

**REPORT OF THE
CENTRAL DAUPHIN BAND BOOSTERS ASSOCIATION
FUNDRAISING COMMITTEE**

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I. Background

A. **Membership Concerns/Perceptions:** The Booster Association membership has identified several concerns, including the following:

1. Serial and overlapping fundraising efforts;
2. Need to encourage participation by majority of ALL band parents (not only marching band parents);
3. Too much fundraising during the busy marching band season;
4. Lack of awareness as to how boosters spend funds raised;
5. Lack of specific goals to motivate fundraising.

B. **Fundraising Mission:** To design a comprehensive annual fundraising calendar for the Central Dauphin Band Boosters Association that:

1. Describes band program's financial needs in the long and short term;
2. Includes fundraising activities selected to maximize profitability and efficiency;
3. Promotes participation by as many boosters and students as possible;
4. Raises awareness of the Central Dauphin Bands as well as the Band Boosters and its mission in the school district and the community;
5. Includes contingent activities to overcome revenue shortfalls; and
6. Attains the revenue goal established by the Finance Committee.

II. Goals

A. Establish the Motivation

1. Band Director's Wish List: to acquire the instruments and equipment Mr. Ceresini seeks to improve the band in the face of uncertain support from the administration
2. Describe benefits of student accounts

- (a) Travel- 2007 and 2008 trips in the works for ALL bands, not just marching band
 - (b) Use of student accounts for other purposes: lessons, equipment, banquet tickets.
 - B. Create Long Term Fundraising Calendar for presentation at the February 2007 Boosters Meeting
 - C. Maximize Membership Participation
 - D. Review Past and Potential Fundraising Avenues to Establish Most Effective Mix of Fundraising Activities
 - 1. Special Events
 - 2. Product Sales
 - 3. Ongoing Fundraising
 - 4. Solicitation
 - E. Assess Alternatives to Fundraising
 - 1. Assessments/participation fees
 - 2. Opt-Out of individual fundraisers
- III. Action Plan
- A. Establish Committee Membership
 - B. Establish the Motivation
 - 1. Mr. Ceresini has announced that both the 2007 and 2008 trips will be for each of the bands, not only the marching band
 - (a) Spring 2007 Trip
 - (b) Spring 2008 Trip
 - 2. Fundraising Goal/ Student
 - (a) This would simply be a guideline
 - (b) While a student's family might choose simply to pay for the student's trips, this will not assist the boosters in raising money for Mr. C's wish list.
 - 3. Consistent Profit Split: The Committee suggests implementing as consistent a profit split as possible for each fundraiser type.

- (a) Special Events- 100% to Boosters
 - (b) Product Sales- 100% to Students
 - (c) Ongoing Fundraising- 70% to Boosters/ 30% to Students
 - (d) Solicitation- 70% to Boosters/ 30% to Students
- C. Identify, Research, and Discuss Universe of Potential Fundraisers
- 1. Review of Each Fundraising Activity Held in the Past Five Years
 - (a) Review overall performance versus objectives
 - (b) Determine reasons for activity not meeting goals or exceeding goals
 - 2. Research Potential Alternative Activities
 - (a) Solicit Ideas from Membership/Brainstorming Meeting
 - (b) Friends, Neighbors, Family
 - (c) Internet
- D. Rate Prospective Fundraising Activities
- 1. Potential Profitability
 - 2. Benefits and Risks
 - 3. Resources Required
 - (a) Volunteers
 - (b) Capital (for promotion, reservations, rental, etc.)
 - (c) Facilities
 - (d) Other
 - 4. Seasonal or Other Sensitivity
- E. Establish Regular Reporting Procedures
- 1. Fundraising Compared to Goal
 - 2. Activity Reporting

- F. Identify Contingency Plans
- G. Provide Recommendations to Finance Committee

IV. 2007-08 Fundraising Proposal

A. **Overview:** The 2007-08 Fundraising Proposal attempts to redirect the energies of band students and parents away from product sales, instead focusing on community development and shopping cart fundraising. The 2007-08 Fundraising Proposal also includes several new Special Events. Under this new approach, the 2007-08 Fundraising Proposal includes only three Product Sales.

1. **Community Development:** The Ram Band currently solicits businesses only for the Band-a-RAMa program and for door prizes. The band collected \$3,415 average revenue for the Band-a-RAMa advertising program between 2003 and 2006. Similarly, the current patron level is \$50. Clearly we are missing a wonderful opportunity to take advantage of the goodwill of the Central Dauphin High School band programs to raise funds. Transforming the Band-a-RAMa solicitation into a comprehensive corporate sponsor program provides a mutually beneficial opportunity for local businesses and the Ram Band.
 - (a) The proposed corporate sponsorship program sets forth defined sponsorship levels: Under the proposed program, sponsors will be able to donate on seven different levels ranging from \$50 as a “Friend” to a \$2,500 as “Official Sponsor” of the band. While the donation levels are higher than in the advertising sought in years past, we will be providing more value and tangible benefits of sponsoring the Ram Band, including website recognition, concession stand banner, Golf-a-RAMa hole sponsorship, Bowl-a-RAMa lane sponsorship, and documentation that the businesses can display as evidence of their support of the RamBand. Furthermore, instead of asking businesses to contribute several times over the course of a year, we will be asking the business to contribute only once under this corporate sponsorship program
 - (b) We also have established two new patron levels for Band Booster members, a \$100 level and a \$250 level. Each new level includes added benefits such as concert CDs and Band-A-RAMa tickets.
2. **Scrip:** Scrip is a term used to describe gift cards from national and local retailers-- they’re the same gift cards that you'd buy at the store. We proposed a scrip program that includes most popular retailers, including Giant, Home Depot, Office Max, Rite Aid, Gap, Macy's, Sears, Borders, Pizza Hut, Red Lobster, Olive Garden, Starbucks and hundreds of others. These scrip participating retailers agree to sell gift cards to the Band Boosters at a discount ranging from 1.5% all the way up to 15% or more. We place orders for the gift cards for full face value, you redeem them for

full face value, and the Band Boosters keep the difference as revenue. Everybody wins:

- Band families get a powerful fundraising alternative that involves no selling...
- The Boosters get a regular source of revenue.
- Retailers get cash up front and repeat business...

The beauty of scrip is that we booster families put our regular household shopping dollars to work. We can also try to encourage our friends, neighbors, co-workers and relatives to purchase scrip from the Boosters. We earn money for the Band Boosters without spending a single additional penny. We just spend our regular shopping dollars with scrip at the stores that participate in the scrip program! And scrip can be used for just about any household purchase including food, clothing, entertainment, books, home improvement material, hotels, gasoline and dining out.

3. **Special Events:** Band-a-RAMa and the Craft Fair are the Boosters' two most profitable events. The Fundraising Committee proposal will include several suggestions to attempt to make these events even more profitable for the Boosters. We also suggest attempting to capitalize on the Holiday Dance, Valentine's Day Dance, and Jazz Picnic by offering fundraising alternatives such as a raffle or a silent auction during each of these events. Furthermore, we recommend adding the following three new events to the Fundraising calendar:

- (a) **Golf-a-RAMa:** A golf outing can be marketed not only as part of the business solicitation campaign, in which we'd offer hole sponsorships, but also a fun event on its own for local golfers. We foresee charging approximately \$100/ golfer, which would include some golf goodies—a golf towel, a sleeve of balls, and a great nineteenth hole dinner event. The tournament itself will include a hole-in-one contest with a car or truck as the grand prize (don't worry, the boosters don't have to buy the vehicle, only hole-in-one insurance that we purchase for a few hundred dollars). We also will have a menu of extras, including but not limited to selling mulligans, longest drive, closest to the pin, longest putt, and shortest putt.
- (b) **Bowl-a-RAMa:** A spring bowling event could serve as a jump start fundraiser for Fall 2008 or could provide a way for families to recoup some of their expenses on the New York City trip. Doing so for the seniors would probably encourage senior participation in the event. If not, we suggest holding this event in April or May 2008. We foresee this event as not only a potential fundraiser but also as a great way to fold the upcoming freshmen into the mix by getting them involved in the boosters even before band camp. The

event also could serve as a fun last hurrah for departing seniors. We foresee two levels of participation:

- (i) Sponsorship: each bowler's sponsorship goal is a minimum of \$100 to be eligible for prizes, T-shirt, and student account contribution; and
 - (ii) Participation: the boosters can sell tickets for \$15 (includes two games, shoes, and ball) but bowler is not eligible for prizes, T-shirt, or student account contribution.
- (c) Indoor Competition: We are actively researching the prospects of hosting an indoor competition in 2008 and will keep you posted on the progress.
4. **Product Sales:** A major goal in the 2007-08 Fundraising Proposal was to respond to the membership's concerns about serial fundraising. We have reduced the number of product sales to three. Although we have not settled on specific products yet, as a general matter, we are researching only those product sales with the following characteristics:
- (a) High profit percentage and relatively high ticket items;
 - (b) No commitment or minimum purchase; and
 - (c) Little or no administrative and logistical complications.
5. **Booster Labor:** Several fundraisers rely wholly on Band Booster labor, most notably the Landis Field Football concession. The Fundraising Committee suggests that the booster membership discuss the advantages and drawbacks of the present Landis Field concession. In addition, the Committee suggests that the Boosters continue with the SKH concession. The Committee also suggests that the Boosters sign up with the HERCO volunteer program, which allows Booster volunteers to work at HERCO facilities for minimum wage payable as a donation to the Boosters.

B. **No Participation Fee:** After researching assessments and participation fees, including conversations with bands that impose significant fees, the Committee concluded that at least in the short term, the imposition of such of fee would probably adversely affect the RamBand's ability to recruit new members. An alternative that the Committee likely will implement is creating a method by which band families can compare their fundraising efforts compared to the annual goal and/or to the performance of the rest of the group.

C. Calendar

1. Year 'round
 - (a) Giant Cards
 - (b) Scrip
2. April or May 2007
 - (a) Bowl-a-RAMa
 - (b) Jazz Picnic/Raffle
3. June-September 2007
 - (a) Membership Drive (new levels)
 - (b) Business Solicitation (includes Golf Tournament Sponsorships and Band-a-RAMa Program Ads)
4. September 2007
 - (a) Band-a-RAMa
5. October 2007
 - (a) Product Sale #1
 - (b) SKH Fall Event
6. December 2007
 - (a) Holiday Dinner Dance/Raffle
7. January 2008
 - (a) Product Sale #2
8. February 2008
 - (a) Valentine's Day Dance/Silent Auction
9. March or April 2008
 - (a) Craft Show
 - (b) Product Sale #3
 - (c) Indoor Show
10. April or May 2008
 - (a) Jazz Picnic/Raffle
 - (b) Bowl-a-RAMa
 - (c) Golf Tournament

(d) SKH Spring Event

V. Next Steps

A. Discuss Proposal at February Boosters Meeting

B. Finalize Proposal at March Boosters Meeting

C. Finalize Booster Volunteers (for fundraising events; other volunteers are needed for other booster activities)

1. 2008 Trip

2. Ongoing Fundraising

(a) Scrip

(b) Business Solicitation

3. Events

(a) Bowl-a-RAMa

(b) Golf-a RAMa

(c) Indoor Show

(d) Craft Fair

(e) Band-a-RAMa

4. Product Sales

(a) Product Sale #1

(b) Product Sale #2

(c) Product Sale #3

5. Booster Labor

(a) Landis Field

(b) HERCO

(c) SKH