



**FUNDRAISING:**  
**A WINNING GAME PLAN**



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# FUNDRAISING: IT'S EASIER THAN YOU THINK

In our 30 years of working with athletic programs, one of the most common questions we receive is:

*Fundraising seems complicated, how does it work?*

The truth is, fundraising doesn't need to be complicated. In fact, fundraising can be:

**Simple** – All it takes is a group of dedicated parents and a clear plan.

**Impactful** – Fundraising is a new opportunity to bond and grow as teammates.

**Fun!** – We'll share ways to raise money and have fun doing it!

We're here to give you everything you need to establish a fundraising plan for your program that will not only get your group on the road this season, but can be used and repeated for years to come.

**LET'S GET STARTED!**



# FIRST THINGS FIRST

**Fundraising can be an incredible experience for your team – but where do you start?**

First up, you need an event on the horizon. Once you've selected the tournament you'd like your team to participate in, you have some important next steps:

## GET PERMISSION

Before you can book a trip, you need to know whether your team is eligible to travel. You'll need to obtain official permission from your Athletic Director, Principal, School District, local athletic league or other organizing body in your area. All of our KSA games and tournaments are sanctioned at the state and national level, so you're not seeking permission to play – you're securing permission to travel, miss school and attend an event.

## GET IT ON THE CALENDAR

Once you have the greenlight from all the necessary folks, you're one step closer to hitting the road! It's time to officially book your trip and get it on the calendar. With a tournament selected and travel dates finalized, you'll have a firm idea of how long you have to fundraise.

## GET SUPPORT

Your players won't need much convincing to hit the road – they'll be ready to board the plane as soon as you make the announcement! Their parents and your booster club will probably want a few more details. Schedule a meeting with your most involved parents to talk through their questions – these folks will be your best fundraisers, so getting them on board early is a big win.

## GET ORGANIZED

Someone will need to manage your team's fundraising efforts and this tends to vary with each school we work with. Sometimes those key parents lead all fundraising efforts and develop a month-by-month plan, other schools rely on their booster clubs to run with fundraising. On the next page, we'll show you how to organize these key leaders.

# BUILD YOUR TEAM

**Whether you're trusting parents or your booster club, you've got your fundraising team in place and they can't wait to get started.**

But first, it's essential to break the group down into a few roles so everyone understands what they're responsible for:

## **PRESIDENT**

This is leader of your group; he or she works directly with the head coach and our team here at KSA. This person manages the team meetings and is the main point of contact for all things fundraising.

## **TREASURER**

This team member manages everything financial for the trip, keeping track of individual player accounts, payments, deposits and monthly statements for each player.

## **FUNDRAISING CHAIRPERSON**

You'll need someone coordinating your team's fundraising efforts and tracking against the payment

schedule. This person makes sure you're on track to meet your fundraising goal.

## **GRADE CAPTAINS**

Each grade will need a leader who will be responsible for communicating to players and their families with account balance information, fundraising updates and information for parent and fan tag-a-longs.

Once you've identified your team of fundraising rockstars, host a leadership meeting for them to meet, get to know each other if they don't already and determine some important elements of your fundraising plan:

- **Kick-off meeting date** – This is the full group, all-parents-invited-meeting to walk through the details of the trip.
- **Deposit amount requested** – Establish the deposit amount required of each traveler.

- **Communication details** – How will fundraising updates, statements and balances be sent to student families? Hint: email is best.
- **Choose the fundraisers!** – Pick four fundraisers to move forward with and coordinate the timing for each one, ideally matching the fundraising event dates around trip payment dates. Not sure which fundraisers to choose?  
**Flip the page - we've got you covered!**



# FUNDRAISING IDEAS: KSA-TESTED, SCHOOL-APPROVED!

When it comes to fundraising, the possibilities are endless.

These are the tried and true activities we've shared with schools across the country. They're simple, fun for students and get results:



**A DONATION A DAY FUNDRAISER**

APRIL

S	M	T	W	T	F	S
			\$1	\$1	\$2	\$3
\$4	\$5	\$6	\$7	\$8	\$9	\$10
\$11	\$12	\$13	\$14	\$15	\$16	\$17
\$18	\$19	\$20	\$21	\$22	\$23	\$24
\$25	\$26	\$27	\$28	\$29	\$30	

DO YOU KNOW 30 PEOPLE?  
DO YOU THINK YOU COULD GET THEM TO SPONSOR YOU FOR ONE DAY IN ONE MONTH?

FIND A SPONSOR FOR EVERY DAY OF THE MONTH TO DONATE THE DOLLAR AMOUNT EQUAL TO THE DATE THEY ARE SPONSORING YOU START EARLY ONE PERSON TO DONATE \$1 ON THE FIRST

GET 30 SPONSORS...  
AT THE END OF THE MONTH YOU WILL HAVE \$465!

**KSA EVENTS** (800) 813-7193

## CALENDAR FUNDRAISER

Athletes find 30 sponsors to fill in a calendar month. Each sponsor donates the amount that corresponds with the date. Simple, effective and FAST!

**MARCH MADNESS FUNDRAISER**

American lacrima bibendum nulla sed consectetur. Maecenas faucibus mollis interdum. Nullam id dolor id nibh ultricies vehicula ut id elit. Cras mattis consectetur purus sit amet fermentum.

**SELECTION START:**  
SUNDAY MARCH 15, 6PM CST

**SELECTION DEADLINE:**  
SUNDAY MARCH 15, 10PM CST

**ENTRY DONATION:**  
SUNDAY MARCH 17, 10PM CST

American lacrima bibendum nulla sed consectetur. Maecenas faucibus mollis interdum. Nullam id dolor id nibh ultricies vehicula ut id elit. Cras mattis consectetur purus sit amet fermentum.

**KSA EVENTS** (800) 813-7193

## MARCH MADNESS

Sponsors can enter to win an NCAA March Madness challenge by donating money for each bracket they submit.

**SUPER BOWL SQUARES FUNDRAISER**

1	2	3	4	5	6	7	8	9	10
1									
2									
3									
4									
5									
6									
7									
8									
9									

American lacrima bibendum nulla sed consectetur. Maecenas faucibus mollis interdum. Nullam id dolor id nibh ultricies vehicula ut id elit. Cras mattis consectetur purus sit amet fermentum.

**KSA EVENTS** (800) 813-7193

## SUPER BOWL SQUARES

Each sponsor purchases one "square" - the final score of the big game will correspond with the winning square. This option can be easily adapted to any sports competition.

**ADOPT-AN-ATHLETE FUNDRAISER**

IN AN EFFORT TO PROMOTE OUR TEAM'S TRIP we've decided to put our athletes up for adoption in order to raise money for their trip and to help you with tasks around your house!

If you are interested in adopting one of our athletes please contact us today! With the date, time, and task you would like our athletes to complete!

ADOPTION FEE:	ADOPTION PACKAGES INCLUDE:
\$75	One hour of service work. Examples: raking leaves, mowing lawn, washing car, washing etc.
\$225	3 hours of service work. Examples: raking leaves, clean out your garage, shoveling sidewalks, etc.
\$375	5 hours of service work. Examples: paint your fence, pressure wash your deck, etc.

**KSA EVENTS** (800) 813-7193

## ADOPT AN ATHLETE

This fundraiser puts athletes to work! Sponsors "adopt" an athlete, hiring them for 1-5 hours of house or yard work.

To learn more about our fundraising ideas: please visit [ksaevents.com/fundraising/](http://ksaevents.com/fundraising/) or call (800) 813-7193.



# KICK IT OFF!

**This is the fun part! It's time to announce all the details of the trip to students and their families.** Your fundraising leaders have selected a date for this meeting – here's an easy agenda for them to follow:

## 1. SHARE THE GOALS OF THE TRIP

*Explain to your students' families how travel benefits their kids.*

## 2. TALK TRIP DETAILS

*Give everyone the latest itinerary and walk through the details.*

## 3. PROVIDE PLAYER COSTS

*This is what parents came for – the bottom line. Explain the deposit and payments and remind them about the fundraising opportunities to come.*

## 4. SHARE THE FUNDRAISING PLAN

*Your team has already identified the fundraisers they'd like to move forward with and arranged the timing for each – give parents the details.*

## 5. TAG-A-LONG FANS

*Invite parents and fans along for the trip! Have a flyer ready with the tag-a-long pricing details.*

## 6. INTRODUCE YOUR KEY LEADERS

*Provide parents with the leadership team's names, titles and contact details so everyone has the information they need.*

## 7. HIGHLIGHT TIMELINES AND DEADLINES

*Make these dates really clear so everyone knows what's expected and when.*

## 8. DISTRICT POLICIES FOR TRAVEL FORMS

*Make sure everyone understands your district's specific policies and requirements.*

## 9. Q&A

*Don't worry, we've outlined the most common questions and answers later in this guide.*

## 10. SIGN-UPS! WHO'S IN?

*Get volunteers and prospective tag-a-longs signed up and on the team.*

## 11. COLLECT THE INITIAL DEPOSIT

*Give everyone an opportunity to seal the deal and provide that initial deposit before they head home.*



# RESOURCES: YOUR FUNDRAISING TOOLKIT

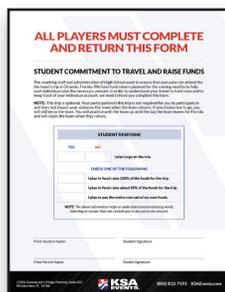
Here's a quick list of easy resources you can keep at your fingertips and customize for your group:



## FUNDRAISING COMMITMENT SHEET

This form outlines each athlete's commitment to raise money for the trip, identifying which fundraisers he or she will participate in.

**Download Now:**  
<https://ksaevents.net/fundraising/>



## STUDENT COMMITMENT FORM

With this form, parents can express interest in the trip, and begin to consider options on how to pay for the trip.

**Download Now:**  
<https://ksaevents.net/fundraising/>



## SAMPLE SPONSORSHIP REQUEST LETTER

Athletes can customize this letter to send to friends and family, sharing the details of the upcoming trip and presenting the opportunity to donate.

**Download Now:**  
<https://ksaevents.net/fundraising/>



## SAMPLE PROPOSAL

This document provides details on what's included in the trip (which varies by sport) and general information on pricing.

**Download Now:**  
<https://ksaevents.net/fundraising/>



## SAMPLE PARENT PACKET

Similar to the Sample Proposal, the Parent Packet is sent after a Coach has decided on a final trip package, and outlines the inclusions based on the chosen trip package.

**Download Now:**  
<https://ksaevents.net/fundraising/>



## RESOURCES:

# FREQUENTLY ASKED QUESTIONS

### **Who will be able to go?**

*The most common of questions. Some schools take only their varsity team, while some also take JV to help with future motivation and current fundraising. In all of our sponsored events, JV competitions are an option for your team. This is especially important as it relates to who should fundraise 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 who should fundraise?**

*Parents will want to know what to expect for their child if they do not make the Varsity team. This question is great motivation for taking your JV team. That way, even if a player who has fundraised 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 fundraise as if they were going. If by some chance that player does not make the team, their fundraised money will stay in the Booster Account (See next question for details) but they will not be used for someone else's trip.*

### **What is someone fundraises 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 fundraising, 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 fundraised money on hand to 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 fundraises?**

*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 fundraising. Or second, you are allowed to give a stipend (\$10 to \$50/day) out of fundraised money for traveling expenses. If someone fundraises over the amount of the trip cost and stipend, that money must stay in the booster account for future use to assist others to travel. Specifically, the player that has over fundraised may wish to grant his or her money to one of their friends that has not yet finished. Some coaches require the entire team to over fundraise for the purpose of handing out a stipend while on the trip.*

Continues ↓

## RESOURCES:

# FREQUENTLY ASKED QUESTIONS

### **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 fundraisers 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 fundraising, it is important not to leave them behind. The extra money needed for their trip may come from overfundraised 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 anything 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 fundraising (calculate one free trip for 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 fundraised by the appropriate amount. Things you may want to consider include the following: Team Shirts, Warm-Ups or Travel Bags*



# YOU GOT THIS.

With a fundraising team and plan in place, your group can achieve whatever fundraising goals you need to get everyone on the road. We've worked with hundreds of programs just like yours to establish simple, repeatable fundraising plans that make travel a reality year after year.

## HAVE MORE QUESTIONS?

Don't hesitate to reach out to your KSA representative - we're here to help!

**VISIT:**

[ksaevents.com/request-info](https://ksaevents.com/request-info)

**OR CALL:**

(800) 813-7193

