

FOCUS

A Herff Jones Impact Resource For Advisers

October, 2003

OCTOBER FOCUS:

Fundraising / Positive Attitudes

There is never enough money for student activities. Raising funds becomes a major part of the job of the activity adviser. Here are a few simple ideas to raise needed money:

* **Sell parking spaces at your school.** Your school may have reserved spaces for administration and faculty. Get permission to sell reserved spaces to students. Give the Seniors the first chance to buy a space. Personalize the space with the name of the student. Sell the spaces for a set period and then your organization can have a Saturday workday to paint the names on the spaces. The administration will love having a list of where students are parking.

* **Sponsor a race.** Running races are popular events. Get sponsors to provide the prizes and your profit comes from the entry fees. Have races of different lengths for different age groups. The cross-country course could also be used for a race.

Invite both students and community members to participate.

* **A Fun Night in the Gym.** Set up a variety of events and charge admission to enter. Let the students play volleyball, basketball, ping pong, etc., have music and sell refreshments. Limit the ages of the students who enter such as only those who attend your school. If your school has two gyms, this can be a major event. It could even become a monthly event.



* **A-Thons.** So many "A-thons" have been successful through the years. After selecting the type that you want to have, get the students who are participating to get pledges from the community and relatives. Events such as a Jog-A-Thon where a certain amount is pledged for each lap are a good

idea. Set a goal and then ask a number of people to pledge a certain amount toward the goal. Examples include: weight lifting, rocking, dancing, spelling, typing, and shooting baskets.

* **Wrap A Gift.** During the Christmas season, get permission to set up a booth outside of certain stores and wrap Christmas gifts for a fee.

* **Painter Hats.** Buy a box of white painter hats (they are cheap) and paint the school name and logo on them. Sell them before big games.

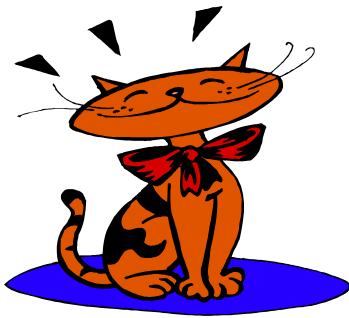


This newsletter is a joint effort of Jackie Burch and Herff Jones, Inc.

THE AMOEBA

Your first glimpse of an amoeba probably occurred as you looked through a microscope in a biology class. The tiny amoeba is gray in color, constantly changes size and shape, and is often referred to as the lowest form of life. About every hour, the amoeba divides in two. This may be a signal that the best way for humans to keep a good attitude is to constantly renew it by sharing it with others.

Positive Attitude



Attitude is the way that you communicate your mood to others. When you are optimistic and anticipate successful encounters, you transmit a positive attitude and people respond favorably. When you are pessimistic and expect the worst, your attitude is negative and people tend to avoid you.

Attitude is a mindset and the way that you look at things mentally.



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Attitudes are always changing and unless you are on guard, negative ideas can slip into your perspective. If negative factors stay around long enough they will be reflected in your disposition. Remember to not let the negatives get you down.

Winners are those who regain their positive attitude quickly after something negative has slipped in. Individuals who are unable to bounce back and who drag out or dwell consistently upon misfortune will miss much of what life has to offer.

A positive attitude provides the courage to address a problem and take action to resolve it before it can get out of hand. By refusing to become angry, you can assemble the facts and talk about a problem with others. You look at the options and determine the best solution. Even if there is no ideal solution, your attitude can help you live with the problem.

A positive attitude is a state of mind that can be maintained only with conscious effort.

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“Your attitude speaks so loudly I can’t hear what you say.”

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PERSONALITY AND ATTITUDE

A positive attitude is so powerful that it can enhance personality traits.

- ❖ An individual with a highly positive attitude can convert a dull personality into an exciting one.
- ❖ A positive attitude can make a beautiful person more beautiful.
- ❖ A positive attitude can attract attention to outstanding traits in a personality that would normally go unnoticed.
- ❖ Positive attitudes seem to shine through other personality characteristics and in the process; the total image of the individual becomes brighter and more attractive to others.
- ❖ A positive attitude is the most powerful and priceless personality characteristic one can possess.
- ❖ The way to make the most of other physical and mental characteristics is to communicate them through a positive attitude.
- ❖ Having a charismatic personality (or even getting close) is impossible without a positive attitude.

Positive attitudes are so necessary for leaders. Work with your kids to help them develop positive attitudes. Keep your own attitude positive even when things are not the greatest.