



Fundraising Made Easy

Ideas to fund your class trip



PROMÉTOUR

a class of its own





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You've chosen your destination and the details of your educational tour are falling into place. Excitement is building in your classroom with students asking about the upcoming trip every day. Parents are also interested, and one of their first questions is usually, "How much will it cost?"

The true value of student travel is immeasurable, but the price is very real. Help parents put it into perspective by offering a few fundraising activities leading up to the tour. Not only do fundraising activities make your trip more affordable, but they're also a great way to build excitement for the trip and to encourage group cohesiveness before you go.

In this booklet, you'll find many ideas for raising funds for your educational tour. From the most simple ideas to more involved campaigns, you're sure to find a few activities that will help move your group one step closer to that life-changing journey!

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Have questions? Call us! We're happy to help.
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While browsing through the following fundraising ideas, keep these things in mind:

- 1.** The more **unique** your fundraising activity is, the more likely it is to attract attention—and therefore, to earn more money. Pick something new, exciting or niche. Forget the generic bake sale, for example, and opt for a cake pop sale, where you feature over 20 flavors of cake pops.
- 2.** Pay attention to the **timing**. Schedule your fundraiser in conjunction with a larger event that will already be attracting a crowd. For example, arrange to sell snacks and drinks at a school football game. At the same time, don't directly compete with another event. Don't promote a fundraising dinner at a local restaurant on the same day as an end-of-the-year barbecue at school.
- 3. Advertise**—often and well in advance. Have your fundraiser announced over the PA system daily in the weeks leading up to the event. Advertise in the local newspaper, post flyers, create a Facebook page, etc.
- 4.** It's all in the **presentation**. Make your event fun and appealing to your audience. Make sure your fundraiser has an interesting spin that will draw people to the event.
- 5.** Tap into all the **networks** your students belong to: friends, family, school, sports, religious and community organizations, etc.

Let's get started!



Online Initiatives

1. Partnership with Project Travel:

Because we firmly believe that all students should see the world, Prométour has partnered with **Project Travel** to support you in your fundraising efforts. Now, online fundraising and crowd-funding tools are available to our groups. For more information, visit projecttravel.com/go/prometour.

2. Prométour Shop: We've teamed up with Zazzle to offer destination-themed t-shirts in our online shop! 100% of Prométour's profit (5% of the price) from the sale of these t-shirts goes back to you, so encourage your students and their friends and family to support your trip by buying from our shop. That's an easy way to raise funds! Visit <http://www.prometour.com/wp-portal/> for more details.



Food

1. Refreshments at a game: This fundraiser is easy to do, as concession stands are usually up and running during many team sport games. The regular staff may hand off the duties (and profits!) to your group for a game or two. Make sure that concession stand customers are aware that they're donating to a great cause!

2. Bake sale: A tried and true fundraiser that you can jazz up in a variety of ways. Focus on a large selection of one type of baked good (such as muffins in 20 different varieties), sell baked goods popular in the country or countries you're going to visit on your trip, or have students place orders for a muffin or cookie to be hand-delivered to a special someone at school.

3. Pancake breakfast: Open the school on a Saturday morning and serve a yummy pancake breakfast. Often, local supermarkets will donate food and supplies. Charge per person for the breakfast and leave out tip jars for the pancake flippers!

4. Pizza lunch: A local pizza parlor or chain restaurant may be willing to donate the pizzas or provide them at a reduced cost. Have students sign up and pay for the pizza lunch in advance so you know how much pizza you will need, and provide these students with a ticket. On the day of the lunch, in the cafeteria line, they can exchange their tickets for pizza instead of the regular menu of the day.



5. All-You-Can-Eat Potato Bar: Set up a potato bar in your school cafeteria with baked potatoes and all the toppings you can imagine. Run this fundraiser similarly to a pizza lunch.

6. Spaghetti dinner: Borrow the school cafeteria or see if a local community hall with a kitchen would donate space, and have your group serve a spaghetti dinner. Advertise not only to students and their families, but also to the community at large. Make sure you have enough pasta, sauce, salad and drinks on hand. Upscale the event by asking a local band to play or a local business to offer a door prize.

7. Restaurant dinner: Ask a local restaurant to donate a percentage of their profits on a designated night. You'll get the word out, encouraging people to eat there, and the restaurant will be participating in the community. Good for everyone. Make it even more fun by choosing a restaurant that serves food associated with your destination (Italian, Chinese, French, etc.).

8. Barbecue: A barbecue is a great fundraiser because you can do it almost anywhere, from the school playground to in front of a grocery store (with their permission, of course!). Pick a place with a lot of foot traffic, or advertise well in advance in order to make the most of it.

9. Lemonade stand: It's surprising how lucrative a good old-fashioned lemonade stand can be. Pick a busy location on a hot day and make your lemonade from scratch. It doesn't get much simpler than that.

10. Candy delivery: Buy candy or other treats in bulk. Students can pay for candy to be delivered to a friend, either with their name or anonymously! Take orders for about a week leading up to the day where your deliveries will be made.

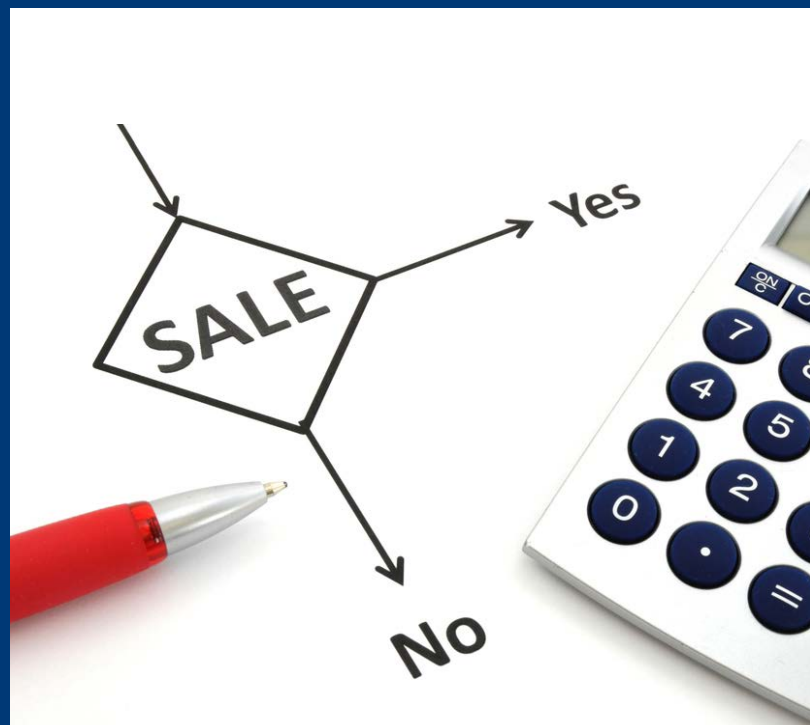


Sales

1. Yard sale: Weeks before your yard sale, send home a letter to all the families in your school, asking them to gather gently used toys, books and household items that they would like to donate to your yard sale. Be sure to explain all about your cause! A week before the sale, ask students to drop these items off at the school, in a location that your group can use, so you'll have time to price the items. This fundraiser requires quite a bit of advertising to get the word out—or you won't make much money on the day of the sale. Another idea is to have your sale in the school yard at the same time as another event (open house, school play) that will already be drawing people to the school.

2. Craft sale: Ask your students to share their talents. Maybe you have students who are talented painters, knitters, woodworkers, etc. Advertise the sale of works from “up and coming artisans”.

3. Plant sale: Depending on how long you have to plan your educational tour, and the season, have students start seeds at home in trays. Choose a variety of flowers and vegetables. Give the seedlings time to grow to a good size and then sell all the healthy, young plants. You can coordinate this with a general yard sale or hold this event on its own.



Services

1. Car wash or car detailing: This is a classic fundraiser! It doesn't take much: water, buckets, soap and sponges. Set up in the school parking lot, or ask a local supermarket if you could set up in theirs to attract more traffic. Don't have access to water? Offer car detailing instead. Your students can clean the inside of cars with some rags, polish and a vacuum.

2. Gift-wrapping: This is a great fundraiser during the holiday season. Work in conjunction with a nearby mall to set up a table or work at customer service. Or, advertise your gift-wrapping services well in advance and have people come to the school on a Saturday to have their gifts

wrapped. If you go with this second option, dress up the fundraiser a bit by offering seasonal refreshments and music.

3. Mow-a-thon: Spread the word: Your students are going to be mowing lawns all over the community to raise money for their trip! When advertising this service, give people one number to call and then assign students to jobs according to location and availability. You can even make it into a contest to see who will mow the most lawns.

4. Service with a smile: Ask a local gas station if your students can volunteer as attendants for a day, pumping gas and



washing windshields in exchange for donations. You may be able to coordinate this with a car wash, too!

5. Pack bags: Supermarkets often pair up with groups in the community and allow them to be baggers for a day in exchange for donations to their cause. It's useful to have a couple students at the entrance and exit to explain about your educational tour and what you hope to do abroad.

6. Bottle collection: Put a flyer at the doors of houses in the neighborhood, announcing that your group will be passing on a certain date to collect cans and bottles and to use the recycling deposit as a donation to your educational tour. Give as much notice as possible to allow people to save up their cans and bottles.

7. Face painting: Piggyback on a bigger event, such as a school football game, and offer face painting in exchange for donations.

8. Drive-thru windshield washing: Students will team up to offer this service at local drive-thru restaurants. At the beginning of the drive-thru, they will ask the drivers if they would like their windshield washed, in exchange for a donation to your educational tour. If they make a donation, you'll give them a ticket that they will hand to the students at the end of the drive-thru, who will wash their windshields while they wait for their food.



The more unique your fundraising activity is, the more likely it is to attract attention—and therefore, to earn more money.

School Events

1. No Uniforms Day: If you teach at a school where students wear uniforms, this can be a fun way to raise funds for your tour. Offer all students in your school the chance to skip their uniform for the day and dress the way they'd like for a nominal fee, such as \$2.

3. Themed party: This can be on the same scale as a school dance. Host a themed party relevant to your destination and charge for admission. Decorate the room appropriately and have music, refreshments and games.



2. Sponsored quiz: Create a quiz of ten to twenty questions about your destination(s). Have students ask friends and family to make a pledge according to the number of questions they answer correctly. For example, if Grandma pledges \$1 per correctly answered question, and Grandson answers 18 questions correctly, Grandma makes an \$18 donation to her grandson's trip.

4. School carnival: Consider going all out and inviting the entire school to a carnival, complete with bouncy houses, carnival games, entertainment and food. Some schools hold their own end-of-the-year carnivals to raise money for the school and its various projects, and you don't want to compete with that. But if that is not the custom at your school, or you can hold a similar event at another time of year, this can be a way to earn a substantial amount of money!

Contests & Competitions

1. Who's the baby?: Ask teachers in your school to give you their baby pictures. Create a display in an easy-to-view location in your school. Students pay \$2 per guess to see if they can identify the teachers, writing their name, the number of the photo and the name of the teacher on a piece of paper. The student(s) who correctly identifies the greatest number of teachers is the winner. Their prize could be a percentage of the earnings, or lunch with the teacher!

2. Three-on-three basketball tournament: Reserve your school gym for an evening and host a three-on-three basketball tournament. Teams pay a small registration fee and you can ask for donations from spectators at the door. Think about setting up a concession stand for another way to make money!

3. Grown-up Spelling Bee: This is a fun event that gets parents involved. You'll need some parent volunteers to compete in an old-fashioned spelling bee. Ask for an entry fee from the participants and then sell refreshments at the event. Encourage students to invite friends and family.

4. Races: This fundraiser can be run in so many ways. Here's the general idea. Your students will design a maze or race area (with start and finish lines) for a critter—for example, crickets, frogs or mice. Other students, teachers and members of the community (if your event will be held during non-school hours) will pay an entry fee to

enter their critter in the contest. You can also charge a small admission fee on the day of the race and sell refreshments. The owner of the winning critter gets 10% of the money earned from entry fees.



Fun

1. Jail and bail: For this one, you'll need a place to set up your "jail" (library, cafeteria, etc.) and a judge. The judge sets "bail" for the volunteer prisoner and people contribute to bail him/her out. There are many interesting variations of this fundraiser. For example, you can charge a fee for someone to issue an "arrest warrant". You can collect bail from foot traffic, or make an announcement over the PA system, or even man a phone line so the prisoner's friends and family who are not physically present can donate to the cause, too. If you have the time, space and audience, consider selling refreshments!

2. Pass the buck: Or the bird, rather. Set up a group of pink lawn flamingos in someone's yard (best to pick someone in the community who is aware of the trip and will be a willing participant in the

fundraiser). Leave a note explaining about your educational tour and ask for a donation to evacuate the flamingos and plant them in someone else's yard—chosen by the first donor!

3. Pick a torture: Not for the faint of heart, but a great way to get students pumped up about fundraising! Make a list of five things that would be torture for you, the group leader (shaving your head, singing on the intercom, etc.). Allow all students and teachers in the school to vote for the activity they want to see you do. Votes cost \$2 and students can vote as many times as they wish. At the end of your voting period (a week or so), you'll have to submit to what was voted upon. But it's for a good cause, right?



Other Ideas

1. À la carte: If you plan on soliciting donations directly from friends, family and the community, consider itemizing your expenses and allowing people to donate to a specific activity or excursion on your trip. This will require more management of funds on your part, but you're likely to get more donations. People like to know exactly what they're paying for.

2. 50/50 raffle: This is a very simple fundraiser! People buy tickets. A random draw determines a winner, who receives half of the money collected.

3. Change jars: Ask local businesses, cafes, and restaurants if you can put a change jar at the cash register for donations. Make sure to create an eye-catching sign to go along with it.

“Whether you pick a few small fundraisers or go all out for a big event, every penny counts. Thank you for all your efforts in helping your students see the world.”

- Prométour



We want to hear your story!

Did you benefit of a particularly profitable fundraising event? Did you add a new twist to one of our ideas? Did your fundraising efforts give the gift of travel to students who would otherwise have not been able to go?

Share your inspiring stories with us and the whole Prométour community by posting on our Facebook page or emailing us at info@prometour.com

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