

Funds for Fun!!
by Joyce E. Pennington, Pres. CEO
American Dance/Drill Team



Generating financial support for your team can be the most challenging project of the year. In most cases, teams are not funded through school budgets so the team and/or Booster Club is responsible for raising money to defer team expenses.

For some teams, a special trip has been planned and there is serious money to raise....money that cannot be generated from simple bake sales or car washes. Big trips can cost tens of thousands of dollars in travel expenses.

In order to evaluate your fund-raiser to see if it is *time effective*, give it the following test:

1. List the number of workers in the project
2. List the number of hours they each worked.
3. Take the total from #2 and then multiply this figure times \$5.15 (hourly minimum wage).
4. Take the total amount of funds raised less any expenses for materials or projects.
5. Your total amount from #4 should exceed the total amount from #3 or your project may not have been *time effective*.

In listening to teams around the country, here are several good suggestions that have been tried and proven successful as fund-raising projects. Here are a few...

Shepton High School in Plano, Texas

Shepton H.S. Stallionettes

Dianne Everett, Director

Golf Tournament

Raises Approx: \$17,000 per year

42 Team Members

"The Stallionette Booster Club organizes the golf Tournament which is held at Tour 18 in October. The weather is usually beautiful that time of the year. We clear around \$17,000 after expenses. Along with the tournament we have a few silent auction items and a raffle for prizes. Each drill team family is responsible for obtaining an auction item or a raffle item of at least \$100.00 in value. Businesses in the community are usually happy to assist with these items."

Pella High School in Pella, Iowa

Pella High School Forte

Nickolet Pohorsky, Director

Working at Amusement Park

Raises Approx. \$2000

24 Team Members

"We worked for one day at Adventureland, a local amusement park. The girls had a great time working rides, games and food concessions. Each girl brought along a parent and we had a good time bonding as a team, commiserating over our tired feet and meeting new people. It was along day and about a \$2,000.00 day. Not bad for a day's work!"

Danz Force All Stars, Farmington, New Mexico

Sheila Mobley, Director

Mychelle Quintana and Alicia Riley Asst. Directors

113 team members

Several projects that worked...

1. Sponsorship T-shirts

We sold sponsorship space on the back of the team / parent t-shirts. The three prices were \$25 and under, \$50

and \$100. The \$100 names went inside a star and larger print. (our logo has a star) From the monies collected, 20% went to the team for a prop fund and \$12 went to pay for the shirt itself. The balance of the profit went into the team members account. Not all participated in the event, however the 35 or so that did, they PROFITED \$7000. We gave out forms and they had a 2 week deadline. These shirts will be worn at competitions and performances for 1 season.

2. "This was actually done the last few years when I coached the Farmington Kelly Greens.....32 members.

Hoagie Sale.....we presale the tickets for 2 weeks. The parent group collects either donations of product or money for 2 weeks prior to the sale. Product can be any of the following:

Meat - shaved thin

buns/bread - we use hotdog or hamburger buns

cheese - sliced in triangles

tomatoes

lettuce - shredded - try a fast food restaurant

condiment packets - mayo/mustard

brown lunch sacks

butcher wrapping paper

napkins

individual bags of chips

can drinks

The team goes to businesses/friends/family and presales tickets. We meet at 7:00am on Friday morning, and make the sandwiches in an assembly line manner. The girls make thank you notes, staple to the sack and deliver between 11:00 - 1:30. Sack lunch costs \$5.00 and profit (depending on donations) is approx \$4.00 per sack. Each girl is required to sell 10. Many sell upwards of 50. Profits average \$4500 - \$5000"

3. **Change collection** - Pennies to camp

"Figure out the mileage from the school to the campus where you are going to camp. Do the math..... how many pennies would it take to get from school to camp if you laid them side by side on the road? (math - how many pennies in a foot/yard/mile) Decorate coffee cans with the slogan "one million pennies or bust" (or however many pennies it takes). Have the girls go door to door collecting pennies. Most people will give all types

of coins, and bills. Some will just dump their change cup. Keep buckets in the trunk, when the can gets too full, dump in buckets and keep going. Take the buckets to the bank, they count....pure profit.....AND A GOOD DAY OF EXERCISE!"

4. **Dance - A - Thon**

"As in any other, get donations for the per - hour a thon.....then schedule an all day practice. We practice 8 am - 4 pm with 10 minutes per hour break and an hour lunch. The parents bring snacks and water for the breaks. We get 7 hours practice and get paid to do it....again pure profit. Great right before camp. We then have a slumber party in the gym that night. Average per year \$3000."

5. **Craft show**..... for the past 13 years

"Find out how many spaces will fit in the area you have....gym/lobby/cafeteria. Usual spaces are 8 X 8 or 8 X 10. Provide the space and one chair, possibly a table. Advertise and the crafters do the rest. We have a bake sale and a lunch. Each team member has to work a session and has to have a parent or adult work during the lunch. Lunch is usually Navajo Tacos (tacos on fry bread), frito pies, chili or Spagetti. Crafters donate an item for raffle. Show time 9 - 3. Space costs depend on your area. Ours range from \$30 - \$ 40 per space. Play Christmas music. Average yearly profits....\$6000 Only expense, janitor and any advertising not done."

Stars Dance Drill Team Eagle River, Alaska

Janie Williams, Director

Number of Team Members = 80+

Fund-raiser = HUGE GARAGE SALE!!

"We had each team member clean out their closets, etc. and ask neighbors to donate items for our STARS GARAGE SALE!! It was a huge success!! We had the Garage Sale at our Dance Studio. We put tarps down on

the floors to make sure they were protected and put tables with items in front of our mirrors. We had the Garage Sale in the summer so we were also able to have some items, etc. outside for people passing by to see the Garage Sale. We had girls holding signs on the street corners, etc. It was a lot of fun and we earned a ton of money to help us get to our competition!!! We had each girl label the items she brought and price them. It was pretty easy to keep track of and lots of parents came to help us. Each girl was able to put the money she earned toward her trip money. One girl earned close to \$500 alone!"

Granbury High School Granbury, Texas

Granbury HS Stowaways
Heather B. Rogers, Director
Calendar of Events
Raises Approx. \$4000

"Here is one fundraiser that we have done the last two years, which is the envy of all other organizations on campus. We currently have 14 members on our team. We have created a calendar that starts in August of the current year and ends in August of the next year. We put all of the dates that are important to Granbury High School, such as athletic events, choir events, band events, key club, etc and of course important school dates in the calendar. For each month we put a picture of one male and one female senior that was nominated by the Stowaways to appear in our calendar. We have a photographer in town who takes the pictures in return of a free ad in the calendar. We sell ads to businesses in Granbury as well. The money we make in ads alone pays for the printing costs of the calendar and we sell them for \$5.00. Over the last 2 years we have made about \$4000 with such a small team and a small community. We sell the calendars at lunches, open house, football and volleyball games. We have seen growth over the last two years and we are hoping to make even more next year. This does take some work, but if you have an organized Booster Club, it works really well."

Lil' Dazzlers Lawrence, Kansas

Kathy Locke, Director
32 members
Sponsor a Team Member
Raises Approx. \$2600

"We have Sponsor a Lil' Dazzler week. Girls' get donations from friends, relatives, business owners, etc. to help sponsor the expenses of contest, music, props, etc. Each sponsor is given a thank you note on the spot. All those donating \$25 or more receive a sign to hang in their window that states, 'We are proud sponsors of the Lawrence Lil' Dazzlers.' Many people have commented how much they like being able to donate money without having to buy a fundraiser product they really don't want. This year we received \$2,609.16 in donations."

Mishawaka High School Mishawaka, Indiana

Mishawaka H.S. Poms
Debi Grecco, Director
21 Team Members
Junior Dance Workshop
Raises Approx. \$2200

"One successful fundraiser we had was a One Day Clinic for girls in grades K-8. We brought them in for a three hour clinic on a Saturday, and taught them a little production dance. They then come and perform with us at the halftime of that evenings game. We broke them up into three groups (K-2; 3-5; 6-8) and taught them each a different part. We also taught them an end section that they all did together. Our theme this year was *Little Orphan Annie*. This is a great crowd pleaser and a big winner with your Athletic Director since it brings in all of the girls parents, grandparents, aunts, uncles, etc. to watch the "little darlings". We had 150 participants this year

and we charged them \$15 each (and extra \$5 for a t-shirt). We made a profit of just over \$2,200. We had a few minor expenses (about\$50)."

Sumner High School Sumner, Washington

Sumner H.S. Spartanaires

Tara Balderson, Director

20 Team Members

Christmas Gift Wrapping

Raises Approx. \$2000-\$3000

"Being the Dance Team Advisor is second job for me, I work 40 hours a week at a computer software and services business, and at least another 20 as the team advisor, so I don't have a lot of time to devote to small fundraisers with little income. My girls do one large fundraiser per year.....a gift wrapping booth at a local "one stop shopping" store. We typically make \$2000 - \$3000 per year, and run the event during the holiday season. One week before Christmas, 20 girl squad working for 12 hours per day is all it takes. I usually have 3 or 4 girls at the booth for a standard 3 hour shift, and they LOVE working the booth. Wrapping the gifts are by donation only! We seem to make more money this way. Then, the day after Christmas I rush out an buy wrapping paper, bows, and gift tags at 50% off to gear up for next year. It is a busy time of the year for all of us, but only having to do one large fundraiser per year is the only way to go!"

Fargo North High School Fargo, North Dakota

Fargo North H.S. Spartacas

Allison Nibbe & Shannon Kadelbach, Directors

18 Team Members

Dance Team Invitational

Raises Approx. \$4000+

"Every year we start off by planning a budget for our parent's group. They provide invaluable assistance for our fund raising projects. After we have our "wish List" of things we want - uniforms, trips, etc. - we plan out ways to raise the money. We had our second annual Dance Team Invitational. We invite all of the dance teams in our area to come and compete at our school. We had our parent's group organize all of the concessions, and a T-shirt order. We charged the teams a nominal fee to cover the cost of trophies, and then we charged \$3 at the door. To help us bring in more people, we also invited local noncompetitive teams to perform as exhibition teams, including six Just For Kix teams, and our IBA professional team, the Honey Beez. It was a great day of fun, and all of the teams that were competing got an early evaluation of their routines from the certified judges."

Plano East Senior High School Plano, Texas

Plane East Sr H.S. Golden Girls

Kelly Cowan, Director

75 team members

Homecoming Mums

Raises Approx. \$5000

"My booster club, the Sidekicks, did a great new annual fund raiser for us this year. We made Homecoming mums. The moms who organized the fundraiser began last summer raiding MJDesigns, Michael's, Stump's, etc for ribbons, flowers, trinkets, whistles, bells, etc and were well stocked when October rolled around. They then set everything up on large display boards from the beginning of the mum, the flower, all the way through the ribbons, and other items. As a student came up to order a mum, a "Mum Mom" was there to walk them through the whole process of choosing a flower, choosing which ribbons they wanted, choosing what bells and trinkets, etc until a one of a kind mum had been created for that student. They also did the garters for the boys and the same process was used. The moms met every Saturday and Sunday afternoon filling orders. The moms sold mums and garters every Monday, Wednesday, and Friday before school and during lunch in the cafeteria. Word spread pretty quick

that our prices were well below the florists and design shops in town. We made about \$5000 and are hoping for even more in October 2000 as we already have *Mum Chairpeople* working now to get ready."

West High School West, Texas

West HS Trojan Dazzlers

Diane Atlas, Director

15 Team Members

Gift Baskets

Raises Approx. \$1000

"I had a very neat idea that brought us in about 1000 dollars in a minimal amount of time and effort. I divided my team by the number of home football games. Then each team had to come up with an idea for a gift basket. They had to get donations, items etc. to fill the basket and then we raffled one off at each of the games. WE used a sports theme(with donations from our local team, Baylor University, the local hockey team, restaurants, etc. We had themes for each gift basket including a *Night on the Town* basket, a *Snack Attack* basket, the possibilities are endless. It was very successful and we will use this idea again next year!"

Each of the fund-raisers above were Time Effective in that the number of participants versus hours equalled more than minimum wage which is the indicator for your successful fund-raising project. Find something that works for your team and community and make it an annual event. You will find that the community will look forward to the project and your team members will be anxious to volunteer for such a successful project!