

# FOCUS

A Herff Jones IMPACT Resource For Advisors December, 2004

## DECEMBER FOCUS

### *Fundraising*

#### DEVisING A PLAN AND DECIDING WHAT TO DO

Raising money is a project that can be very rewarding in more ways than just money. It is also a necessary project if you are to have a successful student activity program. Fundraising activities can build team spirit and a sense of accomplishment. Before beginning take the time to develop an effective plan.

1. Have a clear and realistic goal. Know how much money you need to raise
2. Develop a timeline. Be sure to include time for planning. Include enough time to reach the goal
3. Have a start date and an end date and stick to them. Do not ever let a project drag on too long
4. Notify and get approval from the appropriate people. The school administration must always know your plans. Many districts have very strict fundraising rules
5. Involve everyone in your group in the project. Make sure that those involved have specific tasks

6. Know your audience. Keep their needs in mind when devising a fundraiser. Tailor the project to the community's needs as well as the financial resources of the residents. If you are selling a product, make sure it is competitively priced and within the financial means of the community. Selling citrus fruit in Florida probably will not work but it would go great in Wisconsin
7. Increased awareness improves your chances of success. Publicize your event to reach a large diverse audience. Use all of the means available to you such as the school newspaper, posting flyers, the school website, ads and articles in local papers, and do not forget word of mouth
8. Have a reliable method of accurately collecting, counting, and depositing money. Create a paper trail
9. Remember thank you notes to people who helped such as the mom who drove students to places to sell their product. Follow up is very important. Keep detailed records of all who contributed and helped

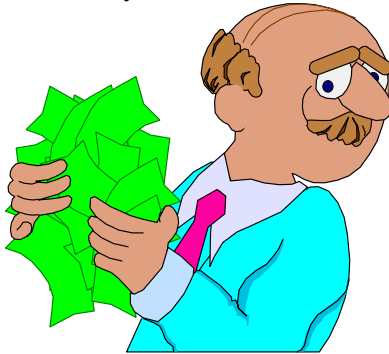
Another important consideration for any fundraiser is that it is easier to sell products or services to people that you know. Raising money from strangers is tough. People are more willing to give money when they understand your needs and the intended use of the funds. Therefore, it is important to publicize the activities of your group so that people already know positive things about your organization.

#### Why do people support and continue to support fundraisers?

1. **People give because of personal relationship.** This is the money that can be raised by the son, niece, or neighbor. Try to think of people who will support you.
2. **People give when there are clearly stated goals.** Support is more likely given for a new scoreboard rather than a contribution to the activity fund.

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3. **People will give when they are confident that their contribution can make a difference.**
4. **People will give when they receive a quality product or a good price.** Don't ask people to pay a high price for a poor quality item.
5. **People give when there is something in it for them.** It is much easier to ask for support from a small business owner in your community when the school already does business there.



## FUNDRAISING FUNDAMENTALS

1. You have to ask for what you want.
2. People respond to people, not paper.
3. People want to know what they are supporting.
4. Have a positive attitude when asking for support.
5. Corporations are harder to sell than individuals.
6. Recruit friends of your organization before you start a fundraiser. Give them special invitations to come to events sponsored by your group.

## Nocturnal Habits (Because Activity Advisers Never Get Enough Sleep Or Have Enough Time!)

According to Roger Fritz, Ph.D., author of "Sleep Disorders, America's Hidden Nightmare", a good night's sleep requires more than just letting your head hit the pillow. You need to decide how much sleep you need and some lifestyle changes may need to happen. Here are some of Fritz's tips for getting the best sleep possible.

1. Relax before bedtime, possibly by reading or listening to music.
2. Keep regular bedtime and rising hours.
3. Develop a variety of interests.
4. Do not nap during the day. Instead, try exercising.
5. Eat meals at the same time each day. This will help regulate your bodies' internal clock.
6. Take time to relax after work.
7. Set aside some specific "worry time" but not too close to bedtime. Get the day's problems out of the way before you turn in.
8. Develop a sleep ritual. Do the same things each evening before bedtime to give your body cues that it is time to settle down.
9. Lie down with intentions to sleep only when you are sleepy.
10. Take several deep breaths while lying in bed and progressively relax tense muscles, starting with your toes and working up to your head.

11. If you cannot sleep, get up and go to another room. When you are sleepy return to your bed. If you still cannot sleep, get up again.
12. Set your alarm and get up at the same time each morning.
13. Do not try to make up for lost sleep on weekends and holidays.
14. Yes, it requires making changes.

HAPPY  
HOLIDAYS

From

**Herff Jones, Inc.**  
4625 W. 62<sup>nd</sup> St.  
Indianapolis, IN 46268



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