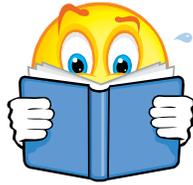


4-H FUND RAISING

Basic Fund-Raising Procedures



The key for success in fund-raising is a very simplistic, logical and organized approach. The following procedures are recommended:

1. Needs Analysis ~ As a club, the 4-H members should determine what they want to do (identify their needs) for the entire club year. Each need listed should be justified in writing with a valid cost estimate. This data is submitted to the budget committee.
2. File Notice ~ A second important step is for the club to file a notice of fund-raising intent (if the county requires such intent) to the proper county level 4-H organization which coordinates fund-raising in the county. This notice should specify the type of fund-raising and ensures that if more than one donor is contacted by more than one 4-H club, the prospective donor understands that the different 4-H clubs have financial needs as well as the county program.
3. Appoint Budget Committee~ The budget committee studies all needs and ranks them in prioritized order. This is done so that lower priority needs can be identified and cut if insufficient funds are raised. After the budget is finalized, the committee submits it to the club members for approval. After approval, the fund drive is ready to begin.
4. Fund-Raising Committee ~ Organize or appoint a 4-H club fund-raising committee. The committee should be composed of 4-H members and advised by one to two volunteer adult leaders. A typical committee will be composed of the club treasurer and several representatives from the club's membership advised by one or more volunteer 4-H leaders. It will be helpful if the volunteer has had experience in fund-raising.
5. Identify Method ~ It is important to identify ways to raise needed funds that are compatible with the community. It is important that you determine the most effective way to raise the funds needed, keeping in perspective a formula that "permits you to raise the most amount of money in the shortest time with the least effort." It is important to choose methods that allow every individual in the community to participate. An important concept is to find a method that works well for your club so that the community identifies that method as your 4-H club's major fund drive. This list might include:
 - product sales (pecans, candy, cookbooks, Christmas trees)
 - concession stands at fairs
 - agriculture commodity assignments
 - individual gifts/donations
 - service method (fishing tournament, car wash, horse show, judging contest, pheasant hunt, etc.)
 - will and trusts (long-range funding)



Fundraising Plan of Action

The best made plans lead to no end unless there is a sound plan of action to carry out those plans. The following is a listing of steps that will lead to the development of a successful plan of action:

1. Organize the Fund-Raising Force

These are the people who will do the work and comprise the various committees necessary to carry out each function. It is logical to assume that all members of the 4-H club and many of the volunteers and parents will be involved on committees in the fund-raising process.

2. Appoint Committees

Assume that the 4-H club will sell pecans prior to the holiday season. It has been determined that the club wants to raise \$500 and this determines the number of pounds of pecans to be sold. What are the logical committees needed to make the fund drive successful?

3. Establish a beginning and ending time.

4. Submit the fund-raising plan to the proper county level 4-H organization, for approval, if required.

5. Conduct the fund drive.

6. Respond to donors ~ Sample letter

(<http://texas4-h.tamu.edu/adults/mgtguide/resourcedev/SampleContributionLtr.pdf>)

7. Close out the fund drive.

- Report to the 4-H club membership on the success of the drive.
- Report to all contributors. It may be appropriate if in the case of product sales to put an ad in the newspaper thanking all contributors for purchasing the product.
- Conduct a 4-H club party and recognize top salesmen and fund drive leaders.

In-kind Contributions

In-kind contributions are those contributions that are given in lieu of cash contributions. For example, a feed dealer might contribute three sacks of feed more readily than he might give \$25 cash. In-kind contributions are very valuable and should always be sought when appropriate. This provides the opportunity for those people, perhaps being contacted at a time of a low cash-flow, the chance to participate in the fund drive by giving an “off the shelf” type gift.

Types of In-kind Gifts:

- Facilities for meetings, etc.
- Off the shelf awards, prizes or other items.
- The loan and use of special equipment.
- The services of personnel who have a particular expertise that will be valuable to the 4-H club, made available on company time.



Alternative Ways to Raise Funds

Product Sales

A product such as pecans, candy, etc, is sold by members. Chief advantages are: all members can participate; the entire community can be solicited to help; the amount of product that needs to be sold to gain an exact amount of money can be calculated. It can be done quickly.

Concession Stands

The main disadvantage is the amount of work and energy that needs to be concentrated. Often people can't work during school or work hours. Often only a small amount of money is raised for the amount of time and energy invested. The advantage is the public image presented. Also concession stands should only be conducted in Health Department Certified/Approved and permitted areas. The liability of food safety issues is a potential risk.

Service Methods

These methods meet an identified need or interest such as a pheasant or dove hunt where hunters are charged a fee for a place to hunt. Other methods include turkey shoots, car washes, horse shows, judging contests, antique auctions, farm markets and etc.

Commodities

This is a product contribution, in-kind or "check-off" method. A producer simply consigns a calf, 20 bushels of wheat or other products to the 4-H club for the fund-raising effort. The commodity is sold for the 4-H club. The following fund-raising plan includes a number of steps, diagrams, and fill-in-the-blank items that can provide a 4-H club guidance in fund-raising. The items are listed in a progressive order of importance to the fund-raising process.



4-H Fund Raising Ideas

Listed below are some examples that have been identified to give a county or club some ideas for fund raising. Think outside the box and be creative in fund raising strategies!

Product Sales ~ this is unlimited! There are numerous companies that specialize in product sales fund raisers. A few are listed below.

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| <ul style="list-style-type: none"> • popcorn • cheese • pecans • peanuts • light bulbs • eggs • livestock show catalogue ads • Christmas trees • Christmas ornaments • fruit cakes, cakes • seeds • seedlings • poinsettias • smoked turkeys, hams, bacon • mischief insurance for Halloween (4-Her's agree to clean up any Halloween mischief to yard or house) Food Booths or Activities (concession | <p>stands should only be conducted in Health Department Certified/Approved and permitted areas. The liability of food safety issues is a potential risk)</p> <ul style="list-style-type: none"> • Concession stands at stock shows, sports or community events • Omelet suppers • Walk-A-Thon • Bean and cornbread supper • Jump-A-Thon • Rock-A-Thon • Skate-A-Thon • Mr. and Miss 4-H contest – clubs nominate a boy and girl and each club works to raise money for one month so their candidate will be | <p>the winner. Half of the money goes to the county fund and half remains in the club.</p> <ul style="list-style-type: none"> • 4-H Variety Show (sell tickets) • Pee-Wee basketball tournament • Fishing fiesta • Turkey shoot • Pheasant hunt • Junior rodeo • Volleyball tournament • Benefit dance • Country store at fair • Benefit horse shows • Benefit livestock progress shows |
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Services

Raking leaves by 4-H members in fall
 Used clothing shop
 Distribute advertising flyers for percent of proceeds

Donations and Auctions

Donations for side of beef - Donations for shotgun
 Donations for TV or radio - Donations for new truck
 Cake auctions - White elephant auction
 Antiques or garage sale type items auction
 Service auction (4-Her's "services" to baby-sit, mow lawns, clean garages, etc.)