKED GOODS** - Muffins, cakes, cookies, etc.
2. **Advisor** - Adult handles the money.

A bake sale is a great event to do at events such as meetings, DCMs, and Kiwanis gatherings. You can ask around for donations to purchase the ingredients and maximize funds towards your cause. BEE sure to inform those who will purchase the goods what the ingredients are in each baked good in case of allergic reactions.

Kiwanis members are very likely to buy many sweet treats at their meetings!

BAKE SALE

EXTRA

FUNDRAISERS

Here are some extra fundraising ideas you can take and expand upon for your clubs/divisions. Instead of selling items, advertise as a “donation and reward” event!

WATER SELLING: Selling water at big events like carnivals or festivals or on really hot meeting dates outside. Talk to local businesses for donations.

KIWANIS TAKE OVER: Your Board of Officers/members go to sponsoring Kiwanis club meetings and update them on events and projects you have done/are currently planning to do. Throughout the take over, ask for donations or do fun games in which the Kiwanis help donate to your cause or club.

KARAOKE NIGHT: Charging admission and offering snacks, fun social for members to relax and hang out while singing the latest hits.

Movie Night: You may not charge admission (copyright issues) Instead charge for snacks, fun social for members to sit down with each other and watch a movie.

BENEFIT CONCERTS - Showcasing local talent from community members, or even well known YouTube artists, a good concert to raise money for a good cause.

“PIE” A PERSON: Selling pies (Whipped cream on paper plates) for members to smash into the faces of people like your LTG, Club officers, and Division leadership team!

LEMONADE SALES: Hot day? Get some officers to make a variety of lemonade flavors and sell them for a profit? Make sure to cater towards what people like!

POLAROIDS: Offer a polaroid (picture) to members to buy at DCMs to capture the moment.

FINALS SURVIVAL KIT: Create a kit to sell at school containing things such as pencils, paper, pens, candy, soda, etc. for the ones who need help staying awake/surviving the ever dreaded finals week.

GARAGE SALE: Have members donate items to sell at a garage sale.

PANCAKE BREAKFAST: Working with Kiwanians is the best way for this event: offer breakfast to the local community.

SPORTS TOURNAMENT: Host a sporting tournament where teams or players pay a fee to enter, and/or spectators pay a fee to watch.

EXTRA

FUNDRAISERS

E-SPORTS TOURNAMENT:

With video games on the rise, recruit teams or players to battle it out in popular games like: League of Legends, Super smash bros, etc. Charge teams/players a fee or spectators a fee.

HOLIDAY CARDS: Offering cards at events such as valentines or Christmas at school/meetings is an easy way to gain funds.

SERENADES: Students purchase a song to be sang to a student at school. As a group, you walk around during class/breaks to sing that song to the person chosen. Works well if it's a choreographed "funny" song.

TALENT SHOW: Charging admission, allow members the chance to showcase their talents to the division/school/club. Consider providing snacks.

PAEGANTS: Instead of the classic Female pageants, have a male "stud" pageant featuring one male from each club in the division. Have them model in swimsuits, tuxedos, key club spirit wear, answer trivia, and showcase a talent. At the end of the night, crown the winner and auction him off!

UGLY PHOTO: Place an enormous obnoxious "ugly" photo of a teacher outside his or her door and ask them to give a donation to remove it and they get to choose the next victim.

QUIET MEETINGS: If you are holding a very serious meeting and want to keep the members attention, inform them that whoever talks during the meeting or interrupts will be charged a dollar. This will help the meeting run smoothly as well as create small funds. (Call people in the crowd and charge them if their phones are on ring!)

JELLY BEAN JAR: Fill a jar filled with jelly beans. Let members guess how much is in it for a quarter (or how much you decide to charge), closet guess gets to keep the jar.

LIMBO COMPETITION: Simply get a pole or rope and have a limbo competition. Offer a prize at the end and charge a fee for participants. Fun event to do at large meetings or socials.

INSTAGRAM SCAVENGER

HUNT: Like a race, you have teams pay entrance fees and participate. They are given a list of things to find and take a picture of, upload it to instagram with the correct hashtag, and race to see who can find, take, and upload the pictures the quickest. Very fun event to host and very easy as well. Team choose/creates an instagram account. Objects to take pictures of should be hard to find/use riddles.

HOW TO DONATE TO PTP

PTP DONATION PROCESS

HOLD FUNDRAISERS FOR PTP!



WRITE A CHECK!

Make check payable to: Cali-Nev-Ha (CNH) Key Club

Memo: Division XX, _____ High School

Ensure that you are **not** writing a check yourself. Work with your Kiwanis or faculty advisor!

MAIL THE CHECK!

TO: ATTN: Bruce Hennings, Key Club PTP Donation

Cali-Nev-Ha (CNH) District Office

8360 Red Oak Street #201

Rancho Cucamonga, CA 91370

FROM: _____ High School

Division ##, Region ##

1234 Bee Street

Beetown, BE 12363

*If you are fundraising for Fall Rally, please send in your donations **seven days** before the date!*

Fall Rally North: October 22

Fall Rally South: November 12

Thank you for reading!
If you have any questions,
contact either your
Lieutenant Governor or the
District Treasurer
(cnhkc.trs1617@gmail.com).