

## FUNDRAISING IDEAS FOR YOUR PROGRAM

Dear STN Affiliates:

As you wrap up the end of this school year, it is never too early to plan for the upcoming school year.

And that includes fundraising!

If your program operates on a tight budget like mine, one has to become a bit creative how to raise those funds for STN 2017 -- Anaheim, California (March 28 - 31)!!! My school allows for only one official fundraiser a semester!! While that definitely helps, it is sometimes not enough to cover the costs of travel to compete in a national competition as well as attend sessions held by industry experts.

Our fundraising goals for next school year are \$100 per month per student with a good faith down payment of \$100 to start. Therefore, we have begun early with our fundraising plans to take advantage of upcoming events happening now.

**Here are a few ideas to help raise that much-needed cash. Warning: your students will become involved in school events, perfect their skills in filming, and *always* have something to work on!!!**

**Graduation DVD** - have your best sophomore and junior students film and edit the entire graduation ceremony. Sell the DVDs ahead of time for an amount that your local market can justify. It is a keepsake of the most important accomplishment in a student's life (thus far) and for some, maybe the highest education he/she will ever have. With that in mind, determine whether you want to sell a lot (charge less) and go for it! We personally mail all DVDs out so factor in postage, envelop costs, DVD and case, etc.

**Athlete Highlight DVD** - most athletes are in need of their best action footage to keep and to send to colleges. If your program already films sporting events, great; you already have that footage.

Otherwise, athletes can get footage from the coaching staff or athlete's parents for your students to edit. Promising athletes usually want a DVD created for Sophomore, Junior and Senior seasons for memorabilia as well as for college scouts.

Similar to an athlete's highlight DVD, create a **Sport Highlight DVD** (such as tournament/playoff game highlights, etc.). Most parents will purchase it especially if their child is a star or a senior.

NOTE: Make sure to discuss these sporting event DVDs with your school's athletic director and coaching staff ahead of time (during the planning phase) so there are no surprises. Most will be very supportive of your efforts and may give you locker room access during a big game as well!

**PROM DVD and/or other Dance DVD** - have students walk around all night taking still pictures and video footage of couples as well as groups of students dressed in their best formal attire! Film students arriving in limousines, taking horse/buggy carriage rides or whatever your school traditions are. Get

interviews from as many people as possible which always help to increase orders. Don't forget the crowning of King and Queen and faculty that attend. This DVD usually sells out (again, if it is priced right!).

**Advertisements** - mail out letters to local businesses asking for the opportunity to produce an advertisement for their business that will run for a month on your show. This could be the cheapest form of advertising local businesses will do throughout the year. Send letters out each semester to plan ahead filming schedules, etc. If you plan on live-streaming your sporting events, you can sell advertisements for businesses for the whole season at once!

**Video Yearbook** -- a lot of planning with potential to earn \$\$\$. Meet with club sponsors to include pictures/footage of their clubs' competition awards and club meetings. If your school has an Honors Night (hand out scholarships, academic awards, etc.), be sure to include that as well. Don't forget homecoming courts, parades, pep rallies, sporting events, local happenings, class officers, etc. Yearbook sales sometimes average 50% or more of school population. If you don't charge too much, you can easily exceed that number especially if you include senior memories and/or funny footage from throughout the year. Don't forget to thank your sponsors and include those advertisements already packaged!

**Media T-Shirt Sponsors** - mail out letters to local businesses this summer to sponsor your program's T-Shirt for the upcoming school year. The business will send the form back with check and logo to include on the back of your shirt. The shirts are paid for and you should easily have \$1,000 + profit to put away!

With your principal's blessing, schedule your auditorium during the school day for your very own **Film Festival / Awards Event!** For students: charge \$3 or \$5 to attend and depending on the size of your auditorium, you could easily earn \$1,000 + profit for one event. For a larger fee, have parents bring food for a sit-down showing in the evening (sell tickets to this ahead of time to plan amount of food needed). For an even larger fee, have the meal catered by a local favorite restaurant!

**Senior Life DVD** - This would be a memento for a Senior to show at their Graduation Party! All you need are photos (from birth to present, families, friends, extracurricular activities, etc.) scanner, add music, transitions, and burn to a DVD. We have charged \$25 for each.

**Teacher DVD** - Many times throughout the school year, we have been asked to film a teacher "teaching" a lesson for earning their certification or higher degree. We ask for \$20 - \$25 for this service.

Some funeral homes have asked us to create a **Life Video** slideshow with music for a deceased person's funeral. This has to be done quickly, and we can do this every week throughout the year.

**Wedding Video** - Film a wedding.....charge \$300-\$500 per wedding! Charge less if you just film the wedding; charge more if reception filming is included.

**Chorus Concert / Drama Club** - Film a chorus concert for the director to use as teaching material. If the music is copyrighted (and 99.99% of the time it will be), you cannot sell a DVD to the general public with copyrighted music. But, the Chorus Director can make a donation to archive the performance. The same goes for any drama performance, usually the director will want a copy to have for teaching material, set design, etc.

**Kindergarten Graduations / Middle School Graduations** -- Put the word out to your elementary and middle schools and you might get a few schools in your district that will reach out to your program! Lower your fee to sell more!

These are but a few of the ways we are going to plan on raising funds for the upcoming school year. To be the most effective, we will send an email in August to our faculty explaining that our broadcasting / film students are planning for a trip to STN 2017. A description of projects we are willing to film and our price list will be attached. That way, there will be no surprises, and they will understand our purpose for raising funds. Perhaps, we won't receive those last minute "favor" calls without charging for our service!!

Of course, there are always the regular fundraisers like cookie dough, peeler cards, pizza sales, etc. and those will be used as our one official fundraiser per semester. But as a student-based enterprise (which is a great Career & Technology Education program), we will be able to utilize the above student services as time allows.

**Calling all STN Affiliates -- please consider sharing your fundraising plans with all of us! It doesn't have to be a goldmine--we could all benefit from each other's ideas! Thanks!**

Have a great summer!

*Paula K. Fowler*  
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Midwest Region