

Great for
Elementary
Schools!

Yes, You Can!

A Fresh Look at Healthy Fundraisers for Schools



Prepared by the East & Central Harlem District Public Health Office
and the Strategic Alliance for Health
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Note: The shooting star logo is a quick fundraiser idea based on topics discussed on the main page.



Can also be found on the internet at
<http://www.nyc.gov/html/doh/downloads/pdf/dpho/dpho-fundraiser-guide.pdf>

Disclaimer: The New York City Department of Health and Mental Hygiene does not endorse the businesses mentioned in this guidebook, nor is this a complete list of all companies providing these products and services. Information is provided for the convenience of readers.

WHY HEALTHY FUNDRAISERS?

Schools should be places where healthy eating and regular exercise are promoted. The role of schools in shaping these positive behaviors is especially important as an obesity epidemic sweeps the nation—31% of U.S. school-age children are overweight or obese. In New York City, the problem is even more serious—39% of school-aged children in the city are overweight or obese.

Fundraising that involves students and their parents is a common way for schools to bring in needed funds. Unfortunately, these fundraising drives often involve selling foods high in fat, sugar, salt and calories — creating a mixed message in schools trying to teach positive lifestyle habits.

This guidebook aims to help schools find fundraising options that meet their needs AND support the health of children and adults in their communities.



WHAT HARLEM PARENT ASSOCIATIONS AND PARENT COORDINATORS ARE SAYING ABOUT FUNDRAISING

“Student fundraisers raise money for grade-specific activities; for example, the 6th grade sold roses for Mother’s Day to raise funds for the graduation trip.”

“If healthy items were displayed in attractive ways, like Edible Creations has, then people would be more willing to spend the money.”

“Our school sells hats and masks for Crazy Hat and Mardi Gras, and other trinkets like bracelets, lip gloss, wallets...”

“We have a school store that sells new and gently-used books. We also sell sundry items like pencils and erasers.”

FRUIT BASKETS



Fruit Basket sales are a great way for schools to raise funds, especially during the holiday season, and help families celebrate in a healthier way.

How does it work?

Product	Gift boxes of apples and citrus fruit (see below for list of companies to contact)
Cost to School	\$12 to \$20 per half-carton (20 lb. box) \$20 to \$40 per full carton (40 lb. box) (Prices include delivery)
How to Price and Estimated Profit	Suggested mark-up for resale of fruit boxes: \$3 to \$5 per 20 lb. box \$5 to \$8 per 40 lb. box <u>Estimated profit:</u> \$500—\$800 for 100 boxes (minimum order)
How to Do It	<ol style="list-style-type: none"> 1. Call a fruit company and request a free information packet (see suggested vendors below). 2. If the school decides to participate, free promotional materials such as posters, catalogs and collection envelopes will be provided. The school only pays for the shipping of these items. 3. Parents and guardians collect catalog orders from family, friends and neighbors. 4. A minimum order of 100 boxes is required and will be delivered to the school. 5. No payment is made up front; the school completes an authorization contract with the fruit company. Payment (by check, money order or bank transfer, no credit cards) is due 15 days after the fruit is delivered. 6. Fruit sales are based on holiday schedules – plan accordingly.
Special Note	On delivery day, unloading the delivery at the school will require extra help. Be sure to alert parents and guardians about pick-up day.

Who can I contact?

Florida Fruit Association
716 20th Avenue
Vero Beach, FL 32962
www.fundraisingfruit.com
Tel. (800) 613-7848

Florida Indian River Groves
P.O. Box 2764
Vero Beach, FL 23961
www.floridaindianrivergroves.com
Tel. (800) 468-3168

Golden Harvest Fruit Sales, Inc.
Jessup, MD 20794
www.goldenharvestsales.com
Tel. (800) 826-9099



Do-It-Yourself Fruit Baskets

Get a list of parents or parent groups to volunteer.
Buy fruit and decorative supplies in bulk at large discount stores.
Sell baskets or raffle them at the next school event.

GIFT CATALOGS (NON-FOOD MERCHANDISE)



Merchandise from gift catalogs usually includes food, but many of these items have a lot of sugars and fats, and are high in calories. Ask companies about non-food gift catalogs or find companies that only deal in non-food items. Sales of such merchandise will help grow school accounts without growing the waistlines of friends and family!

How does it work?

Product	Non-food items such as candles, jewelry, holiday cards and stationery, plants and flowers (see below for a list of companies to contact)
Cost to School	\$10 to \$30 per item
How to Price and Estimated Profit	No mark-up is necessary—catalog prices as marked generate a profit. Schools keep between 35% and 50% of the total sales.
How to Do It	<ol style="list-style-type: none"> 1. Call a catalog company and request a free information packet (see suggested vendors below). 2. Be sure to request non-food catalogs. A salesperson will visit the school to review school sales package and awards. 3. School staff sets the timeline and publicizes the type and length of the sale and distributes sales materials. 4. Parents and guardians collect catalog orders from family, friends and neighbors. 5. School staff plans the sale celebration, awards for top sellers and meets with the salesperson to finalize payment amount.
Special Note	On delivery day, tracking the orders and distributing them appropriately will require extra help. Be sure to alert parents and guardians about pick-up day.

Who can I contact?

Big Apple Fundraising, Inc.
411 Airport Executive Park
Nanuet, NY 10954
www.bafny.com

Tel. (800) 369-2451
Request non-food holiday catalogs or catalogs with food pages that can be removed

Cherrydale Farms
Allendale, PA
www.cherrydale.com
Tel. (800) 570-6010

Request candles, jewelry and plant catalogs

Sally Foster
707 Summer Street
Stamford, CT 06904
www.sallyfoster.com
Tel. (866) 283-5817



Catalogue companies may indicate that non-food items won't sell as well, but insist on non-food catalogs for health of your school community!

PHOTO DAYS



Schools usually hold only one student photo day a year for the school, but family photography and event photography can be just as popular. Ask your local photography company for information.

How does it work?

Product	Photos (see below for a list of companies to contact)
Cost to School	\$10 to \$30 per item
How to Price and Estimated Profit	Elementary schools keep between 20% and 25% of total sales (profits vary for middle/high schools).
How to Do It	<ol style="list-style-type: none"> 1. Call a photographer, describe school type, size and location, and arrange a photo date. 2. Free promotional materials such as posters, order forms and collection envelopes will be provided. The school promotes the event prior to photo day. 3. Parents order packages and the school collects monies raised. 4. Host the photo day. 5. Photographer settles account with final visit to school.
Special Note	On delivery day, tracking the orders and distributing them appropriately will require extra help. Be sure to alert parents and guardians about pick-up day.

Who can I contact?

N.B.C. Photo Co.
2854 Steinway Street
Astoria, NY 11103-3332
Tel. (718) 728-5151

American Masters Co., Inc.
6607 99th Street, Ste. 4F
Rego Park, NY 11374
Tel. (866) 226-5262
www.schoolphotocompany.org/index.html



Fundraiser Fun with Digital Photography

Rent a digital photo booth for your next school event.
Charge \$2 per session to offset cost (depending on the size of the event).
For a four-hour event, cost of rental with a photographer is about \$1,500.

To find vendors, visit: www.interactiveparty.com or
www.photoboothrentalnewyork.com

Take digital photos of school events all year
Turn memories into money for your school
Create yearbooks online and sell to families

Look here for vendors:

www.shutterfly.com/selling_photos_online/schools_photo_fundraiser.jsp

SCRATCH CARDS



Scratch cards are a quick and easy way to collect money for schools, and a simple way for families to save a few dollars when shopping in their favorite local and chain stores.

How does it work?

<p>Product</p>	<p>Parents/guardians each receive a pre-printed card with 50 scratch-off circles with the hidden amount to be donated, ranging from 50 cents to 4 dollars which they then ask friends and relatives to “scratch off” to determine their donation amount.</p> <p>As a “Thank You” for the donation, the donor receives a sheet of 10 discount coupons to stores. The parent/guardian asks more people to scratch and donate. Once all 50 circles have been scratched off, the fundraising card produces \$100 in donations.</p>
<p>Cost to School</p>	<p>\$20 per card; options for no up-front money are available; 10%-20% free cards depending on payment type.</p>
<p>How to Price and Estimated Profit</p>	<p>80%-100% profit; estimated yield is \$5000-\$10,000.</p>
<p>How to Do It</p>	<ol style="list-style-type: none"> 1. Call a company and request a free information packet (see below for a list of companies to contact). 2. The school chooses state-wide vendors or local vendors arranged by each school. The scratch-cards are distributed to parents and/or guardians who solicit contributions and distribute coupon sheets.
<p>Special Note</p>	<p>Parent associations have suggested collecting partial payment from parents and/or guardians in advance and collect donation amounts for the school.</p>

Who can I contact?

ABC Fundraising
 1348 Lucile Avenue #1
 Los Angeles, CA 90026
www.abcfundraising.com/scratch-fundraising.htm
 Tel. (800)368-4543
 NYC contact: Jeff Pantelous
 Tel. (732) 277-8548

Local and National Coupon options

*See Appendix A and B for tools to secure local coupons.

Scratchers.com
 1310 Route 9
 Champlain, NY 12919
www.skratchers.com
 Tel. (888) 800-9506

Local and National Coupon options

Justfundraising.com
 1310 Route 9
 Champlain, NY 12919
www.justfundraising.com
 Tel. (888) 440-4114

National Coupon options



Remember to Make Fundraising Healthy!

Avoid food coupons that promote pizza, soda, fast food, etc. If using local vendors, think about popular non-food businesses -- sports stores, gym clubs, beauty salons, clothing and uniform stores.



CELEBRATE KIDS! TURN STUDENT ART INTO KEEPSAKES!



Everyday items sold in gift catalogs (T-shirts, mouse pads, cups and tote bags) can be turned into family keepsakes while helping to raise money for your school. Print students' artwork on these items and sell them at your next fundraiser. Projects can be linked to art or curriculum-based activities. Boosting a child's self-esteem is a free bonus!

How does it work?

Product	Sell personalized items printed with your child's art work.
Cost to School	Cost varies; there are several items that cost less than \$10 when sold.
How to Price and Estimated Profit	About 25% of total sales.
How to Do It	<ol style="list-style-type: none"> 1. Call a company and request a free information packet (see below for a list of companies to contact). 2. Make arrangements with teachers to organize student art-making sessions. 3. Return art in pre-paid envelope with class rosters. 4. Finished products are returned to school in 4-6 weeks. 5. Bill directly or through school coordinator.
Special Note	Sale projects can be done as class or grade-level events, and linked to other art or curriculum-based projects

Who can I contact?

Art to Remember
 5535 Macy Drive
 Indianapolis, IN 46235
www.arttoremember.com
 Tel. (800) 896-8777

Original Works
 54 Caldwell Road
 Stillwater, NY 12170
www.originalworks.com
 Tel. (800) 421-0020

Silver Graphics
 920 Albany Street
 Schenectady, NY 12307
www.silvergraphics.com
 Tel. (866) 366-5700

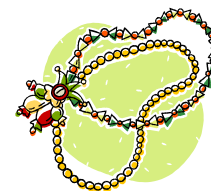
Square 1 Art
 5470 Oakbrook Pkwy Ste E
 Norcross, GA 30093
www.square1art.com
 Tel. (888) 332-3294



Turn Class Projects into Holiday Sales!

Support the arts! Classroom art projects can be turned into merchandise that parents will want to purchase to give as holiday gifts. Grandma will be so proud!

BEADS AND TRINKETS



School Spirit sales offer merchandise that promotes special school days and celebrate school spirit. Mardi Gras or 100 Days of School, for example, encourage students to wear beads or special hats. Items can be sold at the school to support school-wide or grade-specific activities.

How does it work?

Product	Beads, masks and trinkets, novelty shoe laces
Cost to School	<ul style="list-style-type: none"> • Beads: Prices vary depending on size and amount of beads. • Masks and trinkets: Prices vary but can be as low as 5¢-40¢ per item. • Novelty shoe laces: \$2 per pair.
How to Price and Estimated Profit	<ul style="list-style-type: none"> • Beads: Necklaces can be purchased for as little as 7¢ each and resold for \$1. Profit is 80%–84% per case of beads. • Masks and trinkets: School decides mark-up . • Novelty shoe laces: With \$2-per-pair markup (sell for \$4), estimated yield is \$500 - \$2,500.
How to Do It	<ul style="list-style-type: none"> • Beads: Call a company and request a free information packet and pricing recommendations. • Masks and trinkets: Call a company and request a free information packet. • Novelty shoe laces: Call a company to receive a free start-up kit. Organize the sales event, distribute event materials and sell the laces. Collect payment and return to the company at the end of the semester, along with any unsold laces.
Special Note	Sale projects can be done as class or grade-level events and linked to holidays, celebrations or curriculum-based projects.

Who can I contact?

B.G. Beads (for beads)
3553 St. Albans Road
Cleveland, OH 44121
www.bgbeads.com
Tel. (888)276-6299I

Oriental Trading
P.O. Box 2308
Omaha, NE 68103-2308
orientaltrading.com
Tel. (800) 348-6483

Y-Ties
P.O. Box 7524
Boulder, CO 80306-7524
www.y-ties.com
Tel. (888) 969-8437



Celebrate School Community and Have Fun!

Designate days on the school calendar to have fun and raise money. Sell low-cost items for special days like 100th Day of School, Silly Hat Day, Mardi Gras and more!

SCHOOL LOGO MERCHANDISE

Imprinting the school logo on merchandise promotes pride in the school and celebrates the school community. Many items can be purchased in bulk at significant discounts, imprinted with the school logo or message, and resold to students, staff and families at school stores, or at special events (PA meetings, curriculum night, parent-teacher conferences, holiday sales, etc).

How does it work?

Product	Clothing: T-shirts, sweatshirts, sweat pants, hats Food (healthy!): containers, reusable snack containers, water bottles School supplies: pencils, pencil holders, notebooks, binders Trinkets: key chains, refrigerator magnets, picture frames, cups/plates/bowls Exercise equipment: stretchy exercise bands, balls, jump ropes
Cost to School	The cost varies, ranging from 50-cent trinkets to \$10 T-shirts.
How to Price and Estimated Profit	Pricing and profit depend on mark-up at school's discretion.
How to Do It	1. Browse websites and determine what merchandise will sell best. 2. Contact vendors of interest to initiate the production and purchase processes.
Special Note	The school orders and purchases items in advance and monitors sales closely to make a profit. Find secure areas in the school to store merchandise and money.

Who can I contact?

Citifirms
481 Washington Street
New York, NY 10013
www.citifirmsinc.com
Tel. (212) 334-9671

Vanguard Direct
519 Eighth Avenue
New York, NY 10018
www.vanguarddirect.com
Tel. (212) 736-0770

Customlink
7900 Westpark Drive
McLean, VA 22102
www.customlink.com
Tel. (800) 293-4232



Go Green with Your School's Logo

Schools can make a buck and save the earth with reusable bags that highlight school spirit or an environmental message – perhaps a new 'green' school motto. Look here for vendors:

www.chooseearthbags.com
www.bagsontherun.com



Healthy Snack Containers

Sell reusable snack containers with a health-promoting message or school logo to promote the school's healthy snack policy
Containers can be purchased for under \$3 each in quantities of 500+ and resold for \$4-\$5 at school events.

“A-THON” FUNDRAISERS

“A-Thon” fundraisers are a great way to raise funds and promote healthy, educational activities. Funds are raised by collecting pledges from friends and families for an activity such as bike-a-thon, a read-a-thon or a bowl-a-thon, and may involve both students and adults. The event can be organized as special, one-time events involving all students, staff and parents, or just a single class, and may be a single day or span days, weeks or months.

How does it work?

Product	Pledges for an organized activity over a certain period of time that involves a group or individual activity
Cost to School	A small amount of money will be required for promotional materials such as flyers, posters and collection envelopes.
How to Price and Estimated Profit	Pledges are priced based on the activity involved and the length of the “A-Thon”—for example, \$1 per mile biked in a bike-a-thon or 50 cents per dance completed in a dance-a-thon. Profits vary depending on the length of the “A-Thon” and contributions.
How to Do It	<p>1. Select an Activity That Runs Over Specific Time Period; Establish a Pledge</p> <p>Group “A-Thons:”</p> <ul style="list-style-type: none"> • Bowl-A-Thon at a bowling alley. • Read-A-Thon at the school library. • Dance-A-Thon in your school gym. • Walk-A-Thon in the neighborhood or local park. <p>Individual “A-Thons”:</p> <ul style="list-style-type: none"> • Read-A-Thon – pledge to read daily for a month. • Climb-A-Thon – pledge to climb flights of stairs daily for two weeks. • Water-A-Thon - pledge to drink water daily instead of soda for three weeks. <p>2. Organize the Event</p> <ul style="list-style-type: none"> • Pick a date at least two weeks in advance of the event or kick-off event. • Promote the event with flyers to parents, posters at school and announcements over the public address system, and school newsletters. • Raise funds by collecting pledges in advance. • Consider asking local businesses for donations such as cash or food in exchange for advertising at the event.
Special Note	There are no vendors to contact for these events—talk to staff, parents and students to coordinate dates and for ideas on fun activities.



Design Your Own “A-Thon”

Ask teachers, students and parents for ideas on fun and interesting “A-Thons” that everyone can participate in.
See Appendix C for Generic “A-Thon” Pledge Form

COMBINING FITNESS AND FUN



Reward fitness and raise money through donations to support active living in your school community. Fitness fundraisers can be used to acquire money for class trips, graduation celebrations or special school activities, from a school garden to science lab equipment. Such events keep both the bottom line and people healthy. Kick off the event with a Family Fitness Night.

How does it work?

Product	<p>A. “Mighty Milers Fitness Fundraisers” are free fitness programs for New York City elementary schools that stress walking and running with a structured “A-Thon”.</p> <p>B. Fitness Fundraising such as “Scratch-N-Fit,” “Fitness Cube,” “Bounce-A-Thon”.</p> <p>C. Do-It-Yourself Fitness-A-Thon fundraisers.</p>
Cost to School	<p>A. Mighty Milers Fitness Fundraisers—there is no cost to the school.</p> <p>B. Fitness Fundraising—cost is nominal based on the type of fundraiser.</p> <p>C. Do-It-Yourself Fitness-A-Thon—cost is minimal based on promotional materials and hosting a school event.</p>
How to Price and Estimated Profit	<p>A. Mighty Milers Fitness Fundraisers—schools keep 90% of proceeds based on pledges.</p> <p>B. Fitness Fundraising:</p> <ul style="list-style-type: none"> • Scratch-N-Fit—Each card raises \$246 for the school. • Fitness Cube—Each cube raises an average of \$200. • Bounce-A-Thon—Return depends on the size of the event. <p>C. Do-It-Yourself Fitness-A-Thon—Schools can keep 100% of the profit.</p>
How to Do It	<p>A. Mighty Milers Fitness Fundraisers:</p> <ul style="list-style-type: none"> • Schools sign-up for Mighty Milers, a free fitness program for elementary schools to walk, jog or run a half mile two to five times a week. • Parents, students and staff secure donations (for example, \$1 per mile for two weeks). • Host school event where students walk/ run/ jog to win prizes. <p>B. Fitness Fundraisers:</p> <ol style="list-style-type: none"> 1. Scratch-N-Fit and Fitness Cube: <ul style="list-style-type: none"> • Host a school fitness event to learn exercises (the vendor will assist with this). • Do exercises as indicated by the roll of cube or scratched-off circles in exchange for donations. • The donor gets free pass to a local gym as a “thank you” for his/her donation. 2. Bounce-A-Thon: <ul style="list-style-type: none"> • Select a date for the event and set a school “bounce” goal. • Secure donations. • School hosts the “Bounce Day” event; materials are provided by the vendor. <p>C. “Do-It-Yourself A-Thon”—design your own “A-Thon” such as a Walk-a-thon, Dance-a-thon, Double-Dutch-A-Thon, etc.—there are many options (see page 12).</p> <ul style="list-style-type: none"> • Host a Family Fitness Night and get everybody moving!

Who can I contact?

Mighty Milers Fitness Fundraiser
 Web: MightyMilers.org
 Tel. (646) 758-9677
 E-mail: fitnessfundraiser@nyrr.org

Fitness Fundraising
www.fitnessfundraising.com
 Tel. (866) 442-0169

SCHOOL STORES



School stores are a convenient way for parents and students to purchase school supplies (pencils, erasers and notebooks) and fun items (bracelets, games, hair bows and shoe laces) while raising money for the school. These stores don't need a specific location—merchandise can be sold from carts or tables in the school lobby at morning drop-off, end of the day or during special events.

How does it work?

Product	Schools can sell a variety of products; see Appendix D for ideas for elementary schools.
Cost to School	The school purchases items in advance; monitor sales closely to determine what items sell and to monitor profit.
How to Price and Estimated Profit	The amount of markup and resulting profit depends on the school's buying/selling policies.
How to Do It	<ol style="list-style-type: none"> 1. Browse websites for merchandise to sell. 2. Contact the vendors of interest and begin the purchasing process.
Special Note	Find secure areas in the school to store the merchandise and cash. Consult Geddes (see below) for tips on starting a school store.

Who can I contact?

Oriental Trading
www.orientaltrading.com
 Tel. (800) 348-6483

Dollar Days
www.dollardays.com
 Tel. (877) 837-9569

Staples
www.staples.com
 Tel. (800) 378-2753

Geddes
www.raymondgeddes.com
 Tel. (888) 431-1722

Classroom Direct
www.classroomdirect.com
 Tel. (800) 628-6250

OfficeMax
www.officemax.com
 Tel. (800) 283-7674



Back-to-School Fundraiser Ideas

Order back-to-school supplies in bulk for discounts.

Have parents purchase class package of supplies directly from school—this is convenient for parents, ensures students have correct supplies and it makes money for the school.

Sell fun pencils in the school store or prior to test time; companies have many products to promote pencil use

- *Low-cost for students to purchase*
- *Easy sale for school to host*

Look for vendors at: www.smencils.com, www.pencilexpressions.com/fundraiser.html, www.4imprint.com/group/121/Community-Fundraising-Items/product/7249/Mood-Pencil

See Appendix D for examples of items less than \$1 to sell at elementary school stores or school events.

SCHOOL FUNDRAISING ONLINE

Cash-back programs send money back to your school for purchases that families are already making. These programs will never generate a large amount of funds but can provide schools with incremental checks of \$25-\$75 each month to support smaller school initiatives (e.g., grade level parties, office supplies, etc).

Product	Vendor	Money-to-School	How-To	Special Note
Cash-Back from Purchases	School PAX (877) 724-5729 www.schoolpax.org	Refund tallied monthly	<ol style="list-style-type: none"> 1. Call company to request free information packet or to enroll 2. Schools earn cash-back from every purchase at participating stores: <ul style="list-style-type: none"> • SUBWAY (2%) • Foot Locker (5%) • Verizon Wireless • Travelocity (2.5%) • 1-800-FLOWERS (8%) 	The buyer must present sponsor keychain for credit.
Cash-Back from Purchases	Target "Take Charge of Education" Program (800) 316-6142 www.target.com/tcoe	Schools have to accrue \$25 for a check to be issued	<ol style="list-style-type: none"> 1. Parents and/or guardians apply for Target REDcard 2. Enroll school in Take Charge of Education program 3. Target will donate up to 1% of Target REDcard purchases to chosen school 	School must enroll and shoppers must designate which school to receive TARGET cash back
Recycle	Cartridges for Kids (800) 420-0235 www.cartridgeforkids.com	Depends on the type of product and quantity; find further details online	<ol style="list-style-type: none"> 1. Call company to request free information packet or to enroll 2. Set-up collection station at school 3. When you have collected 20-40 lbs of items, print free Fed-Ex label and schedule a pickup 4. Refund generated on a monthly basis 	Use as kick-off to <i>America Recycles Day</i> (November 15th) or <i>Earth Day</i> (April 22nd)
Various	Box Tops for Education (888) 799-2444 www.boxtops4education.com	Refund tallied monthly; limit is \$60,000 (\$20,000 per program)	<ol style="list-style-type: none"> 1. Call a company to request free information packet or to enroll 2. Schools are eligible to participate in three programs: <ul style="list-style-type: none"> • Clip – UPC Redemption • Marketplace – Schools earn 2%-5% with each on-line purchase at specific participating stores • Reading Room - Earn 6% on new book purchases and 3% on all other purchases for school 3. Refunds are generated on a monthly basis 	

APPENDIX A

How to Secure Local Vendors for ABC Scratch-Cards

1. Approach local vendors with a letter (see below) and vendor agreement.
2. Send vendor agreements back to ABC Fundraising – they print the coupons and the cards.

SAMPLE LETTER
(ON SCHOOL LETTER HEAD)

[DATE]

Dear Harlem Business Owner:

Our school is working on fundraiser alternatives that both make money for the school and are healthier alternatives to candy and bake sales.

Neighborhoods schools have had great success with the ABC Fundraising Scratch-Card program, which allows schools to raise money while supporting local stores through distribution of coupons. When someone makes a donation to the school, the donor receives a sheet of coupons offering incentives for shopping at local businesses such as yours. You honor the coupon when the donor comes to shop at your store.

We are asking local businesses to participate with a coupon offer. You decide what to offer to (such as "\$1 off", "buy one/get one free", etc.). ABC Fundraising will produce a customized card for each school with local vendor coupons attached.

If you are interested, please complete the application form, indicating what the coupon offer will be for your business. There is no cost to you for the coupon – and schools will do the advertising for you!

If you have any questions, feel free to call our office at [School Phone] and speak with [School Contact]. Thank you.

Sincerely,

[School Administrator]

APPENDIX B



Local Merchant Agreement

You do not need to use this form for the coupons that are in your sample booklet.
(ABC Fundraising has already secured those offers for you)

_____ agrees to honor the following:
(Local Merchant)
Coupon Offer: _____

Expiration Date: _____

Address: _____

Merchant Signature: _____
Date: _____

Use the space below to attach any artwork that you may want to use. (Logos, Graphics, etc.)
Local Merchant only needs to provide the coupon offer. ABC Fundraising will prepare the coupon layout.

****Note: Custom Coupons will be printed in black ink on yellow paper.
Please fax this form to ABC Fundraising when you place your order.***

ABCFundraising.com
3617 Crestmont Ave. Los Angeles, CA 90026 Phone: 1-800-368-4543 Fax: 1-323- 667-0065
Info@abcfundraising.com

APPENDIX C

School "A-Thon" Pledge Form Our School's [Insert Activity]-A-Thon Pledge Form

First Name:	School:
Fundraising Goal: [Insert Number] x [Insert Activity] x [Insert Money Amount]	
Total:	

Please help me reach my fundraising goal by sponsoring the activity below:

Donor Name	Address	Phone	Amount
<i>Tamika Williams (example)</i>	<i>456 Lenox Avenue Apt. 4F</i>	<i>212-555-7878</i>	<i>\$10</i>
1.			
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<i>Please Make Additional Copies As Needed</i>		Total Received:	

Please make checks payable to [Insert School Name]

APPENDIX D

Items Less than \$1 to Sell at Elementary School Stores or School Events

The possibilities are endless –sell pencils, hair bands, note books, book covers, funky shoe laces and much more!!!

Product	Per-Piece Cost	Total Cost	Company	Item Photo
Holiday Porcupine Ball Assortment	About 40¢	\$15.99 for 50 pieces	ORIENTAL TRADING	
Medium Beads Round (Necklace)	About 22¢	\$31.99/ 144 pieces	B.G. BEADS	
Stress-Free Ball Assortment	About 80¢	\$19.99/ 25 pieces	ORIENTAL TRADING	
Flower Pencil Pouch	About 75¢	\$8.88/ 12 pieces	GEDDES	
School Ruler Bookmarks	About 15¢	\$4.99/ 38 pieces	ORIENTAL TRADING	
Mini Insect Erasers	About 3¢	\$3.99/ 144 pieces	ORIENTAL TRADING	
Handled Jump Ropes	About 83¢	\$9.99/ 12 pieces	ORIENTAL TRADING	