

Colorado



FBLA

Presents



**The Road
to
Fundraising**

Step-by-Step



Fundraising Planning Document



Here is a planning document your team can use!

Step One:

Set Clear Goals: Determine how much money you need to raise and for what purpose.

Step Two:

Form a Committee: Create a fundraising team to share responsibilities.

Step Three:

Plan Activities: Choose fundraising activities that suit your community and resources.



Step Four:

Promote Your Events: Use social media, flyers, and word-of-mouth to spread the word.



Step Five:

Engage Your Community: Involve local businesses and community members for support and participation.



Step Seven:

Thank Your Supporters: Show appreciation to everyone who contributes.



Step Six:

Track Your Progress: Monitor your fundraising efforts and adjust strategies as needed.

Sponsorships and Businesses

1. Create a Proposal:
Develop a professional sponsorship proposal outlining your needs and the benefits for the sponsors.



2. Identify Potential Sponsors:
Make a list of local businesses that align with your goals.



3. Make Contact:
Reach out to businesses via email, phone, or in-person visits to present your proposal.



5. Offer Recognition:
Provide sponsors with recognition through social media, event banners, and public acknowledgments.



4. Email Templates!
Use the provided email templates to ensure clear and consistent communication.



[Email Template](#)

6. Maintain Relationships:
Keep sponsors informed about the success of your events and the impact of their contributions.



Big Schools? Big Ideas.

Be sure to check out which boxes have templates!



Car-Wash: In many urban neighborhoods, running a car-washing fundraiser is often effective through proper management. You'll be able to learn the importance of managing funds, supplies, and time!

Business collaboration: This is a very common tactic. Planning ahead with companies like Chipotle, Panera, or Pizza Hut can help you generate funds for projects and for the year. Do these around chapter meetings to increase participation



Bake Sales: This is one of the best ways to keep your chapter's culinary artists involved. In big chapters, you'll find that there are all sorts of talents. Utilize these effectively while bonding with your chapter simultaneously

Big Schools? Big Ideas.

Be sure to check out the boxes with links to sample planning templates!

Silent Auction: This fundraiser is one of the more difficult ones, however, you get what you put in. One of the key principles is to make sure you market well for your event so that enough people actually show up and support the fundraiser.



Run-A-Thon: By organizing a donation based run-a-thon could help generate chapter funds. To increase incentive, you can also add a sort of challenge for local officers to complete after a certain amount of funds have been reached.

Small Town? Big Impact.

Be sure to check out the boxes with links to sample planning templates!

Farmers Market Booth:

Set up a booth at a local farmers market to sell crafts or baked goods.



Community BBQ:
Host a BBQ or picnic with games and activities.

Yard Work Services:

Offer yard work services to local residents for a donation.



Small Town? Big Impact.

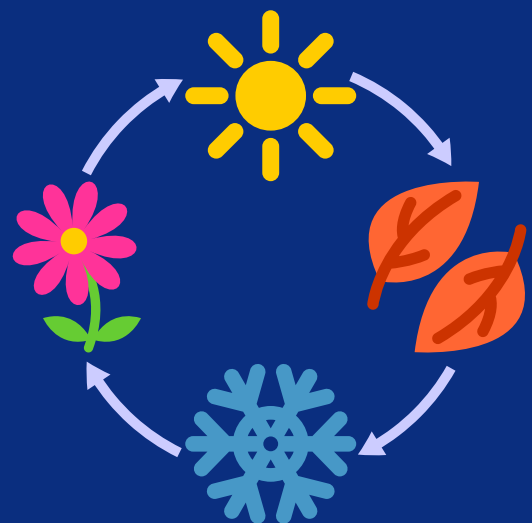
Be sure to check out the boxes with links to sample planning templates!

Barn Dance: Organize a barn dance or country-themed event.



Raffle: Organize a raffle with prizes donated by local businesses.

Seasonal Events:
Plan seasonal events like a harvest festival or holiday bazaar.



Sample Planning Map



Goal: Raise \$2,000 to
cover SLC costs



Assign fundriaising
project to 4 FBLA
officers



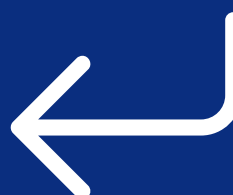
Complete planning of
event using fundraising
template



Track progress on
spreadsheet and
forms



Create promotional content
(Social media posts, flyers,
etc.)



Fundraising for community service initiatives is not just about raising money—it's about making a meaningful impact on your community and empowering your chapter to contribute to a cause greater than yourselves. With the resources and strategies outlined in this toolkit, your chapter is well-equipped to plan and execute a successful fundraising campaign.

Remember, every effort counts, no matter how big or small. Your commitment to serving others will inspire your peers, engage your community, and create lasting change. Take the time to set clear goals, build a strong team, and utilize the tools provided in this guide to maximize your fundraising potential.

As you move forward, don't hesitate to reach out for support. Whether you need advice from a chapter adviser, tips on marketing your event, or help with financial management, there's a wealth of knowledge available to help you succeed.

Now, it's time to take action. Start planning your next fundraiser with confidence, knowing that you have the tools, resources, and support to make it a success. Your efforts will not only benefit your community but also strengthen your chapter and develop your leadership skills. Together, let's make a difference!

Questions? Contact vpserivce@coloradofbla.org