



The Leadership School
at Kieve



Fundraising Cookbook



Fundraising Ideas

Get Started!

It can take a lot of work to raise the funds for a class trip! We think of fundraising as a first step in the Leadership School experience: teambuilding, building relationships in your community, working towards a common goal.

The following pages are filled with a variety of fundraising activities, some that can be done almost completely by students, others require more adult guidance. Please feel free to use as many as you find necessary, and most importantly, have fun!

Use Leadership School Materials!

We have plenty of Leadership School pamphlets, newsletters, and digital photos to help you explain why this is such an important project. If you need more, contact our office and we'll get them to you.

Involve the Entire Community!

The best way to ensure that The Leadership School experience is something that continues year after year in your school is to make it a school-wide and community-wide experience. Teachers, counselors, administrators, parents, students, and businesses working together will engage more people and lead to greater success.

Involve Leadership School Alumni and Future Students!

Students who have attended the program in past years are great spokespeople for the value of The Leadership School experience. Their participation will

reinforce the lessons that the students learned while they were with us. Classes as young as Second grade can create a Leadership School account. Having one fundraising event a year is a great start.

Involve The Leadership School Staff!

We have a clear interest in your fundraising effort succeeding. Please invite our teachers, interns, residential staff, and directors to your events- we'd love to come and help and be part of the process.

Get in the News!

Many of the event ideas included in this book are great topics for local newspapers and television news stations, or even your school newspaper. Being in the newspaper and on television can have plenty of benefits: it can be very **exciting** for the participants, it can generate **new enthusiasm** for your fundraising effort, and it can provide valuable **marketing exposure** to any involved businesses.

Use the Internet!

The internet is one of the best ways to get the word out and keep people informed of your effort:

- Create a **group email list** for everyone involved in your effort and update each other regularly
- Use email to **remind the community of your efforts and your events**
- Use email to **thank participants** and to let them know how far you've come- and how far you have to go
- Take **pictures** and **video** at your events. Email a **slide show**. Post your videos on **YouTube.com**.

Thank Your Donors!

Looking someone in the eye, using his/her name, and saying "thank you" are extremely important habits. Take this opportunity to teach the students.

- In person at events
- By email
- With hand-written thank you cards for "above-and-beyond" donations

Together **E**veryone **A**chieves **M**ore!

Student-Friendly Activities



Quarter Drive

- Put masking tape down the hallway of the school and ask students and community members to fill it up with quarters.
- Use markers to indicate weekly goals.
- Keep encouraging students, teachers, and administrators to add to it until it is full.

Community Link

- Have community members buy strips of colored paper to add to a chain (similar to a paper garland chain.)
- Charge \$1 for each link, or 5 links for \$3.
- Each purchaser writes his/her name on each link.
- Hang the growing chain in the main hall of the school for everyone to see.

Adult Spelling Bee

- Have each homeroom choose three parents or teachers that will represent them in the spelling bee.
- Make the words difficult, yet silly.
- Ask a local business to donate the main prize. Be sure to tell the audience the name of the business and encourage people to shop there.
- Advertise it in the community, couple it with a coffee night, and charge a fee to watch.

Allow students to “Buy an A” or “Buy a free Pass”

- Give students the opportunity to either buy an “A” on a homework assignment or buy a free “pass” on a homework assignment.
- Teachers could allow one or the other, and the student may only do it once.
- Make the cost between \$2 and \$5 and have the money go toward The Leadership School trip.

Raking or Shoveling Day

- Have students sign up to spend a Saturday raking local lawns or shoveling local sidewalks for a small fee.
- Provide refreshments after at the school. Money raised goes to The Leadership School trip.
- This is a great way to make a connection between the students and their community.

Baby sit

- Have students offer babysitting services, in lieu of payment the money goes to The Leadership School trip fund.

-or-

- Have students hold a babysitting day at the school around holiday time to allow parents to go holiday shopping child free.
- Have all proceeds go to The Leadership School trip fund.

Host a Make-believe Tea Party

- Have students send tea bags to whoever they would like to invite.
- Along with the tea bag, insert a note that explains:
 - On a specific date and time, everyone who receives a tea bag is to drink the tea and think about who sent it to them.
 - The tea can be enjoyed where ever they choose.
 - Ask for a donation for joining the Tea Party.
- Even if people don't donate, this is a fun way to make connections in the community

Activities for Students and Adults Working Together



Classes/Hikes

- Ask a parent or community member to hold a class teaching others a skill. For instance, have a wood turner offer wood turning classes, a knitter offer knitting lessons, or even someone who is knowledgeable about the outdoors offer a guided hike.
- Charge a fee; proceeds go to The Leadership School trip.

Coffee Night

- Ask a local business or the school to allow students to hold coffee/dessert night on their premises.
- Have families provide the desserts and ask a local business to donate the coffee and paper products.
- Charge a fee for each item.
- Pair the coffee night with one of the other activities listed.

Open Mic Night

- Give students an opportunity to show the community their talents, have an open mic night and invite student bands, singers, poets, etc to join in.
- Charge an entry fee to the event.

Trivia Night

- Ask a local business who is willing to donate space, or ask the school to host a night of trivia.
- Have a parent or student serve as the question master, and make the prize something that is either donated by a local business, community member, or even free passes to a school event for the rest of the year for the winning team.
- Charge an entry fee for each team.

Movie Night

This activity could take two forms:

1. Ask the local movie theater to donate a portion of their proceeds for an evening to the Leadership School trip.
2. Provide babysitting services for a community movie night. All proceeds go to the Leadership School trip.

Approaching Businesses and Community Organizations for Donations

It's okay to ask for money!

Many organizations have specific funds set aside to help others do things like The Leadership School program. If you don't ask, there is no chance of receiving donations.

Many businesses, particularly banks, have a budgeted amount of money to donate to help them reduce their tax bills.

You should be prepared to explain:

- How the money will be used – who will go, what they'll do at The Leadership School
- Why The Leadership School is a worthwhile investment
- How the community will benefit from sending its children to The Leadership School
- How the business or organization will be honored (newspaper and television publicity, t-shirts with their logos, signs at your school, etc.)

What kinds of businesses/groups to approach

Community Groups

- Rotary Club, Lions, Masons, Jaycees, etc.
- Police Departments
- Fire Departments
- Youth Clubs (YMCA, etc.)
- Community Chest
- Parent Teacher Groups
- Booster Clubs

Businesses/local stores:

- Banks
- Hardware stores
- Grocery Stores
- Large chain businesses
- Any store your family shops at frequently

General Guidelines

- Ask to speak to the manager or owner
- Introduce yourself and explain what you are raising money for.
- It is best to do this in person if possible. Bring Leadership School materials to show who we are.
- Give the individual information as to when you will be coming to The Leadership School, and invite them to come and visit during that week.
- Give information about who they can contact with any questions. Most likely this will be a contact person at your school or us at The Leadership School.
- **Students should participate!** If an adult is going to solicit donations, encourage at least one student to go as well. It will be beneficial for the individual that you are addressing to see a person that will be helped by their donation.
- **Dress to Impress!** When approaching a person/company for donations, be sure that you are dressed appropriately. Dressing in neat, clean clothing will put out a good first impression, and let the individual know that you are serious and care about raising the funds.
- **Shoot high!** Ask for a specific amount from each business or bank. Don't be shy about saying exactly how much you're working to raise and asking for a substantial portion of it. Have an adult help you determine a reasonable amount.

- **Include your donor in the fun!** Invite the individual to come to The Leadership School to see your group when you are here.
- **Be prepared!** Bring information about The Leadership School with you when you go. Feel free to use the flyer above and insert your own information.
- **Say “Thank You!”** Be appreciative for ANY help that they provide. Make sure to send a thank you note. Keep track of who donates and how much they donate. After the program send them a thank you note, and, if possible, stop in and say thank you in person. Making a personal connection with the individuals in your town will make it easier to raise the money next time.

Grants and Corporate Gifts



The Cole Family Foundation

- Will cover a portion of the program on a decreasing scale for 3 years.
- **Year 1:** Cole Family will cover 67% of a 3 day Outreach Program.
- **Year 2:** Cole Family will cover 50% of the price of a 3 day Outreach Program.
- **Year 3:** Cole Family will cover 33% of the price of a 3 day Outreach Program.
- The Cole Family requests that school groups using the Cole funding bring their students to the **Cole Land Transportation Museum in Bangor** for a field trip.
- Students who **interview veterans** at the Land Transportation Museum are eligible for more funds.
- Please contact The Cole Family Foundation directly and speak with Morgan at 207-262-9910.

Grants

FEDERAL GRANTS

Drug-Free Communities Support Program Grants- community coalitions eligible (unsure of public school eligibility), guidelines online, http://www.cfda.gov/pls/portal30/CATALOG.PROGRAM_TEXT_RPT.SHOW?p_arg_names=prog_nbr&p_arg_values=93.276

Elementary and Secondary School Counseling Programs- Local Education Agencies eligible, to expand counseling programs in elementary/secondary schools, developmental/preventative approach programs, guidelines online, <http://www.ed.gov/programs/elseccounseling/index.html>

Maine Safe and Drug Free Schools and Communities Act (Title IV)- federal money available, information at <http://www.mainesdfcsa.org/about.html>

Partnerships in Character Education- State Education Agency, Local Education Agency, partnership with nonprofit all eligible; only 2 anticipated awards; to implement character education program integrated into classroom; guidelines online; <http://www.ed.gov/programs/charactered/index.html>

Safe and Drug-Free Schools and Communities Governors' Grants- community-based and other public/private nonprofit entities may apply to their governor's office, violence/drug-prevention activities that complement State Education Agency or Local Education Agency, guidelines online, <http://www.ed.gov/programs/dvpgovgrants/index.html>

Safe Schools Healthy Students Initiative- Local Education Agencies eligible; coordination with community-based programs encouraged; development of communitywide approaches to safe/drug free schools and healthy childhood development, prevention of violence/drugs, promotion of safety/discipline; guidelines online; <http://www.ed.gov/programs/dvpsafeschools/index.html>

Training and Advisory Services Equity Assistance Centers- public agency other than State Education Agency or school board is eligible, guidelines online, <http://www.ed.gov/programs/equitycenters/index.html>

LOCAL FOUNDATIONS

Edward H. Daveis Benevolent Fund- Maine Community Foundation, non-profits and public schools serving greater Portland area eligible, collaboration among non-profits encouraged. Application form available on website, <http://www.mainecef.org/grants/availablegrants/daveisfund.aspx>

Libra Foundation- tax-exempt organizations eligible, applications reviewed quarterly, two-page application, <http://www.librafoundation.org>

Rines/Thompson Fund- Maine Community Foundation, public schools/non-profits from greater Portland area eligible, applications reviewed once per year, pdf application available on website, up to \$5,000, <http://www.mainecef.org/grants/availablegrants/rinesthompsonfund.aspx>

Virginia Hodgkins Somers Foundation, Inc.- charitable organizations eligible, paper application available on website, <http://www.vhsfoundation.org/projects.html>

NATIONAL FOUNDATIONS

American Legacy Foundation- anti-smoking programs, National Calls for Proposals, Legacy Innovative Grants, Research Demonstration Projects, guidelines online, <http://www.americanlegacy.org/64.aspx>

LOCAL BUSINESSES/CORPORATIONS

Bangor Savings Bank- written request for funding to Corporate Giving office, short summary of program/project, <http://www.bangor.com/YouMatterMore/CorporateGiving.aspx>

Cabot Family Charitable Trust- non-profits eligible, applications reviewed twice per year, application includes cover page and 6-8 page narrative/budget, further guidelines available on website, \$5,000 to \$50,000, http://www.cabwel.com/cabot_home_page.htm

Hannaford Supermarkets- nonprofits and public schools eligible, paper request, donation request form to local store manager 6-8 weeks before event, http://www.hannaford.com/Contents/Our_Company/Community/giving/sponsorships.shtml
Operates charitable foundation also
http://www.hannaford.com/Contents/Our_Company/Community/giving/foundation.shtml

Kennebunk Savings Bank- charitable organizations in York County eligible, direct requests through local banking or lending officer, request for funding form available on website, requests reviewed monthly, <http://www.kennebunksavings.com/community.html>

L.L. Bean- non-profits eligible, individual school classrooms *not* eligible (unsure of eligibility regarding whole schools/grades), no formal application form, 5-page maximum proposal, guidelines online, proposals reviewed in December, http://www.llbean.com/customerService/aboutLLBean/charitable_giving.html?nav=ln

TD Banknorth- TD Charitable Foundation Grants, public schools and non-profits eligible, online application, grants awarded four times per year,
http://www.tdbanknorth.com/community/charitable_foundation_grant.html

Tom's of Maine- Giving for Goodness Grant Program, applications accepted beginning in 2009, <http://www.tomsofmaine.com/toms/community/grants.asp>

CORPORATE FOUNDATIONS

Anthem- contact Anthem headquarters for copy of grant guidelines,
http://www.anthem.com/wps/portal/ahpculdesac?content_path=shared/noapplication/f4/s0/t0/pw_018991.htm&na=aboutanthem&rootLevel=3&label=Charity%20Guidelines

Corning- The Corning Incorporated Foundation, public schools are eligible as beneficiaries, application information/request form available online,
http://corning.com/about_us/corporate_citizenship/community/corning_foundation.aspx

Prudential- The Prudential Foundation, grant guidelines available online,
<http://www.prudential.com/view/page/public/12373>

Sprint- Sprint Character Education Grant Program, K-12 education initiatives in character education, open to all United States public schools/districts, application online only, tips/FAQs/samples online also.
<http://www.sprint.com/responsibility/education/character/index.html>

Target- Target Field Trip Grants, educators eligible, up to \$800 for student field trips.
<http://sites.target.com/site/en/company/page.jsp?contentId=WCMP04-031880>

OTHER

National Schools of Character- Character Education Partnership awards public and private schools for outstanding work in character education, winners receive grant as high as \$10,000, <http://www.character.org/nsoc>

Teaching Tolerance- affiliated with Southern Poverty Law Center, “grants of \$500 to \$2,500 to preK-12 teachers for projects designed to reduce prejudice among youth, improve intergroup relations in schools and/or support educator professional development in these areas,” no deadline, paper application available on website,
<http://www.tolerance.org/teach/grants/guide.jsp>

If you have any fundraising ideas that have worked for you, or if you would like to reply to any of the ideas offered. Please send us an email at:
leadershipschool@kieve.org.

