

Fundraisers

RAISING MONEY (FOR FOOTBALL)

Consolidation of ideas for fundraising activities.

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Casey Kester
Head Football Coach
Bret Harte High School
Angels Camp, CA

Abstract

The need to raise funds for athletics is a constant concern. A list of successful fundraising events was developed after reviewing the *X's and O's* football board. The text associated with these events is from the various authors and has not been substantively modified. Corrected, added to, yes, but major conceptual changes, no.

So, while these activities and events would work for most athletic teams, the descriptions will be focused on raising funds for a football team. This sets several parameters such as the available participants, seasonal/timing, and the overall amount that needs to be raised.

Also please note that the activities listed here do have a geographic aspect in that I when I first put this together I was coaching in the SF Bay Area, a unique area in that it has the pro teams in the Raiders, A's, Giants, 49'ers, Sharks, Warriors, and the colleges including Stanford, Cal, San Jose State all within a short driving distance. This means that some activities that we can do may not be applicable to whatever geographic region you may be in. I am now (early 2016) in an area that does not offer those opportunities, but we still do parking and local events.

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Contents

IDEAS FOR FUNDRAISING	1
10 POINTS OF A PERFECT FUNDRAISER:.....	2
SOME OTHER THINGS THAT NEED TO BE SAID.....	2
CAMP	4
CAMP (3RD - 8TH GRADE FOOTBALL CAMPS, SAQ).....	4
EVENING	5
PARENTS NIGHT OUT.....	5
DATE NIGHT.....	5
MURDER MYSTERY DINNER	5
MILITARY BRIDGE	5
ALUMNI NIGHT	6
ATHLETE AUCTION	6
AUCTION	6
AUCTION - SILENT.....	6
FOOTBALL TOSS.....	7
DUNK TANK	7
SPONGE THROW.....	7
MINI-ROBOT CHALLENGE	7
BINGO	7
BULL AND OYSTER ROAST	8
CASINO NIGHT (TEXAS HOLD'EM, CASINO ROYALE).....	8
JERSEY AUCTION.....	8
LOCAL RESTAURANTS.....	9
TRIVIA NIGHT	9
FOOTBALL RAFFLE.....	9
REVERSE RAFFLE.....	9
SELLING	11
MULCH	11
THE HEALTHY ATHLETE INITIATIVE.....	11
CANDY BARS/COOKIE DOUGH/MUGS	11
OZARK DELIGHT SUCKERS.....	11
TEAM COOKBOOK SALE	12
MATTRESSES	12
WATER SOFTENER SALT	12
FLEA MARKET.....	12
BULB AND FLOWER SALE	13

Bullfrog Football

Team Fundraising

APPAREL (NIKE)	13
TEAM REPLICAS JERSEYS	13
GAME/HIGHLIGHT DVD'S	14
DONATION CLUB	14
TOUCHDOWN CLUB.....	15
CHRISTMAS TREE SALES.....	15
COW CHIP BINGO	16
DISCOUNT CARDS	16
E-SCRIP	16
HELMET LAMPS.....	16
NFL POOL	16
PROGRAM AD SALES	17
SABERCATS FOOTBALL	17
SCHEDULE POSTER	17
SEASON PASSES.....	18
SENIOR JERSEYS.....	18
PLAYER T-SHIRTS	18
SENIORS PURCHASE THEIR HELMETS	18
SILICONE BRACELETS.....	18
SPIRIT PACK.....	18
SUNGLASSES.....	19
YARDLINE SALE.....	19
CELL PHONE CASES	19
FLIP-FLOPS & SLIDES	19
POPSOCKETS.....	19
SERVICE.....	21
ASK FOR DONATIONS.....	21
HUDL CAMPAIGN.....	21
GROCERY STORE BOOSTER DAY.....	22
COMMUNITY SERVICE PROJECT	22
RACE CLEAN-UP/PARKING.....	22
RAIDER/A'S GAMES, SHORELINE	23
LOCAL EVENTS	23
CAR WASH.....	23
CHARITABLE FOUNDATIONS.....	23
COIN-DROPS	23
MISCELLANEOUS	24
50/50.....	24
GRANTS	24
FENCE ADVERTISING.....	24
DO-SOMETHING-A-THON	24
50 MILE BIKE RIDE	25

Bullfrog Football

Team Fundraising

COMPETITIONS	26
SUMO SUIT WRESTLING	26
BOWLING	26
DARTS	26
DODGEBALL.....	26
FISHING TOURNAMENT	26
GOLF SCRAMBLE.....	26
POOL.....	27
SHUFFLE BOARD	27
SPORTS (3 ON 3 BASKETBALL, 5-5 FLAG FOOTBALL).....	27
VIDEO GAMES (GUITAR HERO, NCAA, MADDEN).....	27
OPEN TOPICS.....	28
BIG CAR WASH	28
GENERAL ADVICE.....	28
MOUSE RACES	28
SPRINGTIME WINDOW WASHING.....	28
TOPLESS CARWASH	28
DRESS DOWN DAY	28
MISCELLANEOUS EVENTS.....	29

IDEAS FOR FUNDRAISING

Here are ideas to get you thinking about ways to raise team funds. Some you'll recognize as tried and true fundraisers we've all done for our schools while others may be a bit less common. Some fundraisers piggyback on other events that draw a crowd as an additional way to raise cash. Be careful that you use these fundraisers judiciously. You don't want to tap the families of team members who are already being asked to donate funds in other ways. The idea is to draw cash in from outside sources. The trustiest fundraisers don't require big money up front or much overhead at all, and they don't put team funds at risk if they don't work out. For instance, a car wash risks little except for the cost of soap and water, but raffling off a big screen TV requires risking big bucks for the cost of the TV.

This document is really nothing more than a consolidation of ideas for raising funds for sports teams. The intent was to put together a listing of the ideas that have been proven successful for raising funds. Some are creative, some are plain old work. But all may be useful in your program at some time. Most of the ideas are from the X's and O's football board (<http://coachhuey.com/>) gathered since the first week of March, 2008. This list has been updated periodically since then.

The ideas presented here are, for the most part, left as they were gathered from the site. Spelling and typos were probably corrected, but not all.

I've tried to group these into some major areas so that similar ideas are somewhat clustered. It seems to work for the most part. The major categories for the events include:

- Camp – Running camps or training sessions for local kids
- Evening – Dinners, outings, and activities that would be done in a group setting, usually at a single location
- Sell – selling a product or service to someone for contributions
- Service – Selling/exchanging services. This would include actively soliciting funds by asking for contributions
- Tournament – Conducting a competition of some sort that has an entry/participation fee.
- Open – Activities that don't fit into any category, or I haven't found where it fits yet.

10 Points of a Perfect Fundraiser:

1. Low overhead
2. Fun to do, not drudgery
3. Attractive and needed by people
4. Draws in money from outside the team
5. Something unique that captures attention
6. Something not done by other local groups
7. Someone excited to run it with enthusiasm
8. Medium to high return >50% of investment
9. One that doesn't absorb all your time and energy
10. Balances time and money invested vs. return gained

Some Other Things That Need To Be Said

- Don't risk what you cannot afford to lose. Keep risk and costly outlays to a minimum.
- Balance risk against potential return, and remember the key word is "potential."
- Choose fundraisers that you have the people to support.
- The majority of your fundraising should be in the off-season.
- Coordinate your different fundraisers, but also have different people in charge. Reduce the overload and spread the responsibility and experience around.
- Get dependable volunteers in charge, but be careful not to overload any one person
- Form a Booster Club to organize and run fundraisers separate from the day-to-day team management. Involve the whole team family.
- Be receptive when someone volunteers to run a new and different fundraiser, particularly if they have prior experience with other organizations. People will really throw themselves into a project that they "own" and which appeals to them.
- Ask for fundraising ideas people are willing to run. A great idea becomes a great fundraiser only if you stand behind your idea.

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- Don't neglect sales incentives. I'm sure a core group will work hard for the team, but incentives can bring greater involvement by marginal members.
- There is no reason fundraisers can't be fun to do!

CAMP

Camp (3rd - 8th Grade Football Camps, SAQ)

This provides the coaching staff with the opportunity to build some community support for the program, get a look at future players, and earn some funds for the team. One of the camp concepts is for SAQ (Speed, Agility, Quickness) that would be a 1.5 hours per session, 2 sessions per week for 3 weeks (a total of 6 sessions per class). Each class would have no more than 20 participants. A fee of \$25-50 per participant would be \$500-1,000 per class. Based on 4 classes that would be \$2-4k for the 3 weeks. This would involve the coaches for the most part, with players in supporting roles.

We've done a camp for our Middle School kids (boys and girls are invited). We run the camp very similar to our practices as far as warm up, fundamentals, etc. They end each day with flag football - we keep track of the wins and losses - then have a "Super Bowl" on our game field the last day. We also give kids Player Evaluations for both their offensive and defensive positions. Basic rubric scores with a space for a couple sentences of encouragement. Charge 50 per kid. We would like to do one for the elementary kids as well next year.

Jr Football Camp - WE net over 8k from that. Half goes to coaches, a couple hundred bucks each, and it also pays for our coaches gear, logo jackets, polo's, hat's rain gear. The Booster club gets the other half. They do all the registrations and snacks for camp. They make 4k clear.

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EVENING

These are activities that would normally be considered for an inside, evening affair. Probably targeted more at the parents and adults than then players. Several of these activities can be combined in a single event, such as auctions, raffles, and dinner themes.

Parents Night Out

A formal evening out at a local hotel. Fee's in the \$50 range and includes a sit-down dinner. The evening includes raffles, auctions, and dancing.

Date Night

Something the Daycare/church where we take our 4-year-old did was a date night for Mom and Dad. You had to sign up but from 6-9 on Valentine's Day you could drop your kid off and then go have a date. All they asked for was a donation. I think my wife gave them 20 bucks because we were back at 8. There were age requirements and the kids had to be potty trained but they had them in their playing games and singing songs. Not only did they keep him for the 2 hours but when he got home he crashed.

Easy enough to do in a stadium, bring them all in and lock the gate behind them have bags set up for an obstacle course, play tag, dodge ball, etc... Have them pre-register so you know how many kids are going to show up. Set a certain number of players per kids (i.e. 1 player for every 6 kids) give the players community service hours.

Murder Mystery Dinner

Organized with a local restaurant and theater troop this is typically promoted as an adult or couples evening out. It can be a fun experience for your older students too, but not to the point where adults are distracted from the mystery by chaperone duties. There are theater groups who specialize in producing participatory Murder Mystery events. The venue is important as clubs with an open bar may not allow children under 21 or 18. Tickets are sold on a dinner seat basis.

Military Bridge

For those bridge enthusiasts. You sell places at playing tables, either partners or singles who can be assigned partners. You and your partner share a home table with another pair of players. Each table comes equipped with a set of flags for

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Team Fundraising

the evening. The two sets of partners take turns defending the home table while the other pair plays one hand against a different table. The winners of the hand capture a flag from the losing table and return with it to their own table. You play against every other table (or they play against you) once. At the end of the round the most flags win the four players at a home table prizes for 1st, 2nd, 3rd, and consolation prizes. Prizes are usually donated goods.

Alumni Night

At my old school they did one of the best fundraisers I ever saw and did it every year. They had an alumni night in the school cafeteria and charged \$25 dollars a head. They had a buffet with hot roast beef sandwiches and wings and snacks. They showed old game films on a projection screen and switched them every so often and some of the more recent ones were year-long highlight films. They had older players bring in scrapbooks and older newspaper articles. While this happened the new players walked around and talked with the older guys, cleaned tables, and straightened up. Started at 5PM and lasted to around 11 and then most of the older guys went out to a bar. Being a public school no alcohol was allowed. Many of the previous head coaches would show up and it really turned out to be a great time. They would auction off some of the older helmets, a new jersey, and sold t-shirts with the school name and football alumni on it, said "Panther for life" on it. HFC had a donation bucket for checks and envelopes and the alums would usually put another \$20 or more in it and there name and class year were printed in the back of every home game program and banquet program for the season. Last year I coached there (1999) we had over 150 players show up that represented classes back to 1972. This always happened on the last weekend of camp and it was a great team building activity.

Athlete Auction

Setup an auction where the athletes are "sold" with the intent that they will work for the purchaser. This can range from washing cars to attending dances.

Auction

If you have an auction, make sure your coaches take mini helmets, hats, t-shirts, etc.... when they visit college staffs or have in house visits to get signed. Also be sure to tell the college coaches up front what it is for.

Auction - Silent

Have a silent auction, my old program has done it for the last couple of years and it was huge. The first one we had brought in about \$20,000.00 to 30,000.00 in

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Team Fundraising

one night. It took some work to get all the items but it takes people willing to do the work. I can email you the details if you want. Let me know.

Football Toss

The SaberCats use an inflatable tunnel for the player to run through at the start of the game. The tunnel is actually a passing booth – they take the back panel off of for the games. They will bring the tunnel to a site and set it up and let the organization use it. Run it along the lines of 3-throws for a \$1 type of thing. They will also try to get players and SaberKittens to attend.

Dunk Tank

This activity has been around for years and years. Put a coach or school administrator in the tank and let the kids try to knock them in the water. Usually there is a tank, on wheels, that someone in the area has and will rent to the organization.

Sponge Throw

Along the lines of the dunk tank where you get coaches/administrators/teachers to sit in a booth while the kids throw wet sponges at them. Can be fun if the flat square sponges are used as they twist and curve when thrown and do not always fly straight.

Mini-Robot Challenge

Use two to four Vex robots and invent a game, setup a playing field and charge to play a round. You'll need plenty of charging batteries to keep this going as well as a good heavily trafficked public space to draw spectators, casual onlookers and players.

Bingo

This continues to be a popular pastime, mostly with the adult population. We've done this in the past with the players providing raffle baskets. Materials to run this are less than \$100. Cards are sold, along with supplies (inkers, pens) and snacks (water, soda, candy, popcorn, etc.). The largest cost is for the facility and marketing. Teams have reported earning \$500-1,000 per session.

<http://us-bingo.com/School-Fundraisers.html>

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Team Fundraising

Bull and Oyster Roast

Popular on the east coast. This is a "Parents Night Out" but with a theme that the food is either beef or seafood. Parents pay a fee (\$35-50) to get in. Several food stations are setup around the facility, each station serving something different – ribs, roast beef, oyster shooters, shrimp, crabs, etc. Not a sit-down dinner. The idea is that the people go from station to station and talk with each other. Raffle baskets and auctions go on as well. Dancing with band/DJ. Not as formal as the Parents Night Out, more along the lines of a Crab Feed.

Also can go with an Easter Pork Roast, Fall Pork Roast, or Pigskin Cookoff type of affair.

Casino Night (Texas Hold'Em, Casino Royale)

Hold'em tourney's have become big at the local Legion Post. They do theirs like this, \$100.00 buy, \$90 goes to prizes, \$10 to food and the post. They try to have 100 players. Our boosters have been talking to them about having one with \$50 to prizes, 10 to post and food, and 40 to boosters. We think it would be great, but super is kind of against it.

Our booster club held a Fun Night (Casino Night) which included dinner, silent auction, live auction and other raffles. We made nearly \$9000 this past year doing it.

With a poker tournament, do you have to fill out any paperwork with your local govt? No we did not. We went through our local Elk's lodge- they already do a weekly tournament so we simply talked with the man who runs that, confirmed a date with him and now we are securing prizes for the event.

We held our first Texas hold 'em tourney a few years back. Due to a snow storm we had a very disappointing numbers, about a 1/5 of what we were expecting and still raised a 2k for the program. We hold it every year now. I am not sure on what the pay outs were because the boosters took care of everything. Our coaching staff, was the wait staff. I hope this helps!

Jersey Auction

We are going to hold a jersey auction the night before our Homecoming game. We will have a live auction for the road jerseys of all starters, and we will have a silent auction for the remainder of the jerseys. Winning bid gets to wear the road jersey to the Homecoming game. All jerseys must be returned no later than Monday morning or there will be a fine assessed.

Throw in a coach's pullover to bid on, and allow that person to stand on the sidelines as a guest coach...access to halftime activities as well.

I think my wife would bid \$1000 if we auctioned a head set for one game!

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Team Fundraising

The last school I was at did the jersey auction every year for homecoming and that was our only fundraiser of the year. The local businesses put together a bunch of money to buy some of the jersey that wouldn't sell and then they could also use that money bid up some of the parents that could afford more. We also auctioned the game ball off as well. We normally made about 6000 for the night but it had been a tradition in the community for a long time.

Local Restaurants

Many local restaurants will sponsor a football night. For everyone from your organization that dines at that restaurant on a particular night (that shows some form of identification with the program) the restaurant will donate back between 10-20% of the check. Some restaurants use this as a way to boost business on "off" nights.

The local Outback Steakhouse made us a great offer. They have a dinner at noon before the store opens and we sell tickets for \$20. 100 % profit. The cooks and waitstaff work for tips and Outback donates the food. Sell the tickets and glad-hand for an hour and a half and we made about \$2500.

You promote the night, and provide parents/kids to help with the usual restaurant activities like cleaning tables, sweeping, running food, refilling drinks, etc. Propose to the owner in exchange of promoting the night, they donate a certain percentage of the sales for x amount of time. With these rough economic times, and restaurant food prices dropping, he/she should buy in. The ability to fill the establishment will offset the % of sales donated...plus if you have a tax ID number, the owner's donation is tax-write-off-able...

Trivia Night

Football Raffle

Our annual Football Raffle has been a great fundraiser. Lots of people/businesses can donate prizes, gift cards, timeshares, etc. many little prizes and a few nice ones ring the bell loudly for potential buyers.

Reverse Raffle

I wasn't real involved with the raffle as I'm still at my school from last year when this was going down, but I'll try to explain it. Essentially they sold 100 tickets for \$75 each. They then started pulling tickets out of a big tumbler thing. Every 10th ticket got \$50 back. They did this for 95 of the tickets and then the final 5 tickets were up for a prize of \$3000. The final five then decided if they wanted to split

Bullfrog Football

Team Fundraising

the prize or put those five tickets back in and draw again. They decided to draw again three times until only two were left. They decided to split the prize. I also forgot there was a steak dinner that everyone who bought a ticket got two tickets to. So they did the meal and then raffled off the stuff. The only cost on the meal was the steak. They got the potatoes donated and the deserts and such were made by the moms of our kids.

I have been part of a reverse raffle before as part of a mardi gras krewe. Our style may not be allowed in your community, but we made a fortune. Tickets were 30 dollars and this got you a buffet style meal and all the beer you could drink. Some line coaches would love this. Also, we had door prizes and other mini raffles during the night. All the members of our club had to do was keep the kegs tapped and keep fresh food on the buffet.

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Team Fundraising

SELLING

Selling is pretty much universally despised by the time the players reach the high school level. It seems that every youth organization uses selling as a fund raiser. However, selling is a good educational tool as it forces the players to get out, learn to speak to strangers, and remains a good return on the investment.

A modified selling approach seems to be gaining popularity. In this model the vendor will produce and sell a product directly to the buyer, the team provides a flyer or such for the people to make their purchases. The buyers give their flyer and payment to the team/coach, the coach bundles the orders and sends them to the vendor with payment. The vendor then produces the product and sends them to the coach who then distributes them. The players are not involved in the selling which makes it more attractive.

Mulch

We sell mulch. Local company delivers the skids. We charge \$4/bag, make about \$1.75 bag. \$10 delivery. We do not knock on doors and ask. We just deliver flyers into mailboxes. Last three years, avg about 10-12k profit. VERY easy. A couple days of hard work and delivery. Good team building with kids and parents.

The Healthy Athlete Initiative

We asked the kids and parents to hit up Clinics, Doctors, Dentists, Chiropractors, Physical Therapists, Pharmacies - Any business to do with health care to donate to our "Healthy Athlete" these funds go specifically to pay for our year round trainer and gear that helps keeps our kids safe. So last year we collected around \$12K. We purchased IMPact concussion software. And paid for our weight room trainer. Parents also chip into this fund another \$3k.

Candy Bars/Cookie Dough/Mugs

The old standards. Selling things like candy is normally hated by one and all, but it is still lucrative. There are any number of companies that will do this. Can also sell meat snacks, jerky and Slim Jim's.

Ozark delight suckers

Sale for a dollar a piece. Made 7,000 in about 3 months. At a dollar a piece, thats a lot of suckers sold! How many kids were selling them in your program coach?

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Team Fundraising

Just me and 2 other coaches sold them from our rooms. It's like crack to these kids. I just sat and sold suckers and they came to me. Easiest fundraiser ever.

Team Cookbook sale

Organize a team cookbook of selected recipes from team families, print and sell it. You can put together a standard appetizer-to-dessert style or specialize in 30-minute meals. Maybe create a robotics themed cookbook. Interview elementary aged children on their concept of how a Thanksgiving dinner is cooked and intersperse the more imaginative replies (cook at 4000 degrees for 10 minutes) to make your cookbook more appealing and memorable (the kids parents will buy a book too). This is something that can be built on year after year with updates published every so often as new team members bring in their favorite recipes. The finished cookbook can be printed professionally, less-expensively spiralbound at a copy shop with a heavy duty decorative cover, or released in a simple very inexpensive report binder.

Mattresses

Our 2nd big fundraiser is with a mattress company that takes out the middle man and the brick/mortar to sell at a discounted price. We get \$100 per mattress and have made \$3800 the past two years.

Water Softener Salt

We have the boys sell 40 lbs. bags of water softener salt and deliver it to the houses. Each kid is responsible for selling 60 bags. Kids pre-sold, most by sending text/e-mails, others went door to door in their neighborhood. A truck delivered the salt on pallets that we had put inside the stadium. Kids/parents came with their trucks/cars/trailers, coaches and players loaded up vehicles. Players delivered. Started on a Saturday at 7 AM and done by noon. People loved it (nobody likes hauling the bags into the basement) and are asking when we're going to do it again. Raised \$10,000.

Flea Market

Had a fairly successful "flea market" at the school. Boosters and parents donate their junk and spend a morning selling it for the team. Decent money and again no cost.

This works well when we did it at the local JC. Rent 2 spaces (\$60) and get 4-6 families to contribute their stuff. Lay it out, price it, and sell it. Anything left at the end of the day went to the charity groups (Goodwill, churches). Families got rid of stuff, team made money, and charity groups got stuff. With the right frame of mind these are a lot of fun.

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Team Fundraising

Bulb and Flower Sale

Bulbs are great to do in the fall. It's bulb planting time in many areas of the country and the team isn't completely absorbed by the FIRST competition season yet. Flower sales are good in the spring, but you do have to work around the FIRST competition schedule. I imagine you might be very busy right around then. There is no outlay. Orders are taken, bulbs are delivered, then you collect and pay for the order.

Apparel (Nike)

We have a guy that orders through Nike that gives us 40% off of all Nike apparel and shoes. We give all of our kids an order sheet with shoes, gloves and dri-fit apparel with a 30% discount. So we make 10% off of every order. We also do this with our middle school and younger kids. Usually makes a lot of money each year and doesn't take much effort. Let me know, and I can give you his name and number. It's good for coaching apparel, too.

There are companies on the internet now that will sell a very large selection of gear in the school colors and logos.

<http://www.prepsportswear.com> is one company that does this. They will kick back 15% of the sales and there are over 400 products available. All orders are made-to-order and take a few days to deliver. They are linked to the team/school website.

Team Replica Jerseys

We are finalizing a plan to offer Custom Replica Jerseys. These Jerseys will look like your existing jersey with sewn on number of your choice and a custom name sewn on the back. They will be a fully body jersey that will fit over sweatshirts for the fall weather and those beer guts of the dads.

There is no risk in this fundraiser program, as all orders are taken and paid for in advance. We will supply you with an order form for your players as well as a webpage for your fans to place their orders via credit card.

The final details of this program are being made and if you would like to reserve a spot to participate in this limited opportunity please PM me here.

We anticipate teams will be able to make anywhere from \$5 - \$15 per jersey depending on how much you think you can sell them for.

The nice thing is this will build spirit and keep those game jerseys safe for games. These are going to be nice quality replicas that your fans will be proud to wear.

Thanks for reading and I look forward to hearing from you.

Coach Rock, coachrock@gmail.com

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Team Fundraising

Game/Highlight DVD's

The team is usually recording the games and produces a highlight DVD each year. With a DVD duplicator (~\$400) 20 copies of each DVD can be produced very quickly and easily. Print them with a nice cover art (color inkjet printer ~\$125, not labels) and sell them for \$5 each. The DVD's cost less than \$1 to produce and the parents and players usually like the opportunity to purchase the DVD's. You can do pre-orders to reduce the number of DVD's produced.

Donation Club

Another thing people like is exclusivity. Form a giving club with different levels and perks. List all the club members in the game program. For Example:

\$500 Champion's Circle

- Wind Jacket
- Game Hat
- Coffee With the Coach (weekly coffee; bull session)
- Parking Privileges (VIP)
- Best Seats
- Private Gameday Tailgate Party (6)
- Banquet Table (If you have a sports Banquet)

\$350 Victory Circle

- Game Hat
- Coffee With the Coach
- Parking Privileges (Reserved)
- Better Seats
- Private Gameday Tailgate Party (4)
- Banquet Tickets (4)

\$250 Coach's Circle

- Game Hat
- Coffee With the Coach
- Private Gameday Tailgate Party (2)
- Banquet Tickets (2)

\$100 <School Mascot> Pride

- Game Hat
- Coffee With the Coach

Put a flyer or brochure together and let the players sell the heck out of it and get involved yourself by getting a few well known alumni and supporters behind the effort. Your only true costs are Windjackets, hats and some food which I'm sure

Bullfrog Football

Team Fundraising

someone would be happy to donate or sale at a discounted rate in exchange for some publicity.

Remember everything has a cost, even raising money.

Touchdown Club.

Anyone can join for an annual \$25 fee.

With the membership money, we got each member something (year 1 we gave out hats, year 2 a polo shirt, etc.).

Members are then asked for a donation at the end of the season:

- \$2 for every touchdown the team scores that season
- \$2 for every safety scored
- \$1 for every field goal

In the spring, you can have a BBQ and/or hay rack ride for the members - something special for those who help the program.

We have had success with this program. The coach I got the idea from has made as much as \$10,000 in a season due to number of members and great performance.

Christmas Tree Sales

The best fundraiser that we have run is Christmas tree sales. All trees are pre-ordered and we have an order form as a page in our football program. Each player is asked to sell 3 trees; one for their own home, one for a relative and one for someone else. I've built in incentives such as any player who sells five trees gets his spirit pack for free, sell seven trees and get a set of team sweats free, etc. We make a profit of \$20.00 on each tree and everything is sold as a pre-order. If someone doesn't like their tree then we refund their money. All left over trees are then sold to a local Christmas Tree lot, so we don't lose any money. Sometimes we even donate a couple of trees to those less fortunate or to a local charity.

Since our trees are pre-ordered and shipped and received within two days of their being cut down, we know exactly how many trees to order and we always get the freshest trees for our people so we get a lot of return business. The kids with trucks can even make some extra money delivering the trees for the customers.

We expanded the business to include selling wreaths, tree stands and a couple of other things.

Bullfrog Football

Team Fundraising

Cow Chip Bingo

But I grew up in north central PA and played high school football there. The best fundraiser I have ever seen or heard of was COW CHIP BINGO. They line the practice field into five yard blocks people by a block but do not know where their block is on the field. They sell these blocks for 20 bucks. Five cows are brought out by a local farmer the first one to leave some cow chips on the field is the winner and it is a 50-50 split so the winner can take home 2 grand. They set up coffee and donuts and lots of other little things and it brings in about 5 grand for couple of hours on a Saturday morning. It is not the most money but one of the most creative ways I have ever seen.

Discount Cards

This involves working with local merchants to offer discounts. The discounts are printed on the back of a plastics credit card. Front has team logo and designs. Players sell the cards for \$10 and the team keeps \$5 or some other percentage. Teams can do it themselves or contract with other companies to do it.

We used to do Varsity Gold, but now we go with an outfit named Players Choice. Same idea, but we get a bigger piece of the \$\$\$\$.

Did my own card. Had them printed up by local company for \$0.35 a card and did all the contract legwork ourselves.

e-scrip

This is very easy thing to setup and works well for the school. The parents go on-line and sign up their purchases/store cards with the company and the vendor will then contribute a percentage (normally 2-3%) of the sales to the school. There is no cost to the participant. Funds go to the school, not the team.

Helmet Lamps

Discussion on what to do with old helmets: I think there is a liability issue with most schools. I take the helmets/facemasks that flunk inspection and make lamps out of them and sell them. Get a set of lamp guts from a hobby store. Make a wooden base, drill a hole through the top of the helmet--pretty easy. Can make up to \$40 per

NFL Pool

Our Jr. football program does this. 17 week NFL Season. Get people to donate 20 bucks. Every week they get to pick a team that wins. They can do this through email. If their team wins they move on, if their team loses they are done. At the end of the 17 game season whoever hasn't lost yet gets to split half of the pot

Bullfrog Football

Team Fundraising

with whoever else doesn't lose. The other half of the pot goes to your team. EX: 100 people donate. That would be \$2000. Half of that automatically goes to your football team. If there is 2 people left they would split the other half. Each would win 500. You would be amazed at how hard it is to win. If nobody wins football gets 2000. After 3 years the pot is huge. All it takes is word of mouth and some rules!

Program Ad Sales

Sell ad space in the football program. There are companies that will do this – get the ads, take the images, and do the publication.

180112: We are doing this for the 2018 season. Based on the preliminary work it appears that this could net \$6-8k depending on the ads and the number of programs sold. We are looking at the team keeping the ad revenue and the Boosters paying for the printing and then keeping the revenue from the sales. That way the risk is spread around. Plus the Boosters have the infrastructure to manage the sales.

180319: With the media guide, you want the Front inside page and Back outside page to cover the cost of production. After that, everything is profit.

SaberCats Football

Sell tickets to the San Jose SaberCats. They sell the tickets to non-profits at 50% of face. Players sell the tickets at face. This is a March-May activity. I've normally this is done with a block of 60 tickets which brings the program \$700 per game.

Schedule Poster

Our best fundraiser is a schedule-poster. We have the kids sell business card-sized ads to businesses in the community for about \$100 per ad (we could probably charge \$150 and still fill the poster). I do the graphic design and layout the football team's schedule, some pictures and the ads. I only feature the seniors on the poster - both a group shot and individual photos. I can fit about 75 ads on a 24"x36" poster, so we gross \$7500. It costs about \$1200 to have 1000 posters printed. We send about 5 posters back to each business and expect them to display the poster in their business. The kids and other students get the rest of the posters. The great thing is that the kids do all the leg work and it is a very easy fundraiser to administer. And unlike if we used a business who sells schedule posters, we keep 100% of the proceeds - and we have sold out the ads each year. If anyone wants to see a sample poster or get more information, just let me know.

Bullfrog Football

Team Fundraising

Season Passes

We have always sold "Season Passes" as a fundraiser. We have cards (similar to credit card) made up, and have individual (\$25), and family (up to 4 people \$75). We have different local businesses offer Buy 1 Get 1 Free, or 1/2 off things similar to what has been talked about above. Ask each kid to sell \$200 worth. We usually have about 50-75 kids in the program, so we make about 10,000-15,000 on those. Most kids have their own family, (usually bigger than 4 here, so they get 2 families), and then they can sell them to the high school kids because of all the fast food/skate park/fun things on the back. Kids at the school will buy them, and not go to the games. Which doesn't bother me, because we still get the money.

Senior Jerseys

One thing on uniforms we have a parents group pay for the graduating seniors jerseys at a depreciated value but it really helps the uniforms looking sharp every year.

Player T-shirts

We have done adopt a player shirts. Kids sell them for \$20 and buyer gets a shirt with the kids number on the back and our football logo on the front. Has always been a great fundraiser no matter what school we were at.

Seniors Purchase Their Helmets

we do this, not as a fundraiser. we sell our helmets to the seniors and do not make any profit, sell at cost. It enables us to replace several helmets every year that would not normally be in the cycle.

Silicone Bracelets

Silicone bracelets were very good for us, made about \$800.00 with no effort. Bracelets cost \$.60 and sell for \$4.

Spirit Pack

Players purchase a pack that includes a team t-shirt, shorts, socks, practice jersey's, etc. Useful for the players to look like a team – all dressed the same, while providing net cash inflow.

Bullfrog Football

Team Fundraising

Sunglasses

They make sunglasses in your school colors & customize them with your school or mascot name, etc. you pay a unit price for them (\$6) then you can sell them for whatever you choose (\$10). We like it because the spring / summer is great time to sell sunglasses. Going to market them to the student body, especially incoming freshmen.

Yardline Sale

Charge whatever you want (we charge 30 bucks I think) and sell each yardline from 1 to 1. At the end of each quarter the position of the ball dictates who wins the 100 bucks. This is for home games only, and typically we sell every yard line very early (at the pre-season scrimmage). So if the ball is on the North 48 at the end of the first quarter, (our field runs north south) and Joe Smith bought the north 48, Joe wins 100 dollars. We do this at the end of the first quarter, half, and at end of 3rd quarter. So in a typical season (5 home games) we give away 1500 bucks. We raise around 600-700 dollars a year.

Cell Phone Cases

A company is now doing custom protective cell phone cases. The team works with the vendor to come up with 4 possible designs. The vendor produces a order flyer that the team distributes. The buyers fill out the order form, provide payment, the orders are bundled and sent to the vendor. The price differential between the product cost and the sell price goes to the team.

The vendor that I am aware of is AVC Custom Cases at avccustomcases.com. The team net from this is likely to be around \$8 for 1 case model, and \$10 for the other model, but that is dependent on the sell price set by the team.

Flip-flops & Slides

A company is now doing custom flip-flops and slides. This is based on the "Team Store" concept where they put together the order form, the team gathers the orders, collects the money, and then sends the order to the vendor.

In this case the vendor has 4 NFL team designs, a couple of generic designs such as Breast Cancer Awareness, and then a couple of team designs. Sell for \$20/\$25 and the team keeps \$8 per pair.

Popsockets

A company is now doing an attachment for cell phones. These are a stick-on that goes on the back of the cell phone. It is an expandable item that can be popped-

Bullfrog Football

Team Fundraising

out to provide a hand hold or stand. Pretty useful when seen in person. They do the design, team does the purchase and sales.

SERVICE

These projects are typically the players asking for money in exchange for doing something, jogging, lifting weights, bowling, community service, those type of things. But the bottom line is that there is no real product exchanged for the money received, so there is no/minimal cost for running these.

Ask for Donations

One of the easiest fund raisers is to simply ask for funds. Players provide 10 names and addresses. A well-written form letter, with a personal request for sponsorship from the player, is then mailed out to the names on the list. This often works better than trying to get sponsors for Lift-a-thons or jog-a-thons. Most people will give \$10 or so, resulting in a \$5-10k return. Can be tied into things like a community service project.

Also known as the Beg-A-Thon, or the “I didn’t do it” event.

Okay, most of us do this without even thinking about it. Imagine how much more you can bring in if you do think about it! Putting a donation jar out at events, going door-to-door asking for donations from businesses, friends, neighbors are all examples of one shot donations.

What we often do not do is spend some time planning ahead, plotting strategies to cultivate some of these sources of income into a dependable stream of cash year after year. Publicity ahead of time develops name recognition so potential donors already know who/what you and FIRST are, and especially know all the good you do in outreach programs. Thank you letters and tri-folds with background information that you distribute as donations are received, follow up notes of appreciation or signed team photographs to significant donors, help you develop a solid, repeatable donor base.

Hudl Campaign

What has come up recently is an email campaign done by Hudl. Hudl is a company that does the video services for the teams. What they do is the groundwork for an email donation activity. The players enter 10/20 email addresses and names and then Hudl will send the people email(s) asking for donations. They build a team donation page that uses video from the past season and has a voiceover from the coach. The people donate using a credit card online. Hudl keeps 4% of the donations to cover the cost of the credit card processing.

Bullfrog Football

Team Fundraising

Grocery Store Booster Day

We also do Booster day at a local upscale grocery store in August. They have a stage and BBQ area on the side. The store gets donations for all the food. We make all the profit. Cheerleaders perform, jazz band, choir. Our boys bag grocery and take everyone's bags to their cars. We have donating jars. Sell schedule posters, dunk tank, football throw, sell logo gear. I thought it was going to be too much time for the money and we made \$6k last year.

Community Service Project

We did a similar thing as Aztec. Instead of doing a lift a thon for the mailer we did a clean up the community for the big mailer. We donate 150 man hours to clean up the local community. For instance: if we have 100 kids in the program than we would have each kid work 1.5 hours. Of course we do it at once to get it done. We get the local paper involved and everything. Great PR.

We did a community service project where the kids sent out letters to family and friends asking for sponsorships. We made about \$4000 last fall. We worked through a group called Affinity Funding Group.

We also do a "Days of Caring" every other year. Kids go out to different organizations and residential homes twice during the season to perform community service. In conjunction with this, we have the kids send letters to friends/relatives asking for a sponsorship for this activity. This is another activity that makes over \$5000 a year

We do a community based fundraiser each spring just after the snow is gone. We ask each of our athletes to complete 5 hours of community work for individual/individuals. Work is normally raking, cleaning the yard, putting in docks, etc. Has worked really well the past couple of years for us, small program 35-40 athletes and raise around 5k. The community really enjoys our help and the last couple of years, we have been overwhelmed actually with work. We do everything we can to make sure we will have their business and support in the future.

We treat this as "giving back" to our community. A little work that many of our athletes don't do much of.

Race Clean-Up/Parking

We have a local track that hosts nascar, irl, arca, busch races and we park cars pre-race and clean-up the parking areas post-race. These big tracks are always looking for large service groups to do this type of work for them. We have done college concessions in the past, but have found that the race track is more fun for the kids and much more lucrative for the time invested.

Bullfrog Football

Team Fundraising

This would probably work with the A's/Raiders games and events at the San Jose Arena.

Raider/A's Games, Shoreline

Work the concession stands at the Raiders and A's games. Can make \$1,500 per (good) game. Applies to Shoreline as well. Hard work (by the adults, usually have to be 16+ to work, and 18+ to serve alcohol) but it's get in, get done, and leave. The SJ Sharks do this, 49er's as well.

Local Events

Now that I am located in the Mother Lode area of California there are other opportunities for the players to earn funds by providing labor to events. We have been assisting with the parking at a local venue that does fireworks for the 4th of July. That is an ideal event in that our players and coaches show up, do the work, and then leave. No preparation, no selling, just parking cars.

The other local event that we work is the Grape Stomp in October. For this event we again provide labor, in this case we fill tubs with grapes for the Stomp contestants to smash into juice. The players load the tubs, empty the tubs, clean and rinse the tubs, and then start all over. The event goes on all day so we have several crews do this over the course of the day.

These type of events are excellent because they just require bodies to do some simple work, nothing major involved.

Car Wash

We had a track car wash one year. The actual car wash made like \$500. The kids hanging out by the street and at the front door of Walmart holding the signs made around \$700. Always do it near a redlight, especially a long one!!

Charitable Foundations

See if there are any charitable foundations in your area. I recently found one in our area and they gave us \$82,000. It is a great tax write off for them.

Coin-Drops

We have had success with coin-drops at busy intersections. We made \$2,400 in just about 4 hours on a Saturday morning this year. The guys wear their jerseys, we gut the padding from some rejected helmets to collect the money, make some signs and feed the guys pizza afterward. Besides the pizza, its 100% profit with no overhead!

Bullfrog Football

Team Fundraising

Miscellaneous

Bake sale, sell quilt squares (quilt to be donated elsewhere), sell engraved bricks that you build a path for the school out of (built-in service project), team leaf raking/snow shoveling/yard work, seasonal events like: a holiday wreath sale or Halloween pumpkin picking-hayride, team garage sale (eBay the leftovers), bowling, silent auction, all the tried and true fundraisers we've all been through in elementary school and league sports. Staff concession booths at Homecoming or other school events and concerts. Organize a golf or mini-golf tournament. Sponsor a dance for a Middle or Elementary school. Go house-to-house collecting return bottles/cans or recycle metal/plastic/newspaper. Have a "celebrity" (teachers, administration, mentors) dunking booth, pie-in-the-face, or any of a hundred other ways to abuse those you respect and admire.

50/50

This is another gambling endeavor common in our area and is done in conjunction with some other event or meeting with a large crowd. 50 percent of the proceeds go to the team and 50 percent go to the winner. One 50/50 netted us \$2400 and the winner took home \$2400 of their own. If you're lucky, the winner may donate some of their winnings back to the team. You can sell standard two-part raffle tickets for \$1 or \$5 or \$10 each. Instead of tickets people can optionally write their name on a bill and add it to the jar. A big clear jar is used to attract more attention as the money mounts up. Pick a size jar that will fill up nicely from the anticipated take. It's a big selling point when people see a jar full of cash, so keep that up-front and the center of attention. At the end of the event the winning ticket or bill is drawn blindly from the jar.

Grants

This sounds like the kind of situation in which you could get a grant. I have thought about that. Doesn't the NFL or someone do an equipment grant? Yes, check out the NFL HS sight and USA football.

Fence Advertising

Works for us.....sell new signs at 250.00 and renew at 200.00.....

Do-Something-A-Thon

Lift-A-Thon – Players solicit money for lifting weights. Usually either a flat fee or a \$/lb arrangement. Players are asked to get 10-20 sponsors.

I have not done this one as a coach, but as a player we had a Lift-a-Thon. Players were given a pledge sheet to get people to pledge a donation (flat or

Bullfrog Football

Team Fundraising

per pound) there was not a minimum donation. Had friends donate a dollar here and there and others donated more. We tied that with a lifting competition with area high schools and based the competition off of bench, squat, and power clean. Coaches charged area teams to come and compete, and they worked a concession stand, charged an entry fee (unless you were a booster club member, that was an incentive to become active for some parents) and they made a killing. Only overhead was the concessions; all donations or pledges were pure profit for the team. Some people pledge 10 cents a pound not thinking the three lifts would be combined so they were allowed to just give a flat donation when they found out there donation would be north of \$70.

Had the competition in gym, so the players had to help move weights from basement up to the gym.

Tire Flip-A-Thon – Kids get pledges for how many times they will flip the tire in one minute. We do it in class and each kid gets sponsors. We will usually give away some type of t-shirt if you raise so much money. Every year I make between 2k and 4K for the weight room and I don't have to sell anything or handle any merchandise.

Walk/Run-A-Thon – In college we did a walk/ run and every player had to get 10 people (could be 20 though) to donate per lap. See how many laps the guys get in an hour and collect the money. Similar idea but you might get more than 20 per person... but you might get less

50 Mile Bike Ride

We cleared \$45,000 in a 1-day event our first year. Went down slightly 2nd year, but we stayed around \$40,000 the 3 years we did it. Kids get pledges for riding... similar to the lift-a-thon, but they can get per mile donations or a flat rate. Once you play for the insurance policy to cover the event and fill out the "parade-application" everything else is 100% profit. Cost about \$1000 including all of the awards and things we bought for the kids. We had a local Knights of Columbus or other organization donate a breakfast for the kids when they came back... I learned it from a guy out in CA where we did it when I was his assistant coach. Great in the fact that about 99% of the money goes to the kids unlike selling ANYTHING, and they get a real sense of accomplishment when they finish the ride.

Bullfrog Football

Team Fundraising

COMPETITIONS

Competitions are always a fun activity, mostly aimed at the players and their friends. There are a wide variety, each targeting a different demographic.

Sumo Suit Wrestling

We are holding a sumo suit wrestling event in our gym. You try to come up with the match-ups that students and teachers would pay to watch. We also have donations for a couple of weeks to see which class rep will wrestle the principle. We will also have the concession stand going for extra money. The key is the match-ups and the trash talk from the participants. We have school news everyday so that is a great opportunity for the promotion and trash talk. One thing I really like is there is no overhead. We got the suits donated rent free, but if you do have to rent them there are services that will rent them and ship them for about \$375. We should make somewhere between 3-5K. PM me if you want more of the details.

Bowling

I have never seen it done, but you could do it like a lift-a-thon. Pledge a certain amount of money per pins knocked down during the game (you could play a few games and take high game) or just a flat donation. I would just run it like a golf tournament. Door prizes, beer, food, 50/50, buy a spare/strike. you could do it like a 9 pin no tap tournament or teams. This is a really good idea. no rainouts like a golf tourney

Darts

Dodgeball

Fishing Tournament

Golf Scramble

Bullfrog Football

Team Fundraising

Pool

Shuffle Board

Sports (3 On 3 Basketball, 5-5 Flag Football)

Video Games (Guitar Hero, NCAA, Madden)

These are very popular and can be run in some very creative ways. Charge an entry fee, like \$25 (can charge more for better teams), and set up a bracket. Not the most productive as the funds are from the entry fees and there are only so many entries.

Guitar Hero – Our school just did this. My son says that they had a \$5 entry fee. They were in the auditorium and had 6 stations setup. 4 were running GH, the other 2 were running Rock Star. 32 total entries - 1 vs. 32, 2 vs. 31, etc. They competed on the same song, highest score wins the match. Apparently in competition mode you can fire a riff at the opponent causing his character pain and suffering, so it is not just play the guitar but attack/defend your opponent. Final was played on the AV system. Winners proceed to the championship (26 year old from Livermore and a local 8th grader). Seeding was basically by sign up order. This was done by the Young Entrepreneurs club so the focus was not on fund raising as much as learning how to do this.

The competitions have a higher fee and have prizes for the top 3-5. Sonny said that there was probably 150 kids/young adults there.

OPEN TOPICS

Big Car Wash

With sufficient marketing and a good location this can be a good return. Players would have to actually do physical work which may be a negative. Low cost with good returns.

General Advice

Forming an Ambassador Group containing Parents of the 10th, 11th & 12th Grade football players will develop a Pipeline of willing and experienced parents to help out the football program without having to redo everything each season, etc.

Mouse Races

Springtime Window Washing

Topless Carwash

We set up shop behind an out of business gas station in town. We had signs out front that said free topless carwash. They pulled around back.. and the girls were in bikinis.. they washed the whole care except for the top.. it cost \$5 to have the top washed... lol.. We had a handful of people get mad and drive off.. but we made almost \$2000 in about 6 hours.

Dress Down Day

Our school has a uniform dress code. I convinced my administration to allow me to have a \$1.00 "Dress Down Day". On this day our students can pay \$1.00 and they don't have to be in uniform. We have a student population of about 320 in 9 - 12. the worst day we ever had was \$50. We have been doing this every Friday. We have 25 Fridays in our school schedule. At our worst, we make about \$1,300. It's the easiest thing to do... I set up a table in the front hallway and they come into school and hand me \$1.00. I give them a different color bracelet to wear so we know who paid.

Bullfrog Football

Team Fundraising

Miscellaneous Events

Sell ribs and deliver on the Super Bowl

Auction off chance to call the first play of the season

One of the more fun fundraisers my alma mater did when I played was getting someone to donate a junk car. They set it up outside the stadium during the season and charged \$5 to take 3 swings at it with a sledgehammer.

Many moons ago we raffled off a truck. It was base s-10 Chevy truck that the dealership sold us at cost (if you're in the right place/situation you might get it for less). They had the truck at every home game with a sign in bed from the dealer. The raffle lasted for the whole season and the drawing was at the last home game. Each ticket cost \$20 and we only sold 1500 tickets (much better odds than the Power Ball lottery which is a selling point). We asked every kid to sell at least one ticket, and the kid that sold the winning ticket (to encourage them to sell more than one) got \$500.

Get a local grocery store to allow your players to Carryout groceries. Tips go towards the team. A team in our area (in a relatively decent sized city/great program raised something like \$8-10k in one day like this. Were in a small city (2,000), with a low SES (one of the poorest communities in the state) and little program history and raised \$1,500 in a day. Local grocery store matched \$1K too. Easy to do. Lots of fun. If your city is bigger, you could easily make \$5k or so.