

**THE FUNDRAISING SURVIVAL GUIDE – 2009 EDITION**

Fundraising is a common element of any School/Organization’s existence and can be viewed as either a successful enterprise – or a major headache! Following the steps outlined in this Fundraising Survival Guide will help turn your fundraising effort into a leadership experience that supports the goals of your School/Organization. It will also result in a fundraiser with a carefully thought out plan that will maximize your chances of success and minimize the hassles involved.

Most School/Organizations have policies and procedures in place to allow for all types of fundraising. This Fundraising Survival Guide will guide you through your fundraiser.

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**Fundraising Forms**

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| Application for True 100% Fundraiser™         | 'Top 20' List for Students*     |
| Fundraising Agreement/Order Form              | Check Out Sheet for MyJoeCards* |
| Fundraising Survival Guide – 2009 Edition     | Daily Sales Log*                |
| Parent Letter                                 | Receipt Log*                    |
| Parental Permission for Fundraising (Opt-In)  | Final Reconciliation Form       |
| Parental Permission for Fundraising (Opt-Out) | Fundraising Follow Up Form      |

## **GENERAL FUNDRAISING PROCEDURES & GUIDELINES**

### **WHAT MAKES IT A TRUE 100% FUNDRAISER™?**

It is a Fundraiser if:

- 1) Students/Organization Members /Organization Members are involved, and
- 2) School/Organization name is used, and
- 3) It is conducted on or off School/Organization property, and
- 4) It is done with the approval of the School/Organization or their designees.

When all of the above are in place, funds raised must be deposited in the School/Organization Fund.

NOTE: As a rule, Students/Organization Members are still able to raise money privately as members of other organizations (scouting, church, etc.) but this activity should be done separately. Students/Organization Members may not use a School/Organization team or club name nor suggest representation verbally nor wear a School/Organization uniform during personal or private fundraising.

### **WHAT MAKES IT A TRUE 100% FUNDRAISER™?**

It is a True 100% Fundraiser if:

- 1) MyJoeCard.Com's True 100% Fundraiser is selected & approved, and
- 2) The School/Organization has no costs to receive the MyJoeCards for the Fundraiser, and
- 3) 100% (every penny) of the proceeds generated from the sales of MyJoeCards goes to the fundraising cause or event!

## **MONEY MANAGEMENT**

Money problems may arise due to a lack of proper record keeping and/or adult supervision of the fundraiser. Avoid problems by following these guidelines:

1. Work closely with the School/Organization Bookkeeper and Fundraising Administrator; their knowledge is of great value to you.
2. Only make purchases with purchase orders.
3. Inform administrators of fundraising sale dates and of the sale procedures you will use.
4. Set up a system for daily records of deposits and payments. Use an official School/Organization receipt book (if available), or if computerized receipting is used, set up a SKU with the School/Organization Bookkeeper to receipt sales. Audit your records periodically with the bookkeeper.
5. Use individual Sales Logs attached to envelopes for student/team member deposits; allow enough time to verify each deposit in the student/team member's presence before the receipt is written. Save the cash count sheets; they are part of your financial records.
6. Deposit money daily. Use the proper methods as explained to you by the School/Organization Bookkeeper. After daily student/team member deposits have been collected, complete the Fundraiser Receipt Log; deposit daily collections to the School/Organization Bookkeeper.
7. Ensure that deposits can only be made through the School/Organization bookkeeper to the School/Organization depository account. Do not allow personal bank accounts.
8. Assign a single student/team member to maintain all revenue records for your sale.
9. Assign another student/team member to maintain the sales records of each salesperson (who has what; what has been sold; what has been returned). Use MyJoeCard Check Out Sheet and Fundraiser Receipt Log.
10. Handling Cash: Due to its nature, there should be clear accountability for cash, both in its receipt for deposit and custodianship.
  - a. Cash should be recorded as soon as it is received. Initial record of cash received may be recorded on the Sales Logs, and Receipt Log.

- b. The funds collected and recorded on the Sales Logs should be totaled and initialed/signed by the person submitting the Sales Logs.
  - c. Double-Check total amounts. Log totals for cash and checks separately. It is a good idea to recount the money in the presence of the person submitting it, and initial the total on the Sales Logs and Receipt Log.
  - d. You may want to issue a receipt to the person turning in the Sales Log, Receipt Log and cash from fundraising sales.
11. Avoid Bad Checks: To conduct business, checks need to be collected. Checks returned by the Bank for NSF or Account Closed will reduce your revenue. In order to reduce bad checks, follow these simple rules:
- a. The check writer's name, address and phone number should be printed on the check. If possible, get a physical home address, home phone and work phone.
  - b. Write student name or ID number on check. This makes it easier to contact the bad check writer to collect money.
  - c. Make sure the written and number amounts correspond on check.
  - d. If possible, watch the check writer sign the check. If the name is illegible, have the check writer print their name below their signature.
  - e. Do not accept checks not written to your school or organization.
12. Loss and/or Theft Of Money: In event of a suspected loss (theft) of cash and/or checks, it is important that the following procedures be followed immediately:
- a. Notify the principal or supervisor for organization.
  - b. Report the loss on a cash receipt.
  - c. Report the loss to security.
  - d. Follow procedures for completing and filing the Accident/Incident Report with your school or organization, and Police Report, if needed.

If several fundraisers are conducted throughout the School/Organization year, Students/Organization Members should be rotated on the above duties as much as possible. Providing for separation of duties is a good internal control.

### **OBTAIN PARENTAL PERMISSION**

Although there is both an Opt-In and an Opt-Out Parent Permission form, it is suggested that you choose the Opt-In Parental Permission Form for Fundraising, which informs parents that they and their student/team member are responsible for any and all goods checked out to them. When the fundraiser is complete, all unsold MyJoeCards and money collected should be returned to the activity Administrator for deposit with the School/Organization Bookkeeper.

Administrators should obtain parental permission before allowing Students/Organization Members to participate in the fundraiser. The form explains student/team member liability and gives details about the fundraiser. The returned forms should be filed with the fundraiser paperwork.

### **QUESTIONS TO ASK**

1. Does everyone understand what a MyJoeCard is? (How it works, where it works, etc.)
2. Does everyone understand that 100% of the Fundraising Proceeds will go to the School/Organization's Fundraising cause?
3. Does your School/Organization wish to select a current qualifying Sponsor for the Fundraiser, or would the School/Organization rather nominate a local business/company to become a qualifying Sponsor with MyJoeCard.Com?
4. Once selected, does everyone know who the Sponsor (MyJoeCard.Com Business Member) is and what they do?
5. Does everyone understand to track the individual card numbers with the purchaser's contact information (*name, email, phone number*) to ensure purchaser's successful registrations for any prizes and/or prize drawings by MyJoeCard.Com and/or the Fundraiser's Sponsor?
6. Has everyone made their "Top 20" List of friends, family and neighbors to ask for their order?
7. Is everyone behind the idea and 'with the program'?
8. Can we accomplish our goals with this fundraiser?

9. Who will volunteer to input the sales data from the Sales Logs into an Excel spreadsheet to submit to MyJoeCard.Com for prize drawings?
10. Who will volunteer to design a flyer to promote this True 100% Fundraiser, detailing the fact that 100% of the profits go to the cause?
11. Has Sponsor designated the prizes/products/services that they will donate for the prize drawings?
12. Has the Administrator designated the sales incentives for students/team members?
13. Has the additional allowance for incentives been figured in with the order of MyJoeCards for the Fundraiser (Up to 10% of Fundraising Goal allowed can be added to the order for MyJoeCards)?

After starting the True 100% fundraiser, use the Fundraiser Check List to help you organize and stay on track. It is a step-by-step approach to selling a tangible item but can also be helpful in planning other endeavors for your School/Organization (I.e. Field Trip, Dance, Car Wash, Etc.).

### **SCHEDULE YOUR FUNDRAISER**

Check your School/Organization calendar. Be sure that you will not be in conflict with another event.

1. Planning a fundraiser in conjunction with a holiday can be very effective as the spirit of the True 100% Fundraiser is appropriate with the giving spirit of the holidays. Plan well in advance.
2. Establish a clear Start Date and Ending Date for the Fundraiser.

### **ADVERTISE YOUR FUNDRAISER!**

If all Students/Team Members, Parents, Volunteers, Participants have a clear understanding that this Fundraiser has NO START-UP COSTS, and is a TRUE 100% FUNDRAISER with EVERY PENNY going to your Fundraising Goal – then you will generate excitement and your Fundraiser will have more impact.

1. Ask Parents to get involved with the Fundraiser. Let them know that there is Sponsorship opportunity for local businesses as well. They may own or run a local company that would enjoy helping out and appreciate the publicity generated from being a Sponsor through The True 100% Fundraising Program!

2. Design and print up flyers and marketing materials promoting the Fundraiser, include details on the Savings that come with MyJoeCards, and trumpet any prizes/prize drawings associated with the Fundraiser!
3. Let people know about your Fundraising cause! People like to help.

## **SUGGESTED PROCEDURES FOR FUNDRAISING**

The following procedures are suggested for your School/Organization to follow to help ensure accountability, install adequate internal controls, and help your Fundraiser run smoothly.

### **BEFORE THE SALE**

Complete and submit a Request for Fundraising Activity form to the School/Organization Advisor requesting permission to conduct a fundraiser. All fundraising should be approved by the School/Organization's Administrator and approved by the School/Organization's Board of Directors or designee.

1. Establish a timetable for beginning and ending dates of the event.
2. Have your fundraiser placed on the building calendar.
3. Obtain information on record keeping and sale procedures from your School/Organization Bookkeeper.

Complete and submit the True 100% Fundraiser Application Form, make a copy and file with your fundraiser documents.

1. Select/Suggest a Qualifying Sponsor for the Fundraiser, and determine if there will be a drawing, and if the Sponsor will donate prizes.
2. Choose sales incentives for students/team members. Determine what additional allowance (up to 10% of Fundraising Goal Allowed) will be sufficient to cover the prizes and incentives for your sales team, and figure the amount of additional MyJoeCards to request to cover these costs.
3. Prepare Sales Logs with the Last 8 Digits of Each MyJoeCards allotted to each student/team member with their Sales Log. Ensure that students know to register each sale with contact information accurately, and to catalog totals for quantity of MyJoeCards sold and Total Sales.

When MyJoeCards are received:

1. Count (inventory) items received - match them against packing slips and copy of purchase order.
2. Sign your name and date received on the invoice or packing slip and give to the School/Organization Bookkeeper.
3. Keep MyJoeCards secure (locked up) until it checked out to Students/Organization Members.
4. Inform the Students/Organization Members of their responsibilities regarding the MyJoeCards and money. See the Parental Permission for Fundraising form.

A timetable should be established with the School/Organization Bookkeeper for turning money into the School/Organization office each day.

#### **DURING THE SALE**

The Administrator or designated Students/Organization Members will be responsible for checking MyJoeCards in and out. Use the Fundraiser **Check Out Sheet** for MyJoeCards. All MyJoeCards not checked out are to remain in a locked secure area.

Individual student/team member records should be maintained. Records protect both Students/Organization Members and Administrators.

1. Students/Organization Members receiving MyJoeCards should sign their individual record sheet each time they receive MyJoeCards.
2. Students/Organization Members should sign their individual record sheet each time they deposit money or when MyJoeCards are returned.

This is an opportune time to perform an instantaneous reconciliation between what has been checked out against what has been turned in (money deposited and MyJoeCards returned). *Do not allow Students/Organization Members additional MyJoeCards until previous MyJoeCards checkout has been reconciled.*

Use your point-of-sale (POS) system or School/Organization's pre-numbered receipts to record student/team member deposits of money; give original receipt to the student/team member, copies



remain in the receipt book.

The use of pre-printed, pre-numbered receipt books are a suggested requirement so that the student/team member will receive an individual receipt for the monies turned into the Administrator. In lieu of this, the Teacher/Administrator may use the Fundraiser Receipt Log and have Students/Organization Member's initial funds turned in. The teacher should complete the Fundraiser Receipt Log and turn this into the School/Organization bookkeeper with the funds collected.

Receipts and student/team member check out sheets form the basis of a School/Organization club's financial record keeping.

Deposit funds collected with the School/Organization Bookkeeper daily. The bookkeeper will verify your deposit total and issue a receipt to you as Administrator of the club.

- ✓ School/Organization money is never to be taken home or left in the classroom.
- ✓ School/Organization money is never to be put into a private bank account.

#### **AFTER THE SALE**

1. Verify all student/team member Sales Logs, Receipt Logs, and Record sheets for accuracy.
2. Make a list of Students/Organization Members who have not returned MyJoeCards that were checked out to them and amounts due.
3. Submit this list to the School/Organization Bookkeeper for collection.
4. List and count all unsold MyJoeCards; return them to the locked secure area for safekeeping. Return all unsold MyJoeCards to the MyJoeCard.Com for credit. Do not delay returns. Keep records. Finalize regular sale with Fundraising Follow Up Form.
5. Maintain a fundraiser file. It should contain:
  - a. Copy of Request Permission for Fundraiser Activity form,
  - b. Copy of the purchase order,
  - c. Copies of parent permission forms,
  - d. Copy of contracts or agreements between MyJoeCard.Com and School/Organization,
  - e. Copy of the invoice(s) and packing slips,

- f. Student checkout sheets,
- g. Deposit receipts and deposit records,
- h. List of unsold MyJoeCards,
- i. Receipt from UPS or post office for return of MyJoeCards,
- j. Copy of the credit memo or a copy of the transfer voucher if another,
- k. activity "purchases" your unsold inventory,
- l. Copy of the final reconciliation form,
- m. Total revenue less value of MyJoeCards not sold should be compared to projected revenue and deposit amounts.

## **WRAPPING UP SALES**

Sometimes a school/club fundraiser will tend to drag on and on. This can create problems for you, your club and School/Organization office personnel.

**Don't let this happen. Set your deadline and stick to it.**

Should a student/team member fail to return items checked out to them or payment for them, School/Organizations may (by law) place their name on the School/Organization fine list.

Students/Organization Members will be held accountable for MyJoeCards or money before grades or diplomas may be received or records transferred to other School/Organizations should they withdraw.

It is necessary to inventory unsold items. Inventory should be stored in a locked area and the inventory list filed with the School/Organization Bookkeeper or Activities Coordinator.

Keep detailed records of everything that occurs concerning the sale.

*The True 100% Fundraiser should show an absolute 100% profit at conclusion of the sale.*

## **FUNDRAISING FACTS**

MyJoeCard.Com's True 100% Fundraiser provides for the donation of our products (MyJoeCards) for sale by your School/Organization.

Once MyJoeCards are issued to a student/team member, that student/team member becomes totally responsible for them.

Once Students/Organization Members have possession of MyJoeCards any losses due to damage become student/team member responsibility.

If MyJoeCards or money collected is not returned to reconcile an individual student/team member record sheet, that student/team member's indebtedness will be added to the School/Organization fine list.

All purchases for the Fundraising Program should be made using the School/Organization and School/Organization name – personal names and addresses are not allowed.

All funds collected should be deposited to the School/Organization depository account via the School/Organization Bookkeeper.

Don't co-mingle funds. It is illegal for School/Organization money to be deposited to a personal bank account. This is public money and should be treated as such.

Money raised that is School/Organization public money should only be spent for Cultural, Athletic, Recreational and Social purposes (CARS); non-graded, optional and extracurricular.

## **RESTRICTIONS AND PITFALLS**

The True 100% Fundraiser offered by MyJoeCard.Com is a NEW & EXCITING FUNDRAISER, but is also out-of-the-ordinary (IN A GOOD WAY), and requires a little additional research and effort before you can begin. Personnel in the School/Organization Activities Office can help you with questions and concerns; please ask them if you are in doubt about any aspect of your sale. Additionally, contact the Administrator for your fundraiser for advice and answers.

1. Activities must be lawful, compatible with School/Organization goals, support the curricular or extra-curricular programs of the School/Organization, and promote respectful public relations.
2. Activities should not interfere with or substantially disrupt the educational program or adversely affect School/Organization operations.
3. Student participation must be voluntary.

4. Be Sure To Receive Authorized Permission Before Beginning.
5. Legal: Fundraisers must meet fire, health, and licensing regulations.
6. Taxes: Non-profit groups may be exempt from income taxes, but liable for sales taxes, amusement taxes, or other levies on their proceeds. Check all applicable laws, exemptions, and/or limitations for School/Organization fundraisers regarding the payment of sales tax on fundraising merchandise. A resale certificate must be provided to vendor when ordering and/or making payment. Contact your School/Organization's Purchasing Department for more information.
7. Insurance: Special liability insurance may be required in the event property or people could be endangered by a fundraising activity. Consult your Business Office.
8. Fundraising Agreement: Only an authorized Administrator/Officer of your School/Organization should sign any contracts with MyJoeCard.Com.
9. Theft: This can be a threat to any fundraiser. Keep goods (MyJoeCards) and money in locked areas. Turn money in daily. Do not allow Students/Organization Members to take cash boxes out of supervised areas. If possible, receipt sales through the point-of-sale system. Distribute MyJoeCards when proof of payment is shown.

## **PRIZE DRAWINGS**

School/Organization should be aware of, note, and follow all current applicable State, Federal, or Local laws and guidelines with regard to any prize drawings offered in conjunction with a fundraising program.

There may be restrictions in your area with regard to prize drawings. In particular, registration for prize drawings may be limited to (and only be sold to) persons 18 years of age and older. If the age restriction applies, then Prizes may only be awarded to persons 18 and older.

It is a good idea to keep records of each event for at least three years after the event. Records should include: Gross revenue, Details of expenses related to the activity, and Details of the use of profits from the activity.

For any prize drawings, it is suggested to print the following information on all flyers and information sheets (as applicable):

1. School/Organization name,
2. Date, time and place of drawing,
3. Any associated tickets/vouchers given with MyJoeCards must be consecutively numbered,
4. If you must be present to win, the ticket must indicate so,
5. Prize(s) to be awarded.

Administrator for School/Organization is responsible for conducting the Fundraiser in accordance with all applicable laws and restrictions.

### **PUBLICITY – DOCUMENTING YOUR FUNDRAISER**

Document the type of Fundraising Program (I.e. MyJoeCard.Com's 'True 100% Fundraiser™', and any additional Sponsor (I.e. The MyJoeCard.Com Business Member Sponsor) for your Fundraiser, the intended beneficiary / fundraising cause and start/stop dates of the event.

Give public notice to identify the intended use of the proceeds (be specific), that collections are exclusively for that purpose and that they will be held in trust by the School/Organization until disbursed.

All publicity for the Fundraiser must state the above information.

Documentation for receipt of any donations is essential. Follow your School/Organization's procedures regarding cash receipting, depositing, record keeping, inventory control and final reconciliation.

Approval for payment of the proceeds should be in writing. Attach a copy to any purchase order requisitions as backup documentation for any payments made through the accounts payable process.

### **CELEBRATING YOUR SUCCESSFUL FUNDRAISER**

It is a good idea to reflect on the fundraiser, and to thank all parties involved for their participation and support. A wonderful gesture is a "Thank You" letter to the Fundraising Program Sponsor, Business Sponsor, Volunteers, and those who took initiative to help you meet your Fundraising Goals. Please include pictures to document the successful result of the fundraising cause or event (I.e. photos of new playground equipment, group photo at event, photos from field trip, etc.).