

2010 FUNDRAISING IDEAS FOR HOSA STATE ASSOCIATIONS & CHAPTERS— VOLUME I



HOSA Fundraising Task Force

The fundraisers listed in this publication are collected from assorted youth-serving organizations including HOSA chapters. There are fundraisers that may not be appropriate for particular communities and local chapters while others may be ideal for your community and HOSA chapter. State and local HOSA leaders are encouraged to submit their fundraisers to the HOSA Headquarters for inclusion in the 2010 FUNDRAISING IDEAS FOR HOSA STATE ASSOCIATIONS & CHAPTERS—Volume I.

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Introduction

The fundraisers listed in this publication are collected from assorted youth-serving organizations including HOSA chapters. There are fundraisers that may not be appropriate for particular communities and local chapters while others may be ideal for your community and HOSA chapter. State and local HOSA leaders are encouraged to submit their fundraisers to the HOSA Headquarters for inclusion in the 2010 FUNDRAISING IDEAS FOR HOSA STATE ASSOCIATIONS & CHAPTERS—Volume I.

Fundraising is essential to a successful HOSA state association and local chapter. The approach to fundraising depends on the chapter plan of work to be accomplished during each membership year. There are several ways to use funds effectively to provide developmental opportunities for HOSA members. An aggressive fundraising plan should be “owned” by all chapter members that recognize the benefits of investing in fundraising projects. Chapter funds could be used for these and other expenses to maximize the opportunities available to chapter members:

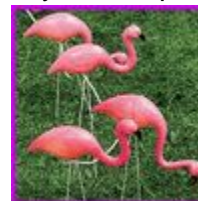
- Local, state and national membership fees
- State and national conference fees
- Transportation, lodging and meals to participate in local, state and national conferences and events
- HOSA blazers, emblematic pins and other official HOSA products and supplies
- Expenses related to individual and chapter community service projects
- Professional development seminars
- Digital cameras and recording devices to promote the HOSA chapter, members and events
- Chapter designed t-shirts for identification and recognition purposes
- Chapter resources that can be used to enhance individual and chapter performance
- Awards and recognition supplies for chapter supporters and members
- Chapter banner and operational supplies
- Competitive event materials and supplies as needed to support chapter and member preparation and participation
- Investments in fundraising projects designed to create revenue to support chapter projects
- Expenses related to blood pressure screening and/or wellness clinics

Fundraising projects that are based on knowledge and skills developed in a health science program and result in revenue for the chapter should be given highest priority by the fundraising committee. For example, one of the most effective fundraisers is securing a sponsor(s) to conduct a blood pressure screening clinic in a company, a shopping mall or in conjunction with a community event. In a blood pressure screening clinic, members are able to develop, practice and refine a variety of skills, including: organizational and planning skills; communications skills; supervisor skills; technical skills; people skills; and, evaluation skills. Members are responsible for organizing the project; securing a place to conduct the clinic; developing a promotional plan; preparing an advertisement or article for the newspaper; preparing promotional posters; scheduling members to work the clinic; conducting professional blood

pressure screenings; etc. In return, the HOSA chapter will receive a fee for providing a targeted or public clinic. A wellness clinic could also be conducted on a fee basis.

Flamingo Flocking Fundraiser

Purchase 10 pink plastic flamingos (lawn decorations). Pick 10 yards in your community to be the lucky recipients. Attach cards to the flamingoes' necks with a phone number along with all the pertinent information regarding your group. State that for a \$10 donation, the flamingos will be removed but for \$15 they will be moved to the lawn of their choice. Make sure you also place a sign that has a contact name and phone number among the flamingos for those who drive by and would like to have the flamingos placed in a friends yard. (Also give the option to simply pick up the flamingo gratis, since some people have no sense of fun.) It takes some organization, but is lots of fun. An additional fundraising idea is to sell "Pink Flamingo Insurance" for \$10 to protect yourself from the invasion of these pink pests.



Sneaky Flamingos Fundraiser

One fundraiser that my youth group did was to have people (most often parents) sign up to pay \$X for X flamingo's placed IN the yard WITHOUT being caught. Kids really got into it year after year dressing in cammies, sneaking into back yards, using the help of a neighbor or using distraction tactics for suspecting parents. Parents really like to get involved as well waiting out in their lawns with a garden hose or some other scare tactic. The event goes for several days without the parents knowing which house would be bombarded next. Though they knew their kids were out with the youth group and knew that they were posting flamingoes, they didn't know which house would be hit that night. Eventually, parents generally donated the money regardless for the sheer fun and enjoyment of the activity for both them and their children. You could even keep it a secret as to what dates flamingoes will be posted, but it's up to you!
(Submitted by Alana W.)

Flamingo Habitats Fundraiser

One chapter raised over \$1,000 with the use of plastic pink-feathered friends that were trained to create flamingo habitats for one full day in unsuspecting yards around the community. Individuals had the opportunity to pay \$50 to have a flock of 10 flamingos placed in another person's yard around 5:00 am until that evening. Those who received the flamingos then sent them on to another person's yard. All persons were given the opportunity to pay another \$25 for flamingo insurance, so that the birds would not be used in retaliation. Before and during the month of July, orders were taken for specific dates of when the recipients would be seeing the flamingos in the yard.

Flamingo Fundraiser Variation 1

Send everyone in your organization an announcement on pink paper about your pink flamingo fundraiser. Word your announcement something like this: A Pink Flamingo May Visit Your

Family! On May 22, the youth group of [your organization] will conduct its first annual Pink Flamingo Fundraiser. We have several lovely pink flamingos, one of which may end up on your front lawn. We have divided the [church, school, etc.] into four flamingo areas. Inside each pink flamingo is a list of the names and addresses of church members living in one of the flamingo areas. On the appointed day, the youth group will plant each of the flamingos on the front lawn of one family from the flamingo list. If the flamingo ends up in your front yard, you then - pledge a donation to the youth group, cross your name off the flamingo list, replant the flamingo in the yard of someone whose name has not yet been crossed off the list. The flamingo may not remain in the same yard for more than twenty-four hours. It is not necessary to follow the order of names on the list. **HOWEVER**, if you do not wish to see a pink flamingo on your lawn ever, you may buy **Insurance for the Prevention of Large Pink Birds** for only ten dollars. See any member of the youth group to purchase insurance. Purchase deadline is May 15. *Source: CanadaYouth2000 (St. Catharines, Ontario)*

Flamingo Fundraiser Variation2

Hold a good ole fashion flocking at your office. Make cut-outs of pink flamingos and charge co-workers to flock other people's offices or cubes. Take the cut-outs or plastic flamingos and decorate the flockees area. You can charge \$1 per flamingo, which will generate tons of money for your team. The bigger the flockin', the better.

Flamingo Fundraiser Variation3

Get a bunch of pink flamingos (we paid \$5.99 for six flamingo driveway reflectors through Oriental Trading Post) Other resources might be Wal-Mart - I've been told that they can order them for you in the spring; some garden stores also have them in stock or can get them for you. If you decide on the large plastic birds, expect to pay about \$10 for 2. Put the flamingos in a church member's yard. The idea is that the yard will look so hideous with the pink birds that the church member will be more than happy to give a donation toward the fund raiser to get them out of there. Some options to consider are:

- pre-sell flamingo insurance to prevent yards from getting flocked;
- when a church member gets flocked, they get to pick the next victim; and
- have a map at the church that charts their progress.

We found this fundraising idea to provide benefits far beyond what was expected. Letting the member whose yard is flocked chose the next yard included far more members than we expected. Not only members who attended worship every Sunday were flocked - we used it as an outreach tool. We flocked people who rarely attended, or who had only just started visiting! We discovered that no one was willing to be the last one to pass them on! Everyone was interested in where the flocks were (we had four flocks out). Conversation between members on Sunday morning usually started with, "I saw the flamingos in your yard...." The birds really brought the "family" together. And we even heard, "I'm glad they came to our house. I thought we were going to be left out."

Allowing for fundraising donations instead of a set fee increased our income. The average donations was \$25, but donations actually ranged from \$10 - \$200! We were able to raise close to \$2,000 for our summer youth servant trip. Give it a try - we had a great time with the cute,

pink, little birds! *Source: Northwest Synod of Wisconsin Resource Center, Eau Claire, Wisconsin)*

Baseball Marathon Fundraiser

The Brooklyn Cyclones minor league baseball team front office staff played baseball for 24 straight hours in an effort to raise money and awareness for local Brooklyn food shelters. The Cyclones took on teams of fans from five to 85 years old, consisting of the Borough President's office, T-ballers, circus clowns, Coney Island freaks, The Old Boys of Summer, and more. Participating teams were asked to make donations, with all proceeds from the event going to Reaching Out Community Services, Inc. and Coney Island's Salt and Sea Mission Church, Inc. Fans were also asked to make a donation to the cause. The idea for 24 hours of baseball was born in a winter meeting focusing on ways to generate attention that would help the ballpark's immediate surrounding community.

Speed Dating Fundraiser

The Divas Curing Teen Violence in New Orleans, Louisiana, played matchmaker and gave participants the chance to mingle for a good cause. Admission/registration fee was \$20 per person. The events were for local singles ages 25 and older, and were organized to raise money for the YOUTHAnasia Foundation Inc, which creates prevention and intervention programs to cure teen violence among youth ages 13-18.

In the first fundraiser, the Divas registered 30 eligible bachelors and the flood gates opened! About 70 women registered. The response was more than the group hoped for and they knew they were on to something. It was so funny, when the whistle blew; some women were refusing to switch to the next guy. Some of mothers of the teens even participated. It was crazy! Some of them decided to join the Divas too. There were some dating success stories as a result of the fundraiser. Love matches were made too! They were asked to return to future events to give updates.

In the second speed dating fundraiser, local single males had two minutes to get to know some of the Crescent City's loveliest bachelorettes. The only topics off limits were careers and where you live. Needless to say, this was a unique and fun fundraiser.

Best Seat in the House Fundraiser

First, find a sofa to use. This fundraising raiser involves raffling off tickets for a student and two friends to win the best seat in the house. Tickets are sold throughout the week prior to a game. Before a volleyball, basketball, or football game announce the winner. The winner gets to sit on the sofa with two of his or her friends. Make sure the sofa is in an ideal spot to view the game. For halftime, order pizza and sodas for the winner and guests.

Ask a furniture store to donate a chair or love seat if possible. Sell the tickets for \$1 during the JV game or girl's game (if a double header). During the last two minutes of warm-up for the varsity game, draw a name. This person gets to sit in the best seat (if you have a love seat, they get to choose someone to sit with them). They also get popcorn, a pop and their name entered into the drawing to be held at the end of the season to win the chair (if the store is willing to give

it away). The chair is placed on the sideline or on the stage if you have a small gym. You'll make lots if you do fundraising for both men's and women's basketball games.

The Wilcox Future Business Leaders of America hosted the "Best Seat in the House" fundraising. Members sold tickets to students and community members for weeks prior to the fundraiser. The winner of the "Best Seat in the House" was awarded a couch, a free pizza, and free pop for himself and three of his friends. The fundraiser was a nice change of pace for the chapter and the community. It allowed the community to get involved in FBLA. It also allowed for a little fun.

Throughout our spirit week we sold tickets to "**Best Seat in the House**" fundraising event at the end of the week we had a pep assembly. We had a funny male teacher dress up as an old lady maid and serve three winning kids pizza and pop on couches at the end of the gym. On teacher also won, they had to sit in an old rickety chair!

Sources: Ms. Pineapple's Cheer Page (Carmel, California), Wilcox Public School, Oregon Association of Student Councils (Salem, Oregon)

Blow It Up Fundraiser

The Coventry Myton Hospice Appeal in the United Kingdom raised significant funds selling raffle tickets for the right to press the button to demolish the Foleshill gas tower, a local landmark. Think of how many old buildings, hotels, bridges, arenas, stadiums, etc that are demolished each year. You see the pictures replayed on television repeatedly. How much would you pay for a raffle ticket where the winner will press the button to demolish a football stadium that is being replaced? How many tickets do you think you could sell? Your only cost is the advertising and raffle tickets. You could undoubtedly get plenty of media exposure which would help ticket sales and publicize your organization or cause. If it's a significant landmark, you could attract ticket purchasers from across the country.

While the principle is simple, convincing the property owner and/or local government officials to let your group do this may not be easy. However, it's an idea that is certainly worth pursuing since it offers the chance for your organization to raise significant funds without a large expenditure on your part.

Cow Pie Bingo Fundraiser

Experience the "sweet smell of success" while hosting a cow pie fundraising event during a country fair, rodeo or other event. A cow is turned loose on a fenced-in area which has been marked off in 500 three-foot, numbered squares. The cow determines the winner by making the first "deposit" on one of the squares. Chances on each square are sold for \$5. The winner receives \$500 or 20% of the sales, whichever is less (\$1 for every square sold.) Kids and adults will both love this fun event.

Make sure that the animal is well-fed on the day of the fundraising event, to assure a timely "deposit". Sell squares in advance as well as before 'turning out' the cow. A line judge is required for close calls. Set out clear rules to avoid problems and assure impartiality. If possible, choose a field with stands for the ticket holders to wait and watch for the big moment. A football or soccer field (in off season) might be used if fenced or you have enough volunteers to keep the animal on the grid. Possible sources of the star player: a local dairy, horse farm, etc

to donate the critters "time" and the field to make a grid. In place of a cow, you could also use a horse, goat, or sheep, even a dog in a pinch! However using a cow will usually guarantee media interest and greater publicity for your group. Choose a docile animal and groom resplendently for the event. Have several volunteers available to patrol the fence and assure no one is able to influence the event in any way. It's best to have a rain date arranged ahead of time, if needed.

This can take either a short time, or a good long while, and some groups find it a good time to sell concessions like hot chocolate, popcorn, and hot dogs. There may be other entertainment on hand as well.

Cow in the Gym Fundraiser

Seek approval to allow a cow to come onto a protected gym floor or set up a staked out field area. Find a farmer willing to bring in a calf or calm cow to your event. Once you've figured out where the event will take place, sell squares for the area that the cow will be contained in. You can use large cardboard boxes-flatten, tape together that are number. In a field you could use line chalk or some type of safe quick-drying spray paint to mark off squares and number each square. Sell the marked off squares for a set dollar amount. You could even let people pick their own lucky squares. If there were more than one person on a winning square, the money allotted for the winner would be split among the owners of that square. And what does it take to be the winner this fundraising event? The first person that receives a fresh cow patty from Betsy is the winner.

Poop Pool Fundraiser

This idea was really creative. It is stolen, I mean leveraged, from the Akita folks. They set up a large pen, put a dog in after he had just eaten, and sold 12 inch X 12 inch squares of the territory for \$20 a square. The winning square would get \$500, the rescue fund would get the rest. They had 196 total squares, so the rescue fund got \$3500!! (There were pre-defined rules about pooping on the lines, pooping while walking etc.!).

Pet Remembrance Tree Fundraiser

Our mall allowed us to put a Christmas tree up in Center Court. For each \$5.00 donation, we would illuminate a light for your pet --- a red one for "in honor of" and a white one "in memory of". We asked for a picture of the pet and would hang it with a red or white ribbon. We had to put up another Christmas tree because the first one because too full of pictures. We did not worry about the fact that we had 100 white lights on a tree, but 150 memorial pictures ---- you can't even the two out. We found that the public did not even pay attention to that. They were too busy looking at the pictures.

On the weekend, my mother took her golden retriever, Chelsea, to the mall. She was dressed as Santa, complete with bells on her toes and a Santa hat. The kids AND adults loved it. Of course, we had the fish bowl out and would average \$150.00 in donations a night. Also, we took thick foam board and put them on wreath stands. We had a red board for the honored pets and a white board for a memorialized pets. We listed their names on each board. We noticed that

people liked to look at the names they try to find the picture on the tree. We were glad we wrote the names on the back. We earned over \$3,000 from the tree and fish bowl. It was a so fun.

THIS IS IMPORTANT! We did not have someone at the tree at all times. The only time someone was at the tree was on Friday and Saturday night when we took Chelsea out there. Twice a week, I went out there to hang pictures and write names on the boards. The public never paid attention to me, but take a dog out there and they flock around and dump money in the fish bowl. We had a stand out front of the tree explaining what it was for. We kept forms in that stand for people to fill out. They would simply put their name, the name of the pet, was it in Memory or Honor of, etc. Then they would send it to the address at the bottom (my house).

The BIG BIG money maker on this was something we almost did not do. We told people that if they wanted to buy a light in honor or memory of someone else's pet, we would send that person a card. Many people made donations like that for Christmas presents. When the person received a card, they turned around and made a donation either for their pet or someone else's. This brought out a lot of emotion in some people. I saw several people who made a donation in memory of their pet just break down and cry when they saw the picture on the tree. We thought it would be necessary to have someone at the tree at all times, but we knew we could not do it. Turned out, we did not need anyone there except on weekend nights when the mall was really crowded. We also got the newspaper to print the form to fill out as a donation to us. We got a good response from that. Also, the local weatherman (a REAL popular guy) came out and did the weather from our trees twice. There was a huge response after that.

Tree of Lights or Angel Tree Fundraiser

At Christmas families in the community pay \$10 for a light that represents their lost loved one. The staff and families gather as a community outside and sing hymns, and the tree is lit - all the lights come on at once and it is beautiful. The lights on the Christmas tree are white. The community does this outside of the office at night. The tree stays lit until the New Year. Luminaries line the parking lot where people are sitting or standing. Families and staff find this very meaningful. People gather afterwards in the office or a church for cider and cookies. [This idea can easily be adapted by non-hospice organizations to fit their mission.]



Lace Angel Ornaments Fundraiser

Each year as the Christmas holidays approach, our hospice sells lace angel ornaments which people can buy in memory of or in honor of anyone they choose. Those ornaments are then placed in Christmas trees at our office until a few days before Christmas. We then have an open house in which people can come and take their angels off the trees. It is a good time of sharing with the community as they gather together during the Open House. Refreshments are served. [This idea can easily be adapted by non-hospice organizations to fit their mission.]

Target's Take Charge of Education Fundraiser



Every time you use your Target Visa or Target Guest Card® at a Target store or target.com, Target will donate an amount equal to 1% of Target Visa and Target



Guest Card purchases made at Target and target.com, and 1/2% of Target Visa purchases made elsewhere, to the eligible K-12 school of your choice. Thanks to the Target School Fundraising program, more than 114,000 schools have been able to pay for computers, playground equipment, field trips and uniforms for students whose families couldn't afford them. (Details at target.com. Click on the Target Guest Card link under financial services).

Christmas Wreath Fundraiser

You can make this wreath on your own and sell them for a fundraising event. First, cut circular wreath forms from plywood to provide the wreath base. Before starting, divide the boxwood into small, even bunches. As you start assembling your wreath, be sure to place evergreen bunches close together, so they overlap to make wreath full and uniform. Keep back of form free of greens so wreath hangs flat.

Decorations:

Decorate your wreath to reflect your individual Christmas theme. Use pinecones, glass balls, bells, ribbons, ornaments, and other artificial decorations, such as fruits, berries, and little feathered birds.

Add a cheerful red velvet or satin bow to turn your wreath into a classic beauty if you want to. Consider using less traditionally colored ribbons, such as bold plaids or shiny metallics.

1. Fasten end of green spooled wire to wreath form by winding it around form a few times. Gather several stems of boxwood, place on outer edge of wreath, and wrap wire around stems to secure in place
2. Gather a second group of stems. Working toward inner edge of wreath form, lap second group over first and secure ends by wrapping wire several times around form.
3. Cover inner edge of form with a few boxwood bunches and secure in same way. Do not cover back of wreath form unless it will hang in a place where its back can be seen, such as on a glass door.
4. Continue covering whole form in this manner. Work each row of box wood stems from outside to inside, always lapping new row over previous one so wreath will be lush and full.
5. When wreath is nearly completed, pull first row of greens up and out of the way, while forcing final row of stems under it to hide wire. Turn wreath face down and cut wire, leaving a long tail.
6. Force end of wire under several strands of wound wire on back to form a loop; twist loop at base to form a small hanger. Make sure hanger will support wreath and not show when hung

Iron Man Miniature Golf Tournament Fundraiser

Reserve a miniature golf course for your youth group fundraising event. Have each student ask people to sponsor them per hole they play. (.10¢ per hole.) Then, run the tournament just like an Iron Man competition except you play on the miniature golf course. Play 100 holes in two hours or as many as you can do in two hours. Kids can raise \$100.00 by just getting 10 people to sponsor them at .10¢ per hole. For the group in Tennessee, some students raised as much as \$700.00.

Teacher Torture Fundraiser

School principal picks as many teachers as he/she feels will willingly participate - no party poopers! The principal also has to play (to be fair of course). The principal then selects an "appropriate" activity that each teacher has to do such as: kiss a pig, color hair a wild color, dress outrageously, roller skate, etc. Be creative! Have fun! The teachers vote on what the principal has to do. Get a large jar for each teacher and the principal. Write the name of the each teacher and the principal and their "assigned activity" on their individual jars. Put the jars where someone can keep an eye over them - preferably in a high traffic area. Students, teachers, parents, and other school employees "vote" by depositing money into the jar(s). At the end of the fundraising event, the three (five, etc) teachers who have the most money in their jars, have to do their assigned activity. Have the "winners" perform their activity at a pep rally or other regular assembly, or hold a special assembly just for the fundraiser.

Face Painting Fundraiser

You do not have to be an artistic person to paint a face. You simply have to enjoy interacting with people. Most people are happy with whatever you put on their face as long as you are nice to them. Since you must be in very close proximity to people, always start out by introducing yourself. "Hi my name is what is your name?" Next let the child know what you will be doing. Taking the time to let children know is well worth it. They are then comfortable and do not wiggle as much.



Keep the designs simple for obvious reasons. It is often helpful to also have the face-painting fundraising volunteers paint their faces beforehand so there are some real life examples of the faces. This is a great way to practice before paying customers get there and a good bonding experience for the volunteers. The normal charge averages about \$2.00 but you need to decide what is appropriate for your target group.

Use powder based paint sticks because the paint is dry on the stick. You use a wet paintbrush to activate the paint. It dries quickly and needs few touch-ups. Best of all they do not melt. Set up to four painting stations - each with everything painters need:

- One water bowl with fresh water
- Three to four paint brushes of various sizes
- Two to three face sponges to cover the whole face with paint
- Towel for the painters lap
- Small mirror

- Red, blue, brown, black, white, grey, green, yellow, orange, and purple paint sticks
- Paper towel to put paint sticks on
- Face painting pattern book
- Wet wipes (to clean a child's face if they are dirty)

The best tables to use for face painting are the economical plastic shelving units you can purchase at any discount store. Most shelving units have four levels. You can break each level down which allows you to have four tables that are about two feet tall. Two chairs are set up at each station, one for the painter and one for the child (and an occasional adult).

On busy days in your fundraising event it is helpful to have one person who is in charge of the waiting line. This person will hand out numbers, collect money, and help people choose a face painting pattern. They can also help change out water in the paintbrush bowl and keep people entertained while waiting in line. On busy days this position is very important.

Clean-up Fundraiser

Clean up after Independence Day fire works displays, auto races, dog shows, etc. Often the organizers of these events will pay an amount of money to another organization for their volunteers to do the clean-up. Church youth groups have had fundraising success with cleaning up Fall leaves in yards for a donation to the organization.

Balloon Bust Fundraiser

Fill a couple hundred balloons with helium and slips of paper redeemable for prizes or cash, or (10 percent) 'Thank You Please Try Again'. The fundraising prizes can be a free Coke if Coca Cola is helping sponsor event. You could have an early bird prize about 'Guess The Number of Balloons'. That could go on for a couple of hours, then the prizes start to be drawn. Fill a room with these balloons, so patrons walk in and find them-selves in a latex obstacle course. They can pull one balloon outside, you write their name on it with magic marker. Then they put it back until the end of the night. During the day, have patrons guess how many balloons are in the room. The closest wins a prize at the end of the day.

Variation 1: Put money into 100 helium-filled balloons and sell them for \$10 each.

Denominations: One balloon contains \$100, two-\$50.00, two-\$20, two-\$10, two-\$5.00 and the rest \$2.00. Sell all 100 and make a total of \$548.00.



Donation Container Fundraiser

This is a straightforward cash collection fundraising at local merchants. Here's what you do. Save old coffee cans and cover them in bright color paper with your organization's name and logo prominently displayed. A catchy slogan never hurts. Visit all local merchants and ask if you can leave a can at their cash register. Don't forget to visit all participating local merchants once a week and collect all proceeds. Your organization gets 100% of the profit.

Specify on the can where fundraising donations will specifically go. Example: "to purchase school supplies for under privileged children". This helps those donating feel like they can associate their donation with an ongoing program, and if it happens to be one that warms their heart, they'll be more likely to give!

There are several commercial companies who sell fundraising donation containers in different materials and styles. They look "nicer" but reduce your profits. However, the printed labels can help 'legitimize' your drive. People tend to believe printed labels mean what they say.

Spirit Chain Fundraiser

This is a great fundraiser for high school students, but could be used with other groups. Have a competition within the different classes in the school (senior, junior, sophomore, freshmen) to see who has the most school spirit. Each class has two colors that their paper chain consists of. Sell each strip of paper for 25 or 50 cents.

Keep the chains hidden and then at an assembly have class representatives bring out the huge paper chains that have accumulated over time. Whichever class' chain is the longest receives bragging rights for the rest of the school year.

This is a great activity to do right before homecoming or other school functions when school spirit is high. The only thing you have to pay for is the paper and staples/glue/tape.

Y.C.J.C.Y.1.D. Fundraiser

In week one of the fundraiser, signs would appear daily throughout the building that had the initials displayed: **Y.C.J.C.Y.1.D.** Students and teachers started to ask what does that mean?

In week two, the HOSA chapter members begin to wear buttons that display: **Y.C.J.C.Y.1.D.**

As HOSA members are approached by students and teacher, HOSA members tell them for \$1.00 they can find out. After they pay the dollar we give them a card, and tell them that they cannot tell anyone else.

On the card is printed, "**Your Curiosity Just Cost You 1 Dollar". All the money goes into our (name the purpose of the fundraising) fund.**

Great American SpellCheck

Great American SpellCheck is a benefit of enrollment in the Scripps National Spelling Bee program. It is a program that erases the objections that you (and your students' parents) have to traditional fund-raisers. It's a fund-raiser that:

- makes sure 100% of the money raised benefits your school,
- involves no students knocking on the doors of strangers and
- is rooted in academics. (What does candy have to do with schools anyway?)

Here's what educators who participated in Great American SpellCheck last year have to say:

- "It was wonderful for the school to keep 100%."
- "Our district loved it. The students were learning while raising money. We also found the community was more willing to support a fundraiser that contained an academic component to it."
- "It was great. Nicely set up..."
- "It was a success."
- "It was very easy to use."
- "This was a great fundraiser...The kids and parents loved it. It was the best educational fundraiser we've had."
- "This fundraiser raised more funds than any other fundraiser this year."
- "Substantially more successful financially than other of our minor fundraisers..."
- "Easier than other fundraisers"
- "It is great getting 100% of the money and better spellers as a result."
- "It was easy and all profit."
- "...the easiest fundraiser for me to run and organize, the only academic one..."
- "This one was amazing..."

Here's how it works:

Students study grade-specific word lists and collect pledges from family and friends for every word they spell correctly in the Great American SpellCheck. Students improve their spelling skills and your school enjoys the financial benefits!

The Scripps National Spelling Bee—an educational icon for eight decades—has designed Great American SpellCheck to be run with minimal effort and no hassles. Schools that enroll with the 2011 Scripps National Spelling Bee automatically receive these Great American SpellCheck benefits through the School Log-in section of spellingbee.com:

- Great American SpellCheck grade-specific word lists and study sheets for grades 1–8
- Great American SpellCheck pledge sheets,
- Great American SpellCheck test forms,
- Great American SpellCheck instructions and
- Great American SpellCheck communication templates.

The fund-raiser may be conducted at any point in the school year.

Your school could also easily raise \$6,000:

- Elementary school with 320 students in grades 1–6
- 75% of students (240) collect pledges from family and friends averaging \$25 per student = \$6,000!
- Think about this: Your students would have to sell more than \$12,000 in candy to earn \$6,000.

Number of Participants:	Your school's estimated fund-raising potential through Great American SpellCheck:						
	\$5	\$10	\$15	\$20	\$25	\$30	\$40
300	\$1,500	\$3,000	\$4,500	\$6,000	\$7,500	\$9,000	\$12,000
250	\$1,250	\$2,500	\$3,750	\$5,000	\$6,250	\$7,500	\$10,000
200	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000	\$6,000	\$8,000
150	\$750	\$1,500	\$2,250	\$3,000	\$3,750	\$4,500	\$6,000
100	\$500	\$1,000	\$1,500	\$2,000	\$2,500	\$3,000	\$4,000
60	\$300	\$600	\$900	\$1,200	\$1,500	\$1,800	\$2,400
Multiplied by:	\$5	\$10	\$15	\$20	\$25	\$30	\$40
Average Pledge Total Per Participant							

Frequently Asked Questions

What's the catch?

- Great American SpellCheck materials are available exclusively to schools that enroll with the 2011 Scripps National Spelling Bee.

By participating in the Great American SpellCheck, must my school participate in local spelling bee competitions?

- No. Now, however, is a great time to begin a spelling bee tradition at your school. Spelling bees are more popular than ever thanks to live coverage on ABC and ESPN, as well as the Oscar-nominated documentary, *Spellbound*, and the critically-acclaimed major motion picture, *Akeelah and the Bee*.

Should I conduct the Great American SpellCheck before or after my community's spelling bee competition?

- The fundraiser may be conducted at any point in the school year. Because many words on Great American SpellCheck tests will be asked in spelling bee competition, the fundraiser can serve as an excellent spelling bee warm-up activity.

Enrollment

<http://www.spellingbee.com/enrollment>

Enrollment in the 2011 Scripps National Spelling Bee program will commence on August 17, 2010.

Along with satisfying an eligibility requirement for students, enrollment provides the following benefits:

- log-in ID and password for a teachers-only area of spellingbee.com ([preview](#)),
- study materials for students ([sample](#)),
- study materials for your school spelling champion ([sample](#)),
- the *Classroom Pronouncer Guide* ([sample](#)),
- the *School Pronouncer Guide* ([sample](#)),
- Great American SpellCheck grade-specific word list and study sheets for grades 1–8 ([sample](#)),
- Great American SpellCheck pledge sheets ([sample](#)),
- Great American SpellCheck test forms ([sample](#)),
- Great American SpellCheck instructions ([sample](#)),
- Great American SpellCheck communication templates ([sample](#)),
- award certificates ([sample](#)), and
- key information about your local spelling bee program.

Resources for Students

For a classroom, grade level or school-wide spelling bee:

- **Step One:** Students should first learn the 50 study words for their grade level. Teachers provide the study words to students. The study words are available in the password-protected area of spellingbee.com. It is there that teachers print out "Study Words for (Grade Level)."
- **Step Two:** When your students master the 50 study words for their grade level, they are ready to learn the study words for all other grade levels. Study words are available for grades 1–8 in the password-protected area of spellingbee.com.
- **Step Three:** When your students master the study words for grade levels 1–8, they may get a head start on the next level of competition. They may learn the words in [Spell It!](#) Also, they may expand their spelling skill set by playing the fun word games at Merriam-Webster's [Word Central](#).

For a district, county, city, regional or state spelling bee:

- **Step One:** Ensure that your school spelling champion knows the study words for grade levels 1–8.
- **Step Two:** When your school spelling champion masters the study words for grade levels 1–8, he is ready to learn the words and do the activities in [Spell It!](#)
- **Step Three:** When your school spelling champion masters the words in [Spell It!](#), he is ready to expand his spelling skill set by playing the fun word games at Merriam-Webster's [Word Central](#).

IDEAS! The spelling words would come from the **medical field** since sponsored by a HOSA state association or HOSA chapter. The students would be sponsored by a health care provider, i.e., physician, dentist, physical therapist, etc. Medical professions sponsors would accompany the HOSA member to the stage for words to be spelled and can assist their member.

Silent Auction Fundraiser

A silent auction is an effective tool to raise additional revenue in conjunction with any HOSA event.

Basic Process

Individuals, companies, businesses, and/or organizations donate items for the Silent Auction. The items can be services or cash (*with which items can be purchased*) that will be put on display the day of the tournament. The auction would be "open for business" as the guests arrive at the venue. Silent Auction participants write their bids on bid sheets provided next to each item. At the end of the event, items are awarded to the highest bidder.

Implementation Steps

Step 1: Decide to conduct a silent auction on the day of the event.

Sounds simplistic, but it really isn't. Unless the entire chapter agrees with the decision to hold an auction, the necessary commitment for success is not there.

Step 2: Assign responsibilities.

- The Event Director provides overall leadership for the event including the silent auction.
- The Event Committee has responsibility for conducting the silent auction.
- The Event Fundraising Committee is responsible for securing silent auction items.

Step 3: Seek silent auction items.

- Identify the types of items that would be of interest to those participating in or observing the event. Potential items:
 - Golf equipment, including: driver, putter, irons, golf bag, etc.
 - Golf supplies, including: golf balls, golf shoes, etc.
 - Golf apparel, including: windbreaker, sweater, rain suit, etc.
 - Golfing weekend at local or regional resort
 - Golf memorabilia
 - Golf course photos
 - Professional golf instruction
 - Golf for two with free golf cart rental
 - Airline tickets
 - Dinners at upscale restaurants
 - Spa services: facial treatments, massage, etc.
 - Hang gliding lessons
 - Customized web site
 - Artwork
 - General admission tickets: movies, theme parks, concerts, museum, etc.
 - Jewelry (*necklaces, watches, etc.*)
 - Gift certificates
 - 3-month membership in a private athletic club

- Dental services—teeth cleaning, etc.
 - Gift basket
 - Camera
 - Apple iPod
 - Balloon Ride
 - 3-month YMCA membership
 - Aerial photography—home or business
 - U.S. flag flown over the Capital
 - Three hours of legal services
 - New Horizons Training
 - Introductory flight lesson
 - Financial, retirement and estate planning analysis
 - Toys (particularly if they are hard to find toys)
- The event fundraising committee contacts potential donors.
 - Explain the purposes of the silent auction and the golf tournament.
 - Share the types of persons that will participate in the silent auction and golf tournament.
 - Discuss the types of items the donor can offer for the silent auction.
 - Complete a Silent Auction Donation Form (*page 31*).
 - Provide donors with a tax-deductible donation receipt.
 - Confirm when and how the donated item can be picked up.

Step 4. Publicize the silent auction and the donated items.

- Promote the silent auction as a value-add of the event.
- Publicity should “fire up” the participants and observers at the event.
- Press releases should promote the silent auction and list donors who have completed the Silent Auction Donation Form.
- Send formal thank you letters to the donors—include a photograph of the HOSA chapter and/or a photograph from the event.

Step 5. Identify the location of the silent auction.

- The room should be of a sufficient size to allow for easy movement around the room to view the items—determine the availability of the silent auction room in conversations with the venue staff.
- Place tables around the peripheral of the room.
- Locate the tournament registration table outside or inside the room to encourage players and observers to view and bid on the silent auction items before the event begins.

Step 6. Prepare items for bidding.

- Check all donated items to make certain they are in good working order, clean, complete and attractively displayed.
- Prepare multiple bid sheets for each silent auction item.
 - Number each bid sheet and staple the sheets together for each item.
 - List the item at the top of the bid sheet in large letters with a brief description.
 - Provide the name of the donor on the bid sheet.
 - Use the bid sheet template.
- Request bidders to place their name (*or a "code name"*) on the bid sheet with the actual bid.
- Provide a supply of pens at each table for bidders. Do not use pencils.
- Display actual items or informational materials so they are noticeable and not overlooked by potential bidders.

Step 7. Establish, publicize and post bidding rules.

- Establish a beginning bid for high-priced items or items that may have no established value. For example, a dinner at the home of a well-known person in the community would require the event committee to establish a beginning bid.
- Establish a minimum increase in a bid for each item. For example, an expensive item should require a bid at least \$10 more than the previous bidder. A less expensive item should require a bid at least \$5 more than the previous bidder. The increase in a bid must be in whole dollars.
- Bids are invalidated if they are not greater than the previous bid.
- Bids cannot be changed or marked out unless initialed by the bidder.
- Bids are not accepted after the close of the silent auction.

Step 8. Conclude the silent auction.

- The auction must be concluded at the posted time
- All bidding is stopped once the auction is concluded. Auction monitors should pick up bid sheets at the posted time.

Step 9. Prepare a Top Bidder List prior to the conclusion of the event.

- A Top Bidder List (*with all auction items listed*) is prepared prior to the start of the auction.
- The event committee chair (*or designee*) should list the name of the highest bidder beside each item with the amount of the bid.
- Confirm that the last bid is the highest bid on the bid sheet since the highest bidder receives the item.
- Post the Top Bidder List with the names of the bidders and their bid.
- Set a time for the items to be picked up by the highest bidder and to pay for the items.
- Schedule an adequate number of volunteers to collect payment from the highest bidders.
- Have sufficient cash on hand to make change.

- If items are unclaimed, contact the highest bidder to determine if they want the item. If the highest bidder does not want the item, then, contact the second highest bidder. The item could also be stored for the next silent auction.

Step 10. Conduct an auction that is fun, exciting and engaging.

- Create a fun environment with thematic decorations
- Assign someone to stand outside the room and encourage players and observers to view and bid on the auction items
- Provide live or recorded music in the room
- Place refreshments in the auction room

SILENT AUCTION DONATION FORM

I will donate the following item(s):

#	ITEM	DETAILED DESCRIPTION OF ITEM—BE SPECIFIC (Include times, dates and restrictions on use)	VALUE
1.			
2.			
3.			

Donor name to be listed on silent auction bid sheet: _____
 Donor [signature of person with legal authority to donate item(s)]: _____
 Donor Address *[for thank you note]*: _____
 Donor City: _____ State: _____ Zip: _____
 Donor Phone: _____ E-mail: _____

WE GRATEFULLY ACKNOWLEDGE YOUR DONATION!

Please complete and return this form and return no later than _____.

_____ HOSA Chapter

Address _____ City _____ State _____ Zip _____

Telephone _____ FAX: _____

Please contact me by telephone to arrange a pick up of the donated item(s).

I will have the items delivered to your HOSA chapter address by _____.

Additional request: _____

Steps to Conducting a HOSA Golf Tournament

A golf tournament planning handbook is available for those interested in conducting a HOSA Golf Tournament by contacting hosa@hosa.org.

1. Decide to host a HOSA Golf Tournament and register the tournament with HOSA-National at www.hosa.org.

Agree to conduct a golf tournament to raise funds for the HOSA chapter, gain visibility for HOSA and create scholarship opportunities for HOSA members.

2. Organize the HOSA Chapter to take full advantage of the HOSA Advisor, members and Friends of HOSA.

3. Select sponsors and staff to plan and conduct the golf tournament

- Select sponsors for the golf tournament
- Secure sponsorship commitments from companies and health care partners
- Appoint HOSA members and partner representatives to key leadership roles.

4. Select a golf course and set the date

Confer with the school, partners, potential sponsors and set the date.

5. Seek school administration approval of the golf tournament

Seek permission from the school to conduct a golf tournament.

6. Develop a golf tournament plan

- Hold your first organizational meeting to appoint committees and develop a budget.
- Put all the details of the event in writing to include a task listing—and, who is responsible and deadlines for completion of each task.

7. Prepare and distribute a press release to announce the HOSA Golf Tournament

This is the big announcement about the tournament. Distribute to media (*newspapers, radio, and television*) and community-based organizations to attract sponsors and players. Emphasize that a portion of the funds raised will be used for scholarships at the local and national levels.

8. Recruit players and teams with special emphasis on the health care industry.

9. Conduct a fun and memorable HOSA Golf Tournament

10. Evaluate the extent to which the HOSA Golf Tournament goals were accomplished and plan the next tournament

Fundraising Proposal

Writing a proposal is probably one of the most important skills in the fundraiser's skills set. For many smaller organizations, the difference between a good and a bad proposal will be the difference between success and failure. The fundraising proposal communicates the needs of the organization to its potential supporters. And it is largely on the basis of the written proposal that many funders will decide whether or not to make a grant.

What follows should not be regarded as a blueprint which will guarantee success. What it aims to do is to identify the key points to enable you to produce a proposal which matches the requirements of a potential funder. The same basic approach applies when approaching any grant-making body, whether central government, a local authority, a trust or a company. Where differences do exist, these are identified in the text.

Planning the Approach

In thinking about structuring a proposal, consider who should be approached, list their priorities and interests, how the approach will be made, what procedure they have for selecting and assessing grant applications, what to say about yourself, what is proposed to be accomplished, and when the application will be submitted. There are several factors to consider at this stage:

- **Application Forms.** You should ascertain whether the donor requires applications to be submitted in any standard format, or has an application form which has to be completed.
- **Donors to Approach.** If you are sending the proposal to a large number of donors, you want to try to make it personal to each. The simplest way of doing this is by having a standard proposal accompanied by a covering letter, including all the points of previous contact and how the project particularly fits within the donor's guidelines and current interests.
- **Donor Size.** Large aid and donor bodies, major foundations and government funding programs will be interested in a great deal of detail and evidence of need and professionalism in delivery. Smaller donor bodies, which include smaller foundations and many companies, just do not have the time to read through a mountain of paper. They want everything shortened and simplified- a page or two at the most.
- **Success Potential.** The larger the grant applied for and the greater the potential of success, the more it is worth putting time and effort into the application. Conversely, for smaller sums or where the chances are low, then you need to limit the time you put into the application if you are to be cost-effective. It is a general principle of fundraising that it is better to put more effort into fewer things than to scatter your efforts widely.

Targeting the Proposal

Factors to consider in submitting the proposal to the right donor prospects:

- **Urgency.** If you need the money urgently, then the best bet may be to approach those who have supported your HOSA chapter in the past.

- **Scale of Need.** If you require a large sum of money, then you have a choice. You can either apply for a few large grants from the larger donors who are known to be interested in your sort of work (or who have already supported you) or from some government source. Or you can mount a wider appeal seeking a range of large and small donations from a larger number of donors.
- **Donors to Approach.** Donors are often interested to know how many other people have been asked and whether others have already agreed to give. The general rule is that only a careful selection should be made, based on an assessment of who is likely to be interested. If this is made clear in the proposal, those receiving it are more likely to take it seriously than a proposal mailed out widely.
- **Type of Project.** New projects and new initiatives are more likely to be of interest to foundations and companies than simply contributing to the running costs of the organization or providing a basic service. There is a skill here in constructing your proposal to make the work seem new and exciting, addressing matters of current concern in an innovative way. This is often simply a matter of presentation.
- **The Approach.** You should try to personalize the approach as much as you can, as the personal approach is likely to be far more successful
 - Refer to previous contacts and any previous support.
 - Match your proposal to their interests as evidenced by their stated interests and policies or other grants they have made.
 - Try to make them feel that you are writing to them personally. This is obviously much easier to do if you are writing individual letters to just a few donors.

Proposal Content

What to raise money for demands a good deal of thought, and there are many points that should be considered. Then, answer a series of questions:

1. Questions that the donor will need to have answered before deciding to provide support.

- What is the problem or the need that is to be met?
- Are there any particular geographic or socio-economic factors which make it important to do something in the area where you plan to work?
- What are the aims and objectives of this project?
- What working methods will be used to meet these aims?
- What are the short- and long-term operational plans?
- What are the expected outcomes and achievements of the project?
- Do you have a clean budget and can you justify all expenditures?
- And what is going to happen when the funding stops? Will the project continue on a sustainable basis? Or, will you be able to identify and develop alternative sources of funding? Or, will the project conclude?
- What sources of funds have been identified? And, what has already been committed? When are the funds required?

Answer all the questions as factually and as honestly as possible. Demonstrate the importance of what you are planning to do and achieve, at the same time as describing the work and telling them the plans.

2. Fundraising proposals should try to answer “WHY?” as well as describing “WHAT”.

These “WHY’s” should be answered:

- Why is the need important and urgent? And, what are the consequences if no action is taken?
- Why are you the right organization to accept responsibility for the project?
- Why was the decision made—the best, the most appropriate or the most cost-effective?
- Why are you likely to be successful? You can demonstrate this by showing some of the skills and resources you will bring, as well as describing your previous successes.

3. What will the grant that the donor provides achieve over and beyond the actual sum of money given?

Important factors for consideration:

- What other grants can be mobilized to add to the sum being requested from a donor?
- Will you be able to mobilize the efforts and energies of volunteers and how much value will this add to the work to be accomplished? Demonstrate how much you can achieve with a relatively small amount of funding.
- Will you mobilize the community and how will they be involved? Community involvement will make your project that much more effective.
- Will you be collaborating with other organizations and agencies, bringing in additional skills and resources?
- Will the project become self-sustaining? Does the sum requested represent an investment which will continue to bring benefit in the future?
- What are your plans beyond the project, to build on and develop from the work you plan to do during this next phase? This should at least be considered, even if you have no firm plans at this stage.
- If the work is innovative, what plans do you have for dissemination, and how will your success influence how others address the problem?

The Size of the Donation

You will know the amount of a grant that a donor makes through preliminary research. Very often the grant will be less than the total funding to be raised. In such cases, approach a number of donor prospects, asking each to contribute a portion of the funds required. There are several approaches for consideration:

- You can approach two to three different sources, and ask each to contribute an equal share of the total (or an appropriate proportion, depending on their size).
- You can break down the project into separate components. Each component could become the subject of a grant application to a particular donor, and in each application you will highlight the particular importance to the project of what you are asking that donor to support—as well as the value of the project as a whole.

Strategically, do you approach all prospective donors at the same time? Or, do you approach one of them first, hoping to gain their support, before approaching the others? This is something that only you can decide.

Whatever you decide, it is important to have a funding plan, and to explain to everyone being approached how you propose to raise all of the funds required.

Drafting the Proposal

The following factors should be considered in drafting the proposal:

1. Length

There is a lot of information you could include in the proposal. If you put it all in, your application would be too long for most funders. For a substantial proposal, this may well be appropriate. For less complicated projects, keep the length to a minimum. A page or two pages will normally be sufficient; and you can append more detailed information or a photograph or technical information to the proposal, if you feel that it will be of interest to the donor.

2. Key Points

At the heart of your proposal, you will describe the needs you are trying to address, the aims of your project, and how you will achieve them. You should include as much detail as is necessary for a person who is not knowledgeable in your area. You should also give an indication as to how you would expect to measure the successful outcome of the project.

3. Credibility

If the organization is new or the funder has had no previous contact with you, they may well want to ask who you are and why they should entrust their money to you. You have a credibility problem. This can be overcome in a number of ways:

- provide biographies of the key organizers and others involved;
- where you have a well-connected committee or patrons, listing their names;
- identify support previously received from other major donors or a government body, which will provide reassurance;
- include clippings if press releases are published;
- provide information on evaluations conducted to enhance credibility.

If feedback is received from users, experts or others, then you can mention this or include a direct quote.

4. The Importance of the Problem

If the problem itself is not widely recognized, references to other respected reports or endorsements by prominent people will encourage grant awarding organizations.

5. Budget

Your budget will always be carefully scrutinized by potential funders, and needs to be clear, complete and accurate. Most donors will not be interested in the small details of your stationery or postage bill. What they will be interested in are the major areas of expenditure and income. You should identify capital or other one-off costs, salaries, overheads and any other major operational costs.

Similarly, income estimates will show the money you expect to generate from the project itself or through fundraising. Beyond this, you may need to show the way in which the money you need in the medium term is going to be raised, say over a period of three years. This may require a summary income and expenditure statement and a capital expenditure statement, both spread over a three-year period. Additionally, you will need to supply your organization's audited accounts for the latest year for which they are available.

6. Organizational Status

It is useful to include the formal and legal information about the organization on the letterhead. This includes the names of board members, which can help create the impression that you are well-established, and this will answer points of detail which may arise later. Sometimes people include their bank account details—optimistically assuming a grant!

7. Language and Jargon

Many applications are boringly to read. If you have the skill to do so, try to write the application in a lively upbeat manner, concentrating on your strengths, opportunities, desirable outcomes and hopes for the future.

This is far better than the language in which most reports are written. The application is a selling document—selling the idea of supporting your project to a potential donor. Points to avoid include:

- long sentences
- long paragraphs
- meaningless words and jargon which mean something to you but nothing to the reader

It is much better to have short words, short sentences, short paragraphs, bullet points and bold text to highlight key features, headings and subheads to indicate the different parts of the application.

The best advice is to get someone else to read what you have written before you send it off—and the best person is someone who knows little about your work, as that is the position of most of the people to whom you will be sending. They can ask for explanations and challenge assumptions where things seem unclear to them.

8. The Facts

It is important to back up your claims - to the extent of the need and to the effectiveness of your methods - with facts and figures, rather than in generalities. Everything may be 'desperate', 'urgent', 'important', 'unique'; but you need to 'prove' this. Try to include a few

selected facts and figures in your proposal, and you can, if you want, also provide a wealth of detail in a background paper attached as an appendix to the application.

9. Being Humanistic

If you can include case studies and examples of how people have been helped and what they have gone on to achieve as a result of your help, then this will demonstrate clearly that you are effective in helping people - which is what most donors are interested in supporting.

10. Presentation

How you present your proposal is luckily not the most important aspect, but it can make a difference. Different standards and expectations apply to different donors. A sponsorship proposal directed at the marketing director of a major company will have to have a different feel to that being sent to a national foundation which is receiving dozens of others each day. And government agencies and international donors will have their own standards and preferred styles. Remember to tailor your style of communication to whoever it is you are talking to.

Make Contact!

Skilled fundraisers would not consider sending a proposal out of the blue to anyone but the smallest and the most remote foundation or company. To ensure a greater chance of success, applicants need to know as much as possible about those they are approaching. Equally, if the target already knows something about the applicant's work and reputation, then that will be an important advantage.

For example, you will need to know:

- What **constraints are imposed** by the donor as a matter of policy (there is no point applying for something that they cannot or will not support)?
- What has been **supported in the past** (so that you know their particular interests and can tailor the approach accordingly)?
- **To whom to write** (their name and job title), but also who makes the decisions and who they are advised by (so you can plan any lobbying)?
- Do donors expect to get any sort of **recognition or benefit** in return for their support (so you can think about this before you write your proposal)?
- What is the donor's **decision-making cycle** and the best time for applications to be submitted? Should proposals be written to an established **format**?

HOSA Scholarship Fundraiser

Scenario

A long-time HOSA alumnus died. The alumnus was a recently retired nurse and was respected by her peers and friends in the healthcare community. There is considerable support to establish a memorial scholarship in her name.

Goal

The goal is to seek adequate funding to establish a memorial scholarship in the name of the HOSA alumni member.

Details

The Fundraising Committee sought input from chapter members and the following decisions were made:

- The \$10,000 scholarship would be offered to a HOSA member committed to pursuing a bachelor of science in nursing degree (BSN).
- Funds will be much easier to raise if the chapter partners with a 501(c)(3) non-profit organization with tax-exemption status with the Internal Revenue Service. HOSA, Inc., a national non-profit organization with 501(c)(3), tax-exempt status with the IRS. The chapter may also partner with a university foundation as well.
- There may be those interested in endowing the scholarship by raising sufficient funds that will allow an annual scholarship be awarded in the amount of \$10,000. The approximate amount of the funds required to endow the scholarship is \$50,000.

Donor Candidates

The donor candidates will be colleagues of the recently retired nurse for which the scholarship will be named as well as:

- HOSA alumni members
- Nurses connected through professional and/or academic contact
- Former employers of the alumnus being honored

Action Steps

The action steps to achieve the stated goal include:

- The fundraising committee recruits a nurse or health care provider that is well known in the nursing profession and healthcare community.
- The Chair would sign the letter that describes the importance and significance of the donation in encouraging HOSA members to pursue a bachelor of science in nursing (BSN).
- Create a mailing list based on input from committee members and the family of the honoree.
- Everyone on the list will receive a mailing asking them if they would help honor the memory of the nurse who died.
- Family members and colleagues of the honoree should review the donor letter and provide feedback on the appropriateness of the request.

Best Practices

The best practices in drafting a fundraising appeal letter include:

- Address the donor prospect by “name”, not “Dear Friend” or “To Whom It May Concern”.
- Be direct and ask for a donation in the first paragraph of the donor letter.
- Draft the story that it is compelling and prompts the donor to action.
- The donor should be moved to honor the legacy created with a lifetime of service by the deceased nurse.
- Ask for the donation in clear language with no ambiguity.
- Make certain the donor prospect realizes the donation is tax-deductible.
- Enclose a donor commitment card and a self-addressed envelope.

Follow-up

Success in raising money is enhanced with personal contacts. Phone calls are one method, but face-to-face asks are always the most effective. Ask your committee members to contact individuals known to them, and to indicate to you which names they will contact. The remaining names are divided up between committee members for follow-up calls. This personal follow-up is very important. It is much more difficult for a prospect to say no to a personal ask than to just discard a letter. Provide your volunteers with a written script to make it as easy as possible for them.

Donor Appeal Sample Letter

Date

Name

Address

City, State and Zip

Dear (Name of Donor Prospect):

As you know, _____, passed away quite suddenly last month. Everyone who knew _____ is saddened by the passing of such a well-known and effective healthcare provider in the field of nursing. _____ was so committed to _____, and her record of accomplishment during her 40-year career was exemplary.

You may also know that _____ was very interested in helping students commit to pursuing a career in nursing. As we know, she served as a mentor to countless students at the local high schools and her university alma mater, as well as those who lived in close proximity to her home. She was a tireless volunteer in serving in an advisory capacity to the local HOSA chapter, working with HOSA members preparing for state and national competition, and serving as a healthcare industry representative on community service projects. She recognized the value of the pipeline that HOSA put in place in middle and high schools to encouraged students to pursue a bachelor of science in nursing.

We want to honor her commitment to the healthcare profession and to encouraging and mentoring future health professionals in nursing and related career fields. Our intent is to create a scholarship, the _____ Memorial Scholarship, in the amount of \$10,000.

The Health Occupations Students of America (HOSA), a national non-profit organization with tax-exempt status with the Internal Revenue Service, has agreed to manage the scholarship. You may remit your check directly to HOSA, 6021 Morriss Road, Suite 111, Flower Mound, TX 75028. Your donations will be tax-deductible.

HOSA will publicize the scholarship along with other scholarships on their website, accept applications, select the winner, and present a check at the HOSA National Conference in June.

We know that _____ would be pleased with the opportunity to help a student complete their high school studies and pursue a bachelor of science in nursing. The scholarship recipient will make his/her contributions toward providing others with compassionate and high quality healthcare. We hope that you will join us in honoring _____ in a way that would be so gratifying to her and those that are searching for scholarships to become a future health professional.

If you have any questions, please feel free to contact us. Thank you for your generosity in helping make the _____ Memorial Scholarship a reality.

Sincerely,

Name

Title

Sample “Elevator Speech”

An “elevator speech” is a 1-3 minute speech about a project and why you are promoting it. It is called an “elevator speech” because of its brevity, with sufficient time to give the speech between the 1st and 12th floors as the elevator rises. It’s a good idea to develop an “elevator speech” for you and your volunteers to use whenever timely. It can also form the basis of the script you will prepare for your volunteers to use as either an initial or a follow-up conversation. Here’s a sample of what you might say about this fundraising effort.

Elevator Speech

“I’m sure you have heard that _____ died suddenly last month. All of us who had such respect for him were saddened. She was well-known and recognized for her 40 years of nursing. Her contributions were many, and she was always ready to lend a helping hand, especially where students committed to nursing were concerned. So we have established a memorial scholarship in her name with her favorite non-profit association—Health Occupations Students of America—HOSA! I’ll give you a call and tell you more in a day or two.”

Sample Script for Asking for the Donation

Hello _____ this is _____. I wanted to talk to you for just a moment about a memorial we are setting up to honor Don Sample and all his contributions to the field of nursing.

As you probably know, _____ died quite suddenly a few weeks ago. Everyone was shocked by his death. He was such a generous guy, and so giving of his time whether it be in mentoring young engineers or volunteering to help kids with robotics.

Our intent is to raise \$10,000 to establish a one-time scholarship in Don’s name to be facilitated by the non-profit association—Health Occupations Students of America (HOSA). We’d like to give you the opportunity to remember Don by contributing toward this fund. Could you help us set up this memorial with a contribution of \$100? Since this is going through the foundation, your gift is tax deductible.

[Wait for a response...even if it seems like a long time, wait. You may find that you have to negotiate a smaller gift Or, perhaps you have asked for an even larger gift. Adapt the script to your specific conversation.]

That’s just great! We really appreciate your help. We know that _____ would be so gratified with the response we are getting, and we are happy that you can be a part of the memorial scholarship. Of course, we will let her family and colleagues know that you are one of the donors to _____’s memorial scholarship.

You can remit your check directly to HOSA, Inc. I will send a confirmation and an envelope to use to send in your gift. Let me just make sure I have your correct email address.

Thanks so much for remembering _____ and your generosity!