

BUDGET & FUNDRAISING

Budgeting and fundraising for Project Celebration may be among the most challenging aspects of coordinating the event because of the amount of money it takes to host a successful party and the amount of coordination it takes among subcommittees.



<p>Suggest to your chairpersons on the fundraising, food, entertainment and prize subcommittees that they work together to make sure they don't contact the same merchants for donations. This can be done by geographic region or business type. If there is more than one high school conducting a Project Celebration in your community, coordinate fundraising efforts to avoid contacting the same businesses for support.</p>	<p>The goal is to have enough money to hold a successful event, and that may vary from year to year at your school. Set realistic goals for yourself and remember, it's not a competition with the previous year's committee.</p>
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1	<p>Set event attendance goals. Take a look at prior years' attendance as a baseline. You want to set a guideline for how much money you need to cover all expenses. Some schools raise \$50 per student and others raise up to \$200 per student or more.</p>									
2	<p>Set the ticket price if you are charging to attend. You may want to have incentives for early purchase or reduce ticket prices for students who help raise money during group fundraising events.</p>									
3	<p>Brainstorm other sources of funding:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">• Businesses</td> <td style="width: 33%;">• Individuals</td> <td style="width: 33%;">• Parents</td> </tr> <tr> <td>• Fundraising events</td> <td>• Mini-grants</td> <td>• Service organizations</td> </tr> </table>	• Businesses	• Individuals	• Parents	• Fundraising events	• Mini-grants	• Service organizations			
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4	<p>Budget expenses, such as:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">• Cleaning crew</td> <td style="width: 33%;">• Facility</td> <td style="width: 33%;">• Party favors</td> </tr> <tr> <td>• Decorations</td> <td>• Food</td> <td>• Prizes</td> </tr> <tr> <td>• Entertainment</td> <td>• Food-service staff</td> <td>• Security</td> </tr> </table>	• Cleaning crew	• Facility	• Party favors	• Decorations	• Food	• Prizes	• Entertainment	• Food-service staff	• Security
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5	<p>Meet with your subcommittee chairs and determine goals, priorities and fundraising territories and ideas. Set up a project bank account and establish authorized signatures.</p>									

6	Publicize fundraising events using the school and district websites, posters, announcements, marquee signage and newspaper and radio announcements. Let teachers know so they can spread the word too. If you facilitate or arrange a Parents Night or attend a PTA meeting, bring a presentation with visuals of past Project Celebration events to get attendees excited about the project.
7	Prepare a solicitation letter for donations. (An example is included later in this section and on the CD at the back of this binder.) The letter should include a description of Project Celebration, who benefits from the event, and where and when the event will be held. You may want to create sponsorship levels, such as Platinum, Gold, Silver and Bronze. Assign realistic dollar-value ranges for sponsorship levels based on the economic profile of your community.
8	Keep accurate records of donations. (An example of a donation spreadsheet is included later in this section and on the CD at the back of this binder.) Give all donors a receipt for their donation for tax purposes.
9	Ask the Fundraising Committee chair to report to the committee and to you monthly. This will give everyone a sense of how the fundraising efforts are going and if more activities are needed to raise necessary funds.
10	Work with the Recognition Committee to be sure a thank-you letter is sent to each donor soon after the donation is secured. Write a media release to get a public thank-you printed in your local paper. Be sure to organize donors by sponsorship level, if applicable.



Setting Up a Nonprofit

Many Project Celebration coordinators set up a nonprofit organization so donations are free from state and federal taxes. Many set up a 501(c)(3), a type of incorporation used to set up a charitable organization that provides a service to a community.

You may know someone who can help you set up a nonprofit, or you may have done it in

the past. You may also want to visit the Texas Secretary of State's website, sos.state.tx.us, for help. When you reach the website, search the term 'nonprofit' to learn more about how to set up a nonprofit in Texas. This site will guide you on how to apply for federal and state tax exemption through the Internal Revenue Service (IRS) and the Texas Comptroller of Public Accounts.

Fundraising Ideas

You and your team may have activities you already know you want to implement to raise funds and other donations for your Project Celebration. If not, below is a list of ways to raise funds for the event.

- Art show
- Babysitting services
- Bake sale
- Balloon sale
- Battle of the bands
- Birthday cake sale
- Booth at county fair
- Bowl-a-thon
- Breakfast with Santa
- Bumper stickers
- Calendar sale
- Candy sale
- Car smash
- Car wash
- Celebrity basketball
- Chess tournament
- Christmas tree sale
- Class-faculty competitions
- Coffee bar at school
- Couples pageant
- Dance contest
- Dance marathon
- Donut sale
- Dunk tank
- Face painting booth
- Faculty cooking class
- Faculty talent show
- Fashion show
- Flea market
- Flower sale
- Free-throw contest
- Frozen banana sale
- Garage sale
- Guess the baby picture
- Halloween candy sale
- Haunted house
- House number painting
- Ice cream social
- Juice bar at school
- Kiss-a-gram
- Kissing booth
- Monogram sale
- Mr./Ms. School contest
- Obstacle course
- Pancake supper
- Pie sale
- Pie throw
- Pot luck dinner
- Powder puff game
- Raffle car
- Raffle cheerleader appearance
- Raffle drill team appearance
- Raffle band/drum corps appearance
- Raffle pep squad appearance
- Rent-a-parking-space
- Rent-a-student
- Ring toss
- Rope climb
- Santa grams
- Scavenger hunt
- School bus wash
- Silly human tricks
- Silly pet trick contest
- Singing grams
- Sports ticket sale
- Squirt gun contest
- Student directories
- Student talent show
- Stuff a phone booth
- Sundae sale
- Teacher auction
- Treasure hunt
- Wash-a-dog
- Wreath sale
- Yearbook cover sale
- Yearbook signing party

At Project End

At the end of your fundraising efforts, evaluate your team's success. Did you meet your goals? Do you feel the event was successful? If your school receives a TxDOT mini-grant, complete and mail to TxDOT the final Report on Activities thirty days after your event night. Report your results on the school website and to the principal and other interested individuals.

Every team wants to get a jump-start on next year. Be sure to let next year's coordinator know that next year's fundraising can begin only after this year's fundraising efforts are complete.

Sample Letters

The following pages offer sample fundraising letters and forms you can adapt to use in your community. Feel free to use these, or create letters and forms of your own. Make sure you keep a hard copy of your final letters and forms at the back of this section so when you hand off this guidebook to next year's coordinator, he or she can review and use your examples, too.

You can adapt the following letters and print them using your school's letterhead or using letterhead created for your year's Project Celebration.





Date _____

Dear _____ High School parent,

Soon our children will be graduating from high school and starting their adult lives. How time flies!

_____ High School staff and parents are working together to make sure our students get the education and experience they need to succeed as adults. We are proud of our students' achievements and community involvement. We estimate that _____ percent of our seniors will attend a 4-year university and _____ percent will attend a 2-year university.

The parents and staff of _____ High School's graduating class of _____ want to celebrate our seniors' accomplishments by planning and hosting Project Celebration, an all-night, alcohol-free, drug-free graduation party at _____ (location) on _____ (day, date). For _____ years now, we have held successful Project Celebration events and are proud to report that none of our participating seniors has been hurt or killed in alcohol- or drug-related incidents. We want this trend to continue.

This year's graduating class has _____ (number) seniors and we want to provide these students with a safe way to celebrate graduation without drugs and alcohol. We plan to make this a memorable event by organizing a variety of activities and giveaways they can experience as the evening progresses.

The event budget for this year is \$ _____. We have applied for a small grant from the Texas Department of Transportation. No other public funds are used for this project—it is funded mostly from in-kind donations from people like you.

There are three ways you can help:

1. Make a monetary donation for this year's Project Celebration. We are asking for a minimum of \$50 from each family to make the event a success. (Please make checks payable to _____ and mail them to _____.)

2. Identify businesses that might be willing to donate cash, or gift certificates or merchandise that we can use as door prizes for graduating seniors. All donations are tax-deductible and the business will be gratefully acknowledged in our school and local newspaper.

3. Volunteer your time for the night of the event. It takes 50+ volunteers doing 2-hour shifts the night of the event. Contact our volunteer coordinator, _____, at _____ (phone) to ask for a list of volunteer opportunities and times.

We appreciate anything you can do to help us keep our graduating seniors safe so they can celebrate their accomplishments for years to come.

Thank you and best regards,

Signature

Name _____
Chairperson, Project Celebration Planning Committee
(area code) phone number _____





Date

Dear valued member of our business community,

Thank you for the support you have shown to the students at _____ High School over the years.

_____ High School staff and parents are working together to make sure our students get the education and experience they need to succeed as adults. We are proud of our students' achievements and community involvement. We estimate that _____ percent of our seniors will attend a 4-year university and _____ percent will attend a 2-year university.

The parents and staff of _____ High School's graduating class of _____ want to celebrate our seniors' accomplishments by planning and hosting Project Celebration, an all-night, alcohol-free, drug-free graduation party at _____ (location) on _____ (day, date). For _____ years now, we have held successful Project Celebration events and are proud to report that none of our participating seniors has been hurt or killed in alcohol- or drug-related incidents. We want this trend to continue.

This year's graduating class has _____ (number) seniors and we want to provide these students with a safe way to celebrate graduation without drugs and alcohol. We plan to make this a memorable event by organizing a variety of activities and giveaways they can experience as the evening progresses.

The event budget for this year is \$ _____. We have applied for a small grant from the Texas Department of Transportation. No other public funds are used for this project—this worthwhile event is funded mostly from in-kind donations from people like you.

Please consider contributing a monetary donation for this year's Project Celebration. We would like to hear from you by April 10, _____ (year). (Please make checks payable to _____ and mail them to _____.)

.) If you prefer, we will gladly accept gift certificates or merchandise that we can use as door prizes for graduating seniors. We can pick up donations, if needed. All donations are tax-deductible and your business will be gratefully acknowledged in our school and local newspaper.

We appreciate anything you can do to help us keep our community's graduating seniors safe so they can celebrate their accomplishments for years to come.

Thank you and best regards,

Signature

Name

Chairperson, Project Celebration Planning Committee
(area code) phone number





LETTER OF COMMITMENT & RECEIPT

Planning for Project Celebration is in full swing! We offer this safe, chemical-free event in an effort to keep our children safe on the night of their upcoming graduation.

Your donations will help make this year's Project Celebration a smashing success.

Name of Individual or Business: _____

Contact Phone Number: _____

Address: _____

Donation(s): _____

Value of Item(s) Donated: _____

Date to be Picked Up by Project Celebration Committee Member: _____

Project Celebration _____ High School

Attention: (name, number)

Address

City, TX Zip



CERTIFICATE OF DONATION (Keep this section for your records.)

Name of Individual or Business: _____

Donation(s): _____

Value of Item(s) Donated: _____

Date to be Picked Up by Project Celebration Committee Member: _____

Project Celebration _____ High School

Attention: (name, number)

Address

City, TX Zip

a tax-deductible donation



Balance Sheet Example

Date: _____

ASSETS

Assets

Current Assets	\$536.51
Property & Equipment	\$0.00
Other Assets	\$0.00

TOTAL ASSETS	\$536.51
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LIABILITIES AND CAPITAL

Liabilities

Current Liabilities	\$0.00
Long-Term Liabilities	\$0.00
Total Liabilities	\$0.00

Capital

Net Income	\$536.51
Total Capital	\$536.51

TOTAL LIABILITIES AND CAPITAL	\$536.51
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Income Statement

Date: _____

REVENUES	CURRENT MONTH		YEAR TO DATE	
		Percent of Total Revenues		Percent of Total Revenues
Jeep Raffle Income	\$7,420.00	85.39%	\$32,760.00	90.77%
Donation Income	\$1,270.00	14.61%	\$2,540.00	7.04%
Cake Raffle	\$0.00	0.00%	\$641.50	1.78%
State Comptroller	\$0.00	0.00%	\$150.00	0.41%
TOTAL REVENUES	<u>\$8,690.00</u>	<u>100.00%</u>	<u>\$36,091.50</u>	<u>100.00%</u>
EXPENSES		Percent of Total Revenues		Percent of Total Revenues
Postage	\$0.00	0.00%	\$296.00	0.82%
Printing Costs	\$0.00	0.00%	\$64.95	0.18%
Auto Expenses	\$13,632.00	156.87%	\$13,632.00	37.77%
Entertainment Costs	\$5,167.51	59.46%	\$5,855.76	16.22%
Food Costs	\$400.00	4.60%	\$400.00	1.11%
Gifts	\$15,012.81	172.76%	\$15,012.81	41.60%
Office Expenses	\$278.57	3.21%	\$293.47	0.81%
TOTAL EXPENSES	<u>\$34,490.89</u>	<u>396.90%</u>	<u>\$35,554.99</u>	<u>98.51%</u>
NET INCOME	(\$25,800.89)	-296.90%	\$536.51	1.49%