

KAPPA KAPPA PSI

Developing Fundraisers

Kappa Kappa Psi was not founded for the purpose of fundraising, but raising money is essential to the work that we do for our bands. Our goal should be to raise the most money we can with the least effort. It is important to set goals and determine how much money is needed to fund your chapter's operations and projects. When you have met those goals, chapter efforts can be directed towards other projects.

Many factors go into selecting appropriate fundraisers, such as:

- Size of your chapter
- Size of your school
- Location of your school (urban or rural)
- College and/or university policies

Also consider the following principles, and use the list of suggestions in this handout to generate fundraising ideas within your chapter. Remember to balance the type of fundraisers your chapter does, utilizing both the band *and* the community.

Market-Based Fundraising

Think about the various markets your chapter has. Markets are areas from which you can raise money. Your goal should be to touch on each major market around you without overwhelming any of them. For example, if your chapter does five fundraisers per year and each one has band members giving money toward the chapter, the band might react negatively. Some example markets to draw from include:

- **Members of your band.** This one is the most obvious and most chapters already fundraise from this area. Examples: selling t-shirts, food sales, "penny wars" between sections.
- **Band parents.** Sometimes this is a strong market for chapters, sometimes not. Examples: band parent sweatshirts and stickers.
- **Your student body.** Some chapters make most of their money here. Examples: selling food on campus, raffles, bake sales, campus events (talent shows, concerts). Make sure to check with your campus on what is and is not allowed.
- **The community around your school.** Like most things, this varies based from community to community. Examples: business donations, yard work, car washes.
- **The Fraternity and Sorority.** If you've ever been to a district or national convention, you know exactly what this means: KKPsi and TBS clothing and items. Be careful not to order too much, you might not sell it all and could lose money!

Some of these markets may work well for you – it all depends on your band, campus, and community. You may also identify other markets not listed here. Have a chapter discussion on potential markets and what to do to raise money from each of them. This will help you generate ideas and examine the projects you already do.

Fundraising Ideas

- Recycling Drives – including cans, paper and bottles
- Car Washes
- Raffles – 50/50 where the chapter keeps half of the profits or for prizes
- Band Gear – memorabilia for band members (e.g. t-shirts, bumper stickers, etc.)
- Pie-in-the-Face contests – recruit student leaders and/or faculty to participate
- Plan, organize, staff and run a campus Battle of the Bands Contest
- Sell mulch to area residents at a discount price and deliver it
- Host and sponsor a music variety show or lip-sync contest
- Selling coupon books
- Bake Sales and Candy Sales
- Hanging flyers for local businesses
- Wrapping Christmas presents for donations
- Shoveling/clearing walkways during bad weather
- Having a servant auction
- Selling and delivering balloon/candy grams
- Selling a musical performance by chapter members
- Selling food/drinks on the bus during away trips
- Selling staff paper to music students at discount prices
- Park cars or being ushers at county fairs, festivals, sporting events or the local symphony
- Work as a pep band for area high school football teams
- Cowdump – block a football or practice field into grid spaces a yard square. Then sell these grid spaces to student. Then lead a cow through the field, wherever the cow does their business, that grid wins!
- Staff summer band camps
- Set-up and strike stages for musical performances
- Run a solo and ensemble contest – work as runners, judges' assistants, practice room attendants, concession workers, etc.
- Produce and sell audio/video recording of band and musical performances
- Clean the football, basketball, baseball or softball stadium after a game
- Clean area churches
- Sell food in the music/fine arts building
- Have a Bowl-a-thon, Dance-a-thon, Play-a-thon, etc. and collect sponsors
- Work concessions at a home sporting event or amusement park
- Sell candy grams, serenading people and/or flowers on Valentine's Day
- Make and sell corsages and boutonnieres to parents during Parent's Day
- Work shifts at the campus bookstore during the busy period of the term
- DJ dances on campus and in the community
- Sponsor dance nights at an area club or movie nights at an area movie theatre
- Sell Christmas postcards
- Contract with a local clothing vendor to sell merchandise on campus for a percentage of their take
- Sell flowers to alumni during Homecoming