



KSA EVENTS FUNDRAISING HANDBOOK



As a coach, we have found ourselves wearing many hats to manage and operate our athletic programs. Fund-raising has become one of our “new” responsibilities, whether it is for our equipment needs or the little extras we want for our team. We have always had well thought out plans for our games, practices, and even the off-season, but we tend to need some help when it comes to fund-raising. That is never a clinic topic that is available, nor would we want to attend, yet we are faced with this task year after year.

So when the opportunity to do something special, like taking your team on the road for a truly unique travel experience, the thought of all the fund-raising makes you second guess taking the trip at all. I am here to tell you that we are a school of over 50% free and reduced lunch students and no football booster club. But still, we successfully raise money every other year to travel. Mark Twain once said, “Travel is fatal to prejudice, bigotry and narrow-mindedness, and many of our people need it sorely. Broad, wholesome, charitable view of man and things cannot be acquired by vegetating in one little corner of the earth all one’s lifetime.”

There is no question that I am a firm believer in travel and the unique educational benefits that it extends beyond the classroom to our team. Therefore fund-raising has never held us back from offering this incredible experience to our players, parents, school, and community. With just a little bit of hard work and some guidance, goals can be achieved and your team can take the trip that will make memories for a lifetime.

The following information has been gathered by KSA Events to help assist you in your fund-raising organization efforts. This information is a combination of our experience in high school student travel as well as specific information gathered from the hundreds of schools who have successfully traveled with us in the past. We have a strong network of coaches who would gladly share some of their best ideas.

Tony Manfredi
Head Football Coach
Overland HS Aurora, CO
KSA Events Football Director

1. GETTING STARTED

The information under this heading involves subjects to be considered and followed as a team is starting the fund-raising process.

Deciding to fund-raise

Although this may seem simple, the first step in fund-raising is making a decision to embark upon the travel experience. Clearly the goal is raising money to allow your players and coaches to participate in a once in a lifetime opportunity, to travel across the country to compete in a national sporting event. While few will argue that this is a worthy cause, it is important to have the support of all everyone that will be important to making the trip a reality. After reading this entire section, you will have a better understanding of where to start with this process in your community.

Get Permission

While many of these first steps will be taking place at the same time, it is important to confirm your eligibility to travel. This will include gaining official permission from your Athletic Director, Principal, School District, local Athletic League or other organizing body as appropriate in your area. All KSA games and tournaments are sanctioned at the state and national level so the permission you will be seeking will be for traveling, missing school, and scheduling purposes.

Get Support

All you have to do is mention “Taking your Team on the Road” to gain the support of your players. However, your parents and booster club will probably want a few more details. Make sure you have a meeting with key parents to discuss the trip and answer all of their questions before going public. (These people will do the majority of the organization to make everything happen, it is a good idea to keep them clued in.)

Get Organized

These key parents will help organize your fund-raising efforts. Because many organizational details are hard to agreement upon with a large group, the smaller group should serve as the leadership for the effort. (How these people are picked is unique to each school—some coaches turn over this information packet to their boosters and some take care of all the fund-raising themselves.)

II. ORGANIZATION & STRUCTURE

Whether you have a formal booster club or just a group of parents who help with everything you ask, it is best to breakdown the project this way.

President - Overall operation including meetings who works directly with the head coach and KSA representatives

Treasurer - Manages all money issues including accounting of individual personal accounts, payments, deposits, monthly statements for players

Fund-raising Chairperson – Coordinates all fund-raisers with payment schedule

Grade Captains - Communication to players on account balances, motivation on fund-raising and parent tag-a-longs.

*Every assistant coach will be assigned a group of players (8 – 12) to monitor along with the parents. This group of players and coach will be responsible and accountable to each other from now and throughout the trip.

III. CORE MEETING

This is a separate meeting for the leadership team to define fund-raising plans and goals.

Things to be determined:

Kickoff meeting date

Deposit amount requested

Communication method (email) for statements, balances, etc.

Decide on fund-raisers and the coordination and timing of each – Pick four!

Match fund-raisers with payment dates

IV. TOP FUND-RAISING IDEAS

As schools and communities differ throughout the country please feel free to choose the one's that best fit you. Here is a list of very popular and successful ideas used by many of our schools.

Team Marketing System – a direct mail fund-raising application

Program Advertising Sales – let the families sell additional ads for your game day programs and give them a percentage of those ads.

Golf Tournament – organize a golf tournament in the spring or summer.

Hall of Fame Dinner – a great chance to bring back some alumni for a dinner exclusively for your sport. Induct past players and make it an annual event to raise money for your program.

Casino Night or a Texas Hold 'em Tournament.

Coaches Mixer – Wine Tasting Fund-raiser with a Silent Auction or Raffle.

Local coupon books – “Unlimited Card”.

Car Wash Voucher Sales using a local car wash to do the washing.

Local restaurants donating a percentage of their profits on a given day.

Rent-A-Player Community Service project – players doing work for families in the community – donations for their efforts go towards their trip.

Corporate Sponsorships for the trip

Solicit alumni to sponsor a player meeting certain criteria

Inventory service – having your team do an inventory for a store.

Personal donations.

ESPN The Magazine Sales – keep \$30 dollars or 75% of every subscription you sell.

Pizza or Spaghetti Dinner – get your food donated completely or at a good price and charge admittance.

Wholesale Foods – use your tax exempt school district to purchase items such as hams and turkeys for the holidays and cheesecakes or pies anytime.

* PICK 4 AND TIME THEM UP WITH YOUR PAYMENT SCHEDULE!!! *

V. SAMPLE FUND-RAISING OUTLINE

1. Two Way Sponsor Letter

Players will address twenty sponsor letters to family and friends and turn them into the Football Office NO LATER THAN <day, month, date>. These letters must be legible, accurate and folded properly. We will mail them from the school at NO cost to you. 100% of the donations received goes directly into that players individual travel account. A good portion (if not all) of your trip can be raised with these letters. Get started on this project immediately!!!

2. Football Program Ad Sales

Players selling advertising for our Game Day Program will be given 75% of the money from that sale will go directly into that players account.

<u>AD SIZE</u>	<u>AD COST</u>	<u>YOUR PROFIT</u>
1/8 page (Business Card)	\$75	\$60
1/4 page	\$150	\$115
1/2 page	\$200	\$150
Full Page	\$300	\$225

Each player will be given 5 ad letters/forms to use for your sales, This is another project that needs to begin immediately. The businesses don't need to have their ad copy until <month>, but we need the money for the ad now to keep on our payment schedule.

3. Time Shares

NO you don't have to buy a time share. For every qualified couple that attends a 90- minute time share presentation through Avalon Marketing, Overland Football will receive \$100 - \$150 in the name of that represented player. The details of this fund-raiser are outlined in the handout. This is another project that can and should be started immediately.

4. Personal Donations

If a family writes a check to Overland Football as a donation, that money will be directly deposited towards your son's account. The benefit to paying for the trip this way is that it is tax deductible and if for any reason your son is unable to make the trip, this money can be refunded. You can pay for the entire trip or take care of any short falls this way.

TRIP COST

The cost is per person and includes air, transfers, hotels, most meals, admissions to parks and theatres, insurance, game registration, and other items. A Land Only package is also available.

Quad Occupancy (2 to a bed)	\$950
Double Occupancy (1 to a bed)	\$1050

SUMMER FEES

Summer weight training	\$65
Football shoes	\$65
<u>Camp</u>	<u>\$70</u>
Summer Total	\$200

PAYMENT SCHEDULE

\$100 (Refundable) Deposit	January 15, 2009
\$250	February 15, 2009
\$250	April 1, 2009
\$250	June 2, 2009
Balance	July 18, 2009

SAMPLES OF HOW I CAN GET THIS ACCOMPLISHED

Using any combination of our fund-raisers should easily pay for this trip/summer

SAMPLE A

Sponsor Letters only average \$20 per letter x 15 letters	=	\$300
Sell 2 Business Card ads, 1 ¼ page and 1 ½ page ad	=	\$425
Have 2 couples go to the Time Share presentation	=	\$200
Have one hole sponsor and two golfers	=	\$240
Quad Occupancy – Trip & Summer Paid	=	\$1165

SAMPLE B

Sponsor Letters average \$25 per letter x 16 letters	=	\$400
Sell 2 Full page ads and 1 ¼ page ad	=	\$540
Have 3 couples go to the Time Share presentation	=	\$300
Double Occupancy – Trip & Summer paid	=	\$1240

VI. KICK – OFF MEETING AGENDA

Goals of travel
Trip inclusions
Itinerary of the trip
Player costs
Fund-raising opportunities
Tag-a-long fans
Introduce chairpersons for the trip
Timelines and deadlines
District policies for travel forms
Q & A
Volunteer sign ups
Tag-a-long sign ups
Collect initial deposit

VII. QUESTIONS AND ANSWERS

This section covers common questions that need to be considered prior to presentation. In fact, your Principal or other Administrators will probably raise some of these issues during the approval process and parents will surely ask them at some point. (It is not a bad idea to put them in writing so everyone knows what to expect later.) The answers below are generally accepted, but as stated on the cover, your school may need to make different decisions based upon the needs of your community.

Who will be able to go?

The most common of questions. Some schools take only their varsity team while some also take the JV to help with future motivation and current fund-raising. In all of our sponsored events, JV competitions are an option for your team. This is especially important as it relates to who should fund-raise for the trip. However, this question is best answered by the questions that follow.

How do we know who will be on the varsity team and therefore who should fund-raise?

Parents will want to know what to expect for their child if they do not make the Varsity team. This question is a great motivation for taking your JV team. That way, even if a player who has fund-raised does not make the Varsity team, they will still participate with the JV team. It also allows interaction between both teams, promoting a strong program. On the other hand, some coaches require all students considering trying out for Varsity to fund-raise as if they were going. If by some chance that player does not make the team, their fund-raised money will stay in the Booster Account (See the next question for details) but will not be used for someone else's trip.

What if someone fund-raises and then moves away, quits, or doesn't make the team?

This one is easy. From a legal standpoint, most state's tax laws tell you that any money that is raised for a school-related event cannot be given back to the student should they decide not to travel. **If any parents had given money for the cost of their student's travel due to lack of fund-raising, that money may be refunded. Also, keep in mind that penalties often apply for last minute cancellations.

What if someone moves into town and makes the team only a few weeks prior to the season?

This is up to your booster organization. Many schools say that the student can go if they are able to pay for the trip and if not, they obviously make the team but are not on the traveling squad for the trip. On the other hand, some booster clubs keep a reserve of over fund-raised money on hand to help assist in a case like this. Also, be aware that often if someone moves in, there may have been someone that has recently moved out. In this case, the travel package may be transferred for a small name change fee.

What if someone over fund-raises?

This will happen. You can handle it in one of two ways. First, all money raised over the amount of the individual student's trip goes into the Booster account for future use or to assist anyone who falls short in their fund-raising. Or second, you are allowed to give a stipend (\$10 to \$50/day) out of fund-raised money for traveling expenses. If someone fund-raises over the amount of the trip cost and stipend, that money must stay in the booster account for future use or to assist others to travel. Specifically, the player that has over-fund-raised may wish to grant his extra money to one of his friends that has not yet finished. Some coaches require the entire team to over fund-raise for the purpose of handing out a stipend while on the trip.

What if someone does not raise the full amount?

This can be handled a few different ways. However, it is important to make the distinction between a player that doesn't try and falls short and a player that works as hard as he can and falls short. In many cases, a player that doesn't try will be left at home (and sometimes off the team) due to lack of effort. However, parents can make up any amount still owed after all of the fund-raisers have been completed.

** From the outset, some schools require a portion of the amount to be personal money to insure a high level of commitment.

If a student tries hard and still falls short in fund-raising, it is important not to leave them behind. The extra money needed for their trip may come from over fund-raised money, corporate donations, or a variety of other locations.

Who will receive the complimentary trip?

Generally the trips are assigned to the coaching staff since they have the chaperoning responsibility. However, it is a good idea to have this conversation before everything begins. While it may not be appropriate to have this conversation in front of everyone, it is a good idea to estimate how many complimentary trips you will receive from the school, how many you will receive through parents traveling, and assign them prior to fund-raising (calculate one free trip per every twenty traveling).

What additional costs should be considered?

Typically any package put together by KSA Events will include everything you need except a few lunches. However there are a few things on your end that you may want to consider. Often, if a team chooses any of these things, they will simply raise the total amount needed to be fund-raised by the appropriate amount. Things you may want to consider include the following:

Team Shirts, Warm-Ups, or Travel Bags

Bus transportation for the team from the airport to the school and back. (This may not be necessary for all schools.)

Extra cash to hand out as a travel stipend.

A small amount to cover students that try hard but fall short in their fund-raising.

Extra money to pay for your last room that may not be filled to quad occupancy.

A small amount to cover something that you cannot foresee at this time.

What is included in the travel package?

Make sure you are aware exactly what is included in your travel package, as this will be an important question from parents and administrators alike. The travel package that was proposed by KSA Events is based upon many years of working with high school team travel. If you have any questions about the itinerary or inclusions, please ask and we will be glad to explain the reasoning behind it. If you would like to make changes, just let us know.

How many people will be traveling with the team?

Differing from the questions of who will be on the varsity or JV team, it is important to know everyone who you will want to travel with the team. These people include: players, coaches, managers, trainers, team doctor, scorekeeper, ball-boys, a person to film your game, administrators, cheerleaders, drill team, band, or a member of the community that supports your team. All of these people will travel with the "team" as school affiliates. Remember that spouses or family members of these people should sign up for the trip as Tag-Along Fans.