

# TROOP 297 - FUNDRAISER GUIDE FOR GENERAL FUND FUNDRAISERS (i.e. car washes, dinners, food cleanup, restaurant days)

(last updated 1/8/09)

Thank you for coordinating this fundraiser!

Before you start working on this fundraiser, make sure you get it approved by the Adult Committee. If you need help, feel free to ask other adults or the Treasurer.

General Fund fundraisers are usually single events, with the profits going into the troop's General Fund to help with troop expenses. Profits from these fundraisers are either in the form of a check (i.e. restaurant days, food cleanup) or from a cost-per-person (i.e. car washes, dinners).

General Fund fundraisers that should be avoided are ones in which the troop purchases and pays for products and then tries to sell them. This type of fundraiser is inherently risky because if the product doesn't sell, it can't be returned for our money back. It's possible to lose money on this type of fundraiser instead of raising money.

**GETTING STARTED:** Contact the company, organization, or person in charge of the fundraiser for an available date and time. (Providing lunch for the volunteers will lower the profit margin, so if possible schedule the fundraiser before or after lunch.) Get as much information as you can about fees, dress code, what is provided and what the troop needs to bring, etc.

**FACILITIES:** Reserve any facilities you may need for the fundraiser as far in advance as possible. Be sure to get confirmation in writing. Documentation from the facility about the reservation should be present at the fundraiser and a copy given to the Treasurer.

**COST-PER-PERSON:** The amount that you charge for your fundraiser will determine the amount of profit you make, but it needs to be based on what people feel comfortable paying. If you charge too much then you will attract fewer people; if you charge less then you will attract more people and may make more money in the end. Sometimes you may want to ask for donations instead of a set amount. It's best to get the opinion of the Adult Committee before deciding on the cost-per-person.

**UNIT MONEY-EARNING APPLICATION:** The Unit Money-Earning Application form needs to be filled out for all fundraisers that are not sponsored by council. It needs to be signed by the charter rep, then submitted to council at least two weeks before the fundraiser. Council will then sign it and send it back. A copy of the application should be present at the fundraiser and the original given to the Treasurer.

**PROMOTION:** Make a flyer and give copies of it to the Troop Scribe for the Take Home folders and to the Treasurer. Email a copy of the flyer and any other information about the fundraiser to the Webmaster. Make an announcement and reminders about the fundraiser at troop meetings, plus post the announcement and reminders to the troop's Yahoo Group. If further discussion is needed during a troop meeting, then schedule time with the SPL. Have a sign-up sheet available at troop meetings so scouts and adults can sign up to help (the Volunteer Sign-up Sheet can be used as a starting point).

**OUTSIDE PUBLICITY:** If your fundraiser is one where the public is invited, then publicity could be the key to making your event a success. Yahoo groups can help spread the word fast. Email your flyer to as many groups as you can.

Consider putting an article into the Pathfinder newsletter, Horatio's Happenings, school/PTA newsletters, and church newsletters.

The council's Marketing and Communications Committee has information that will help you place articles with local newspapers:

- Cover Letter – Council Contacts
- Guidelines for Effective Press Releases
- News Release Data Base

**MONEY MATTERS:** Once you have collected all of the money from the fundraiser, give the money, any supporting documentation, and a Deposit Form to the Treasurer.

If you need a check to pay for something related to the fundraiser, give a Check Request Form to the Treasurer. Give any receipts to the Treasurer.

If you paid for something yourself and need reimbursed, give a Reimbursement Form along with any receipts to the Treasurer. You can either request a check or have the amount credited to your son's scout account.

Troop checks require two signatures, so let the Treasurer know ahead of time that you will need a check. If you need a copy of any receipts, please make a copy before you give the original to the Treasurer.