

ASB
Fundraising:
BMOC MEANS
BRING MONEY ON
CAMPUS

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WHY DOES AN ASB HAVE TO DO FUNDRAISING?

1. To serve the students who elected you to find the right ways to help create a positive school climate by creating fun and amazing activities using student funds.
2. To demonstrate financial independence from other sources of funds so you may be able to make your own school approved choices.
3. To attempt to meet the California State Standards put forth by CADA regarding business that includes marketing, finance/accounting, advertising, customer service, and communication.

WHAT IS THE “RIGHT” WAY TO HAVE A FUNDRAISER?

- 1. You need the right product.*
- 2. Sold to the right audience.*
- 3. Sold at the right time.*
- 4. Sold in the right way.*

But remember what is “right” in business for your school may not be “right” for another school.

WHAT EXAMPLES DO YOU HAVE TO SHARE FROM PARRAS MIDDLE SCHOOL?

August: The Panther Party Pass!

1. **Right Product:** After school parties including a live DJ, dancing, jumpers, and off setting the cost of food.
2. **Right Audience:** 1200 students
3. **Right Time:** Sold at school registration
4. **Right Way:** Buy three after school dances today and get one free!

We have risen as much as \$9,000.00 before school starts.

October: Parras Day at Ruby's Diner in Redondo Beach.

1. **Right Product:** A popular area restaurant perfect for dining at breakfast, lunch, and dinner. We get Ruby's to agree that from 11:00AM until 9:00PM that 20% of their profits after taxes will go to Parras Middle School.
2. **Right Audience:** The Parras student body, the faculty, the staff and the administration. Other customers include extended family, friends, teammates from various sports leagues, houses of worship, the school superintendent, the school board of directors, local police and firefighters, the mayor, and the city council members. But you have to be the ones to ignite the opportunity in your community.

3. **Right Time:** We do this the first Thursday in the month of October.
4. **Right Way:** Communication includes flyers, social media, and emails to influential people. **BUT YOU HAVE TO FIRE UP THE STUDENTS.** You do this by creating a real picture how this event will work. Parras Middle School has made over \$1,000.00 in one night.

November: ‘Step It Up’

1. **Right Product:** A chance for students to raise money by getting community members to donate on line.
2. **Right Audience:** The Parras student body, the faculty, the staff and the administration. Other customers include extended family, friends, teammates from various sports leagues, houses of worship, the school superintendent, the school board of directors, local police and firefighters, the mayor, and the city council members. But you have to be the ones to ignite the opportunity in your community.
3. **Right Time:** Right at the start of November. Selling occurs for three weeks so students have the chance to sell during Veteran’s Day and the week off for Thanksgiving.
4. **Right Way:** We have a kickoff assembly for each grade level. We explain why we are doing this fundraiser and get the student’s invested that this is our major fundraiser and all students must try some how to get involved. This fundraiser helps us earn \$48,000.00
www.stepitupkids.com

Other Suggested School Fundraisers

- **Auction for a teacher/administrator to get a pie in the face**
- **Penny wars between homerooms**
- **Raffle for a limo/movie night for a family**
- **General Mills Box-Tops**
- **Bake sales (Please make sure you check with district and school administrative policies)**