

NEW YORK CITY DEPARTMENT OF HEALTH AND MENTAL HYGIENE

# A<sup>+</sup> Fundraisers for High Schools

A guide to having a successful fundraiser  
while keeping your community healthy

Healthy High Schools Initiative



# Introduction

With close to 40% of New York public school students in grades K-12 being overweight or obese, it is no surprise that nutrition and physical activity have become an important focus of citywide efforts aimed at curbing obesity and related chronic diseases. It is important that schools promote healthy eating and regular exercise. Student success depends on a blend of academic skills, good health and physical and mental fitness.

The food and beverages sold for fundraisers are often high in fat, sugar, salt and calories. Fortunately, schools across the city are starting to steer away from junk food fundraisers and are successfully implementing healthy food and non-food fundraisers.

In this guide, you will find many ideas and resources to help your school, student or parent group launch a healthy food or non-food fundraiser of your own. You'll be able to raise much needed funds while keeping your community healthy.

Any questions or suggestions? Please contact us at [hswellness@health.nyc.gov](mailto:hswellness@health.nyc.gov)

-The Healthy High Schools Initiative

## **Acknowledgements:**

A big thank you to the staff at the Harlem District Public Health Office and the New York City Strategic Alliance for Health who created the original version of this document, which was geared toward elementary schools. Their hard work and creativity provided the foundation for this new high school version of the guide.

This guide was made possible by funding from the Department of Health and Human Services.

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# Healthy Fundraising Tip Sheet

## FOOD MATTERS IN SCHOOLS

Students consume many of their daily calories during the school day. Their attitudes, preferences and behaviors are influenced by the food environment at their schools—the availability of healthy foods and how easily people can access them. Much progress has been made in improving the school food environment—by restricting trans fat, increasing the availability of fresh fruit and low-fat milk and limiting sugary drinks sold in vending machines. Healthy fundraisers can help support and reinforce these healthful changes.

## THE BENEFITS OF HEALTHY FUNDRAISERS

Use these talking points when speaking to students, school staff and parents at your school about not selling items high in fat or sugar. **Healthy fundraisers:**

- **Send clear and consistent healthy eating messages.** Healthy food and non-food fundraisers send health-promoting messages that are consistent with the school's mission and with information communicated in the classroom setting.
- **Help support changes to the school environment.** The school environment will be improved by increasing the availability of healthy foods and limiting the availability of foods high in fat and sugar.
- **Make a profit and more.** Healthy food or non-food fundraisers can yield high profits, build a sense of community, and promote health—for example, holding a walk-a-thon versus a candy sale.

## FUNDRAISER TIPS

**(1) Know your audience.** Choose items to sell that are useful to people; poll your audience to find out what they would be willing to spend money on.

**(2) Choose engaging fundraisers.** Choose fundraisers that engage family, friends and the neighborhood to increase sales and develop a sense of community.

**(3) Coordinate fundraisers with holidays, events or seasons.** Coordinating your fundraisers with holidays, events or seasons will increase involvement and profits.

**(4) Less is more.** Hold fewer but larger fundraising events. Too many fundraisers can lead to consumer burn-out and lower profits.

**(5) Promote your fundraiser.** Advertise the fundraiser on websites and in email blasts and newsletters. Offer rewards for people who raise the most money. Offer taste tests of new, healthy foods you are selling during the fundraiser.



# Suggested Monthly Fundraising Activities

*This table provides fundraising ideas for the entire school year. Convene fundraising committees (student or parent) or School Wellness Council at least monthly to ensure that fundraisers are well organized, well-advertised and successful.*

Month	Events	Fundraiser Ideas
<b>September</b> 	<ul style="list-style-type: none"> <li>Beginning of the school year</li> </ul>	<ul style="list-style-type: none"> <li>Back-to-school sale (e.g., school logo merchandise, supplies)</li> <li>Start ongoing fundraisers:               <ul style="list-style-type: none"> <li>School store</li> <li>Donation drives (e.g., annual appeal)</li> </ul> </li> </ul>
<b>October</b> 	<ul style="list-style-type: none"> <li>Columbus Day</li> <li>Halloween</li> </ul>	<ul style="list-style-type: none"> <li>Walk-a-thon</li> <li>Pumpkin sale</li> </ul>
<b>November</b> 	<ul style="list-style-type: none"> <li>Election Day</li> <li>Veterans Day</li> <li>America Recycles Day</li> <li>Thanksgiving</li> <li>Parent-Teacher Conferences</li> </ul>	<ul style="list-style-type: none"> <li>Harvest fresh fruit, vegetable or plant sale</li> <li>Recycling drive for America Recycles Day (November 15th)</li> <li>Flea market</li> </ul>
<b>December</b> 	<ul style="list-style-type: none"> <li>Winter Recess</li> <li>Winter Holidays</li> </ul>	<ul style="list-style-type: none"> <li>Festively packaged fresh fruit or vegetable sale</li> <li>Holiday items (e.g., wrapping paper, plants, candles, etc.)</li> <li>Holiday event (e.g., concert, dinner, play, dance)</li> </ul>
<b>January</b> 	<ul style="list-style-type: none"> <li>Martin Luther King Day</li> </ul>	<ul style="list-style-type: none"> <li>Indoor events (e.g., talent show, battle of the bands, board game night)</li> </ul>
<b>February</b> 	<ul style="list-style-type: none"> <li>Valentine's Day</li> <li>Midwinter recess</li> </ul>	<ul style="list-style-type: none"> <li>Valentine's Day flower sale</li> <li>Dance</li> </ul>
<b>March</b> 	<ul style="list-style-type: none"> <li>NCAA Basketball Tournament</li> </ul>	<ul style="list-style-type: none"> <li>Indoor fitness event (e.g., basketball tournament or game)</li> </ul>
<b>April</b> 	<ul style="list-style-type: none"> <li>Spring recess</li> <li>Earth Day</li> </ul>	<ul style="list-style-type: none"> <li>Spring/Outdoor fundraisers:               <ul style="list-style-type: none"> <li>Seed, plant or flower sale</li> <li>Walk-a-thon</li> <li>"Green" fundraiser (e.g., recycling drive, reusable bags) for Earth Day (April 22th)</li> </ul> </li> </ul>
<b>May</b> 	<ul style="list-style-type: none"> <li>Mother's Day</li> <li>Memorial Day</li> </ul>	<ul style="list-style-type: none"> <li>Mother's Day fundraisers:               <ul style="list-style-type: none"> <li>Fresh fruit or vegetable sale</li> <li>Flower, plant or seed sale</li> <li>School logo merchandise (e.g., "My teenager goes to _____ school")</li> </ul> </li> </ul>
<b>June</b> 	<ul style="list-style-type: none"> <li>Father's Day</li> <li>Graduation</li> </ul>	<ul style="list-style-type: none"> <li>Father's Day (see Mother's Day ideas)</li> <li>Graduation sale (e.g., flowers, balloons)</li> </ul>



## Fresh Fruits and Vegetable Sale

*This fundraiser is perfect for Parent-Teacher Conference nights, during the holidays or at any event.*

<b>Product</b>	Fresh produce sold individually or bundled
<b>Fundraiser Costs</b>	<ul style="list-style-type: none"> <li>• Wholesale produce (prices vary), delivery fee</li> <li>• Table decorations (posters, baskets)</li> <li>• Packaging (clear bags, ribbons, optional baskets, etc.)</li> <li>• Promotional materials (price varies)</li> </ul>
<b>Pricing and Profit</b>	<p><b>Pricing:</b></p> <ul style="list-style-type: none"> <li>• Sell item 50–100% above the wholesale price</li> <li>• Individual item (e.g., \$1 for a banana)</li> <li>• Bundled (e.g., \$5 for a potato, onion, collard greens bunch, and an apple)</li> </ul> <p><b>One small school raised \$150 the first time they held a produce sale.</b></p>
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. <b>Convene</b> a group of volunteers and divide up tasks.</li> <li>2. <b>Research</b> produce availability and prices (<b>see Resource below</b>).</li> <li>3. Decide on <b>logistics</b>:             <ul style="list-style-type: none"> <li>• When to hold the fundraiser</li> <li>• What items to sell, and whether to sell them individually or bundled</li> <li>• How to price items</li> <li>• Whether to pay upfront or have customers pre-order</li> </ul> </li> <li>4. <b>Place the order</b> and buy packaging and decoration materials.</li> <li>5. Create and distribute <b>promotional materials</b> (flyers, order forms).</li> <li>6. Create decorations.</li> <li>7. If selling produce bundled, <b>assemble the bundles</b> the day of the event (e.g., student government, craft or health classes, PTA).</li> <li>8. <b>Distribute or sell</b> packages.</li> </ol>
<b>Tips</b>	<ul style="list-style-type: none"> <li>• <u>Note</u>: Be prepared to pay for upfront costs (produce, delivery, decorations).</li> <li>• The morning of the event, buy or have produce delivered to avoid refrigeration needs.</li> <li>• Decorate bundles using school colors and school name or mascot.</li> <li>• Put out nutrition and health brochures on the table (<b>see Resources below</b>).</li> <li>• Offer <i>free</i> samples and recipes (apple slices, apple sauce, etc.)</li> <li>• Choose a wholesale market or store close to your school for convenience.</li> </ul>
<b>Sample Resources</b>	<p><b>Produce sources:</b></p> <ul style="list-style-type: none"> <li>• Search the Internet for “wholesale produce” or “wholesale greenmarket” to find affordable products.</li> </ul> <p><b>Nutrition brochures:</b></p> <ul style="list-style-type: none"> <li>• NYC Dept. of Health (<a href="http://www.nyc.gov/html/doh/html/pub/pub.shtml?y=alert">www.nyc.gov/html/doh/html/pub/pub.shtml?y=alert</a>)</li> <li>• USDA (<a href="http://www.choosemyplate.gov">http://www.choosemyplate.gov</a>)</li> </ul>



Thanks to the following high schools for sharing their experience:

**Bronx Academy of Letters, Bronx**  
**Validus Preparatory Academy, Bronx**  
**The High School for Arts & Business, Queens**



## Photo Fundraiser

Schools usually hold only one student photo day a year, but event photography or photo buttons can be just as popular. You can hire a professional photographer or use student or adult volunteers. Just remember that PA fundraisers which involve students during school hours should be limited to 2 per year pursuant to Chancellor’s Regulation A-610 (1)(c).

<b>Product</b>	Photos
<b>Fundraiser Costs</b>	<ul style="list-style-type: none"> <li>• Equipment (e.g., \$100+ for a digital camera, \$100+ for a high speed photo printer, \$80–200 for a Polaroid camera, \$300 for a button maker)</li> <li>• Supplies (e.g., envelopes, order forms, photography printer paper, backdrops, Polaroid film, button making materials)</li> <li>• Promotional materials (price varies)</li> </ul>
<b>Pricing and Profit</b>	<p><b>Pricing:</b> Charge per picture (e.g., \$2 a shot) or for a set of pictures (e.g., 4 for \$10)</p> <p><b>One small school raised \$62 the first time they held a photo week fundraiser. They plan to hold another one next year.</b></p>
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. <b>Convene</b> a group of volunteers.</li> <li>2. Decide on <b>logistics</b>: <ul style="list-style-type: none"> <li>• When to hold the fundraiser</li> <li>• Decide on necessary equipment</li> <li>• Set pricing of photos</li> <li>• Organize committees (photographer, decoration, money collection, photo printing/delivery, etc.)</li> </ul> </li> <li>3. Create and distribute <b>promotional materials</b> (flyers, order forms, etc.).</li> <li>4. Host the photo day.</li> <li>5. Deliver photographs.</li> </ol> <p><b>(See other ways to do a Photo Fundraiser in the Tips section below)</b></p>
<b>Tips</b>	<ul style="list-style-type: none"> <li>• Other ways of doing a photo fundraiser: <ul style="list-style-type: none"> <li>• Rent a photo booth for your next school event (e.g., \$800 for a 2 hour event plus a deposit).</li> <li>• Create yearbooks or calendars online and sell.</li> <li>• Sell photo buttons.</li> <li>• Invite a professional photographer to run a more formal photo fundraiser.</li> </ul> </li> <li>• Remember, the costs of buying high-quality photo equipment will pay off in the long run.</li> </ul>
<b>Sample Resources</b>	Search the Internet for “photographer,” “photo booth rental” or “photography equipment” for supplies and services.



Thanks to the following high school for sharing their experience:

**World Academy for Total Community Health High School, Brooklyn**



# Donation Drives\*

*Donation drives are great to hold early in the year or in conjunction with an event. There are lots of creative ways to ask people for money. Just remember that Chancellor's Regulation A-610, Section 1(c) prohibits the direct solicitation of money from students during school hours. If your school/organization plans to collect money from students, you must do so in an indirect manner that does not involve coercion and/or pressure to contribute. Students must be advised that participation is completely voluntary, and money should be collected in a central repository (e.g., a collection box or jar) where students can make contributions without having donation amounts tracked or monitored.*

<b>Product</b>	None
<b>Fundraiser Costs</b>	Promotional materials (price varies)
<b>Pricing and Profit</b>	<p><b>Pricing:</b> Depends on the type of donation drive</p> <p><b>One small school made over \$2,000 by creating a donation website.*</b></p>
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. <b>Convene</b> a group of volunteers and divide up tasks.</li> <li>2. Decide on <b>logistics</b>: <ul style="list-style-type: none"> <li>• Set donation drive goal</li> <li>• When to hold the fundraiser or start/end date</li> <li>• Type of donation drive to hold (<b>see Tips section</b>)</li> </ul> </li> <li>3. Create and distribute <b>promotional materials</b>.</li> <li>4. <b>Collect donations</b>.</li> </ol>
<b>Tips</b>	<ul style="list-style-type: none"> <li>• Consider having a kick-off event at the start of a campaign.</li> <li>• Donation drive examples: <ul style="list-style-type: none"> <li>• Penny drive</li> <li>• Annual appeal letter writing campaign</li> <li>• Local business booster club</li> <li>• * Donation website (<b>Please note that when collecting donations through a website, 100% of donations must go to the school.</b>)</li> </ul> </li> <li>• Reach out to alumni, partner organizations and the community.</li> </ul>
<b>Sample Resources</b>	See Appendix D, Sample Donation Request Letter

Thanks to the following high school for sharing their experience:  
**Bronx Academy of Letters, Bronx**



## Flower, Plant or Seed Sale

*This fundraiser is great to hold in the fall or in the spring during an event or for a holiday.*

<b>Product</b>	Seeds, plants, starter plants, bulbs, flowers
<b>Fundraiser Costs</b>	<ul style="list-style-type: none"> <li>• Merchandise, delivery fee (wholesale prices vary)</li> <li>• Promotional materials (price varies)</li> </ul>
<b>Pricing and Profit</b>	<p><b>Pricing:</b> Sell item 50–100% above the wholesale price (e.g., sell a rose for \$2)</p> <p><b>One large school raised \$400 by selling flowers for Valentine’s Day.</b></p>
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. <b>Convene</b> a group of volunteers and divide up tasks.</li> <li>2. <b>Research</b> plant/flower/seed availability and prices (<b>see Resource below</b>).</li> <li>3. Decide on <b>logistics</b>: <ul style="list-style-type: none"> <li>• When to hold the fundraiser</li> <li>• What items to sell</li> <li>• If and how to package/decorate items</li> <li>• How to price items</li> <li>• Whether to pay upfront or have customers pre-order</li> </ul> </li> <li>4. Create and distribute <b>promotional materials</b> (flyers, order forms).</li> <li>5. <b>Assemble</b> the flowers, plants or seeds (e.g., student government, craft or health classes, PTA).</li> <li>6. <b>Distribute or sell</b> the items.</li> </ol>
<b>Tips</b>	<ul style="list-style-type: none"> <li>• <u>Note</u>: Be prepared to pay for upfront costs (items, delivery, decorations).</li> <li>• Sell flowers, plants or seeds on Earth Day, Valentine’s Day, Mother’s Day or on graduation.</li> <li>• Decorate the items with ribbons, stickers or cards.</li> <li>• Choose a wholesale market or store close to your school for convenience.</li> </ul>
<b>Sample Resources</b>	Search the Internet for “wholesale plants,” “wholesale flowers” or “wholesale greenmarket” to find affordable products.



Thanks to the following high school for sharing their experience:

**Boys and Girls High School, Brooklyn**



## “A-thon” Fundraisers

*“A-thon” fundraisers are a great way to raise funds and promote healthy, educational activities. They may involve all students, staff, parents or a single class. An “a-thon” fundraiser can be a one-time event or ongoing, but should not be conducted during the school day. Also, remember that Chancellor’s Regulation A-610, Section 1(c) prohibits the direct solicitation of money from students during school hours. If your school/organization plans to collect money from students, you must do so in an indirect manner that does not involve coercion and/or pressure to contribute. Students must be advised that participation is completely voluntary, and money should be collected in a central repository (e.g., a collection box or jar) where students can make contributions without having donation amounts tracked or monitored.*

<b>Product</b>	Pledges for an activity over a certain period of time
<b>Fundraiser Costs</b>	<ul style="list-style-type: none"> <li>Event costs (space, security and custodial help, decorations, refreshments, equipment)</li> <li>Promotional materials (price varies)</li> </ul>
<b>Pricing and Profit</b>	<p><b>Pricing:</b> Price pledges based on the activity involved in the “a-thon” (e.g., \$1 per mile biked or \$1 per 10 minutes of studying for the SATs)</p> <p><b>One small school raised \$300 doing an SAT studying-a-thon.</b></p>
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. <b>Convene</b> a group of volunteers and divide up tasks.</li> <li>2. Decide on <b>logistics</b>:             <ul style="list-style-type: none"> <li>When to hold the fundraiser</li> <li>Select an activity and establish a pledge unit (<b>see Tips below</b>)</li> </ul> </li> <li>3. <b>Plan</b> the “a-thon” event or a kick-off event (e.g., volunteers, space, security and custodial help, decorations, refreshments, equipment).</li> <li>4. Create and distribute <b>promotional materials</b> (flyers, PSAs, newsletter articles, pledge forms) to family and friends.</li> <li>5. <b>Hold</b> the “a-thon” and/or kick-off event.</li> <li>6. Have participants <b>collect pledge funds</b> (ideally in advance). However, remember that Chancellor’s Regulation A-610, Section 1(c) prohibits the direct solicitation of money from students during school hours (see above).</li> </ol>
<b>Tips</b>	<ul style="list-style-type: none"> <li>To save money:             <ul style="list-style-type: none"> <li>Ask local businesses for donations (cash, food, equipment).</li> <li>Hold the event on school property or in donated space.</li> <li>Open the event to parents and the community.</li> </ul> </li> <li>Examples of event “a-thons”:             <ul style="list-style-type: none"> <li><b>Dance:</b> pledge an amount for each 5-minute interval danced</li> <li><b>Walk:</b> pledge an amount for the number of steps or miles walked</li> </ul> </li> <li>Examples of individual “a-thons”:             <ul style="list-style-type: none"> <li><b>SAT studying:</b> pledge an amount for each 15-minute interval of studying for the SATs</li> <li><b>Reading:</b> pledge an amount for each day of reading for a month</li> <li><b>Drinking water:</b> pledge an amount for each glass of water consumed for 3 weeks</li> <li><b>Unplugging:</b> pledge an amount for each day of not watching TV or playing video games for 1 week</li> </ul> </li> </ul>



Thanks to the following high school for sharing their experience:  
**High School for Public Service, Brooklyn**



# Fitness Fundraisers

Reward fitness and raise money through donations to support physical activity in your school community.

<b>Product</b>	Entrance fee or pledges for an activity
<b>Fundraiser Costs</b>	<ul style="list-style-type: none"> <li>• Event costs may be substantial (space, security and custodial help, decorations, refreshments, equipment)</li> <li>• Promotional materials (price varies)</li> </ul>
<b>Pricing and Profit</b>	<p><b>Pricing:</b> Entrance fees (e.g., \$3 for students, \$5 for everyone else)</p> <p><b>One large school raised \$500+ from a student-alumni basketball game.</b></p>
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. <b>Convene</b> a group of volunteers (students, staff, parents and alumni) and divide up tasks.</li> <li>2. Decide on <b>logistics</b>: <ul style="list-style-type: none"> <li>• When to hold the event</li> <li>• Plan the event (space, volunteers, security and custodial help, decorations, refreshments, equipment)</li> </ul> </li> <li>3. Create and distribute <b>promotional materials</b> (posters, entrance forms).</li> <li>4. <b>The day of the event</b>: <ul style="list-style-type: none"> <li>• Decorate</li> <li>• Charge entrance or participation fees</li> </ul> </li> </ol>
<b>Tips</b>	<ul style="list-style-type: none"> <li>• Event ideas: 3-on-3 tournament, student-staff or student-alumni game</li> <li>• Ask students, parents, alumni or staff to DJ, play live music, or cheerlead.</li> <li>• Sell school spirit gear, healthy snacks and beverages (fruits, vegetables, water, DOE-approved items).</li> </ul>
<b>Sample Resources</b>	Search the Internet for “fitness fundraising” to find supplies and services.



Thanks to the following high school for sharing their experience:  
**Boys and Girls High School, Brooklyn**



# Flea Markets

A flea market is a great way to raise money for your school and engage the community. Flea markets can be one-time, seasonal or ongoing fundraisers. Make sure your flea market complies with Chancellor's Regulation A-650 (see Appendix A).

<b>Product</b>	Used clothes or other items, local artists' work, vendors selling various items
<b>Fundraiser Costs</b>	<ul style="list-style-type: none"> <li>• Permit, security, custodial costs (price varies, but can be substantial)</li> <li>• Infrastructure costs (tables, chairs, etc.)</li> <li>• Promotional materials (price varies)</li> </ul>
<b>Pricing and Profit</b>	<p><b>Pricing:</b> Charge a per-table fee (e.g., \$25 a table) or sell donated items (e.g., \$1–5 per item)</p> <p><b>One small school raised \$300 hosting a used clothing sale.</b></p>
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. <b>Convene</b> a group of volunteers (students, staff, parents) and divide up tasks.</li> <li>2. Decide on <b>logistics</b>:             <ul style="list-style-type: none"> <li>• Choose a large, well-trafficked location.</li> <li>• Decide whether it will be one-time, seasonal or year-round. Consult Chancellor's Regulation A-650 on additional requirements for conducting flea markets longer than 12 days.</li> <li>• Secure permit, security and custodial help.</li> </ul> </li> <li>3. Create and distribute <b>promotional materials</b>. Attract vendors and customers through posters, advertisements in newspapers, on blogs and on websites.</li> <li>4. <b>Draw a map</b> of your location to plan for vendor stalls and general flea market layout.</li> <li>5. <b>On flea market day</b>:             <ul style="list-style-type: none"> <li>• Set up tables and decorations.</li> <li>• Sign in and charge vendors.</li> <li>• Clean up.</li> </ul> </li> </ol>
<b>Tips</b>	<ul style="list-style-type: none"> <li>• Consider whether there is enough foot traffic around your school to support a successful flea market; start small.</li> <li>• Ask staff and families to donate items to sell.</li> <li>• Have a table with information about your school.</li> <li>• Reserve a few free tables for students to sell their crafts.</li> <li>• Give free or discounted tables or space to parents and local community organizations.</li> <li>• Give discounts to repeat vendors.</li> <li>• Designate or create a vendor registration contact, hotline or email address.</li> </ul>



Thanks to the following high school for sharing their experience:

**Validus Preparatory Academy, Bronx**



# Family Dinner Event

*Dinner events are a great way to build school community and raise money. Make sure your event complies with DOE regulation A-812 (see Appendix A).*

<b>Product</b>	Dinner
<b>Fundraiser Costs</b>	<ul style="list-style-type: none"> <li>Food, beverages (unless donated)</li> <li>Space/permit, security, custodial costs (price varies, but can be substantial)</li> <li>Heating elements, paper goods, utensils, advertising (price varies)</li> <li>Promotional materials (price varies)</li> </ul>
<b>Pricing and Profit</b>	<p><b>Pricing:</b> Charge an entrance fee (e.g., \$3 for students, \$5 for adults)</p> <p><b>One small school raised \$200 from a holiday dinner event.</b></p>
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. <b>Convene</b> a group of volunteers (students, staff, parents) and divide up tasks.</li> <li>2. Organize <b>point people</b> for advertising, food donation collection, decoration/set up, clean up, serving and ticketing.</li> <li>3. Decide on <b>logistics</b>:             <ul style="list-style-type: none"> <li>Choose a date for the event.</li> <li>Select a location for your event.</li> </ul> </li> <li>4. Secure permit, security and custodial help.</li> <li>5. Create and distribute <b>promotional materials</b>. Advertise the event to teachers, parents and students. Ask for healthy homemade food donations.</li> <li>6. <b>Contact school cafeteria staff</b> to arrange the refrigeration and heating of food. Burners only keep food warm that has already been heated.</li> <li>7. <b>On the day of the event</b>:             <ul style="list-style-type: none"> <li>Set up decorations, tables and burners.</li> <li>Give food servers latex gloves and <b>instruct them in food handling</b> and healthy portions.</li> <li>Collect entrance fees and food donations.</li> <li>Clean up.</li> </ul> </li> </ol>
<b>Tips</b>	<ul style="list-style-type: none"> <li>Dinner theme ideas:             <ul style="list-style-type: none"> <li>International pot luck</li> <li>Holiday event</li> </ul> </li> <li>Advertise using a flyer, your school’s calling system, emails and more.</li> <li>Distribute blank recipe cards to all who made food and ask them to provide ingredients and allergy alerts.</li> </ul>



Thanks to the following high schools for sharing their experience:

**Academy for Environmental Leadership, Brooklyn**  
**High School for Public Service, Brooklyn**



# Auction Event for Adults

*When done well, an auction can raise thousands of dollars and can build the school community.*

<b>Product</b>	<ul style="list-style-type: none"> <li>Auction items</li> <li>Food, beverages</li> </ul>
<b>Fundraiser Costs</b>	<ul style="list-style-type: none"> <li>Location (price varies)</li> <li>Refreshments (depends on if food and labor are donated)</li> <li>Triplicate receipt (approx. \$15 for a booklet of 200 receipts)</li> <li>Promotional materials (price varies)</li> </ul>
<b>Pricing and Profit</b>	<p><b>Pricing:</b> Charge an entrance fee</p> <p><b>One small school that holds an annual auction event raised \$7,000.</b></p>
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. <b>Convene</b> a group of volunteers and/or an advisory board.</li> <li>2. Set up <b>committees</b>: venue, publicity, donated items and sponsorship, auctioneer and volunteers, decorations, food, set up, clean up, treasurer and ticketing</li> <li>3. Decide <b>when and where</b> you will hold the auction.</li> <li>4. Create and distribute <b>promotional materials</b>.</li> <li>5. <b>Seek donations</b> for the auction items, food and beverages.</li> <li>6. <b>Create auction materials</b> (silent auction bid sheets, item catalogs, item signs, and treasurer documents).</li> <li>7. Ask a parent or staff member volunteer to be the <b>auctioneer</b>.</li> <li>8. <b>On the day of the auction:</b> <ul style="list-style-type: none"> <li>Decorate and set up tables (auction items with a bid sheet).</li> <li>Run a live auction on big items.</li> <li>Have winners pay for items before they leave. Give triplicate page receipts to the donor of the item (before the event), the winner, and keep one for your records.</li> <li>Give out auction items or schedule delivery on a later date.</li> <li>Clean up.</li> </ul> </li> </ol>
<b>Tips</b>	<ul style="list-style-type: none"> <li><u>Note</u>: Only adults should place bids.</li> <li>This fundraiser takes a lot of work; start planning 6+ months in advance.</li> <li>Give tax donation receipts to those who donate auction items.</li> <li>Plan the event near the holidays so people can buy gifts.</li> <li>Start opening bids low and increase by \$5–25 increments.</li> <li>If your school has an advisory board, ask the board’s help in getting space and items donated, finding sponsors and promoting the event.</li> <li>Have a sign-in sheet for all attendees; use this listing to create a listserv of potential donors for future events.</li> </ul>
<b>Sample Resources</b>	<p>See Appendix D, Sample Donation Request Letter.</p> <p>Search the Internet for “how to run an auction.”</p>

Thanks to the following high school for sharing their experience:  
**Food and Finance High School, Manhattan**



## School Store

*A school store is a great way to boost school spirit, raise money and sell useful items. Just remember that when deciding who will staff the store, under Chancellor's Regulation A-610 (1), the principal must give written permission for students to participate in a fundraiser during school hours. PA fundraising activities that involve students should be limited to 2 per year pursuant to Chancellor's Regulation A-610 (1)(c).*

<p><b>Product</b></p>	<p><b>Merchandise:</b></p> <ul style="list-style-type: none"> <li>• School supplies (pens, pencils, paper, paper stickies, etc.)</li> <li>• School spirit gear and items (clothes, water bottles, etc.)</li> <li>• Uniforms</li> <li>• Other items (stress balls, hair elastics, hand sanitizer, tissues, plastic storage containers)</li> <li>• Approved snacks and beverages, water, etc.</li> </ul>
<p><b>Fundraiser Costs</b></p>	<ul style="list-style-type: none"> <li>• Merchandise (price varies)</li> <li>• Infrastructure supplies (room, cart, locked cabinet, cash box or register, record books, etc.), this can be expensive</li> <li>• Promotional materials (price varies)</li> </ul>
<p><b>Pricing and Profit</b></p>	<p>Pricing and profit depend on mark-up.</p>
<p><b>Steps</b></p>	<p><b>Initial planning:</b></p> <ol style="list-style-type: none"> <li>1. <b>Convene</b> regular meetings with students, parents and school staff.</li> <li>2. Decide on <b>logistics</b>:             <ul style="list-style-type: none"> <li>• Who will run the store (see above for information on student-staffing for fundraisers)</li> <li>• Where the store will be located (office, separate room, or cart)</li> <li>• When the store will be open (days and hours)</li> <li>• What items will be sold</li> </ul> </li> <li>3. <b>Assign jobs</b> (clerks, managers, supervisors, accountants, purchasing and ordering, advertising).</li> <li>4. <b>Purchase</b> infrastructure supplies/merchandise and <b>price</b> merchandise.</li> <li>5. Create and distribute <b>promotional materials</b>.</li> <li>6. <b>Open</b> your school store.</li> </ol> <p><b>Ongoing:</b></p> <ol style="list-style-type: none"> <li>7. <b>Take stock</b> of merchandise and cash before and after every shift.</li> <li>8. <b>Keep track</b> of all orders and deliveries.</li> </ol>
<p><b>Tips</b></p>	<ul style="list-style-type: none"> <li>• <u>Note</u>: Be prepared to pay upfront costs (infrastructure, merchandise)</li> <li>• Have at least one adult on every shift.</li> <li>• Start small. Try a mobile store with limited hours and limited merchandise before expanding.</li> <li>• Choose high-traffic areas.</li> <li>• Survey your customers to see what they would be interested in buying.</li> </ul>
<p><b>Sample Resources</b></p>	<p><b>To learn how to run a school store</b>, search the Internet for “how to run a school store.”</p> <p><b>To find a school store supply vendor</b>, search the Internet for “school store supplies” or speak to your school’s purchasing secretary.</p>



Thanks to the following high school for sharing their experience:

**High School for Public Service, Brooklyn**



# Recycling Drive

*Consider kicking-off a recycling drive on America Recycles Day (November 15th) or Earth Day (April 22nd). Recycling drives are low cost and support the environment. Remember that Chancellor’s Regulation A-610, Section 1(c) prohibits the direct solicitation of money from students during school hours. If your school/organization plans to collect money from students, you must do so in an indirect manner that does not involve coercion and/or pressure to contribute. Students must be advised that participation is completely voluntary, and money should be collected in a central repository (e.g., a collection box or jar) where students can make contributions without having donation amounts tracked or monitored.*

<b>Product</b>	<ul style="list-style-type: none"> <li>Used products (e.g., clothes, electronics)</li> </ul>
<b>Fundraiser Costs</b>	<ul style="list-style-type: none"> <li>Promotional materials (price varies)</li> </ul>
<b>Pricing and Profit</b>	<p><b>Pricing:</b></p> <ul style="list-style-type: none"> <li>Companies may pay between \$0.05–0.15 for every pound of clothing collected (varies by vendor)</li> <li>For electronic recycling fundraisers, the company will pay according to the value of the precious metals in your items.</li> <li>Charge your customers a drop-off fee (e.g., \$1 per bag or item) and collect it in a central repository (according to Chancellor’s Regulation A-610).</li> </ul> <p>Profit varies depending on your vendor.</p>
<b>Steps</b>	<ol style="list-style-type: none"> <li><b>Convene</b> a group of volunteers and divide up tasks.</li> <li>Decide on <b>logistics</b>:             <ul style="list-style-type: none"> <li>What type of recycling drive will you run</li> <li>When will it be held</li> <li>Select and set up a drop-off location</li> <li>Secure storage space for the items before they are picked-up or mailed</li> </ul> </li> <li><b>Research</b> companies that hold recycling fundraisers</li> <li><b>Register</b> with a company to schedule a pick up or to receive the necessary materials (e.g., how to guide, promotional materials, collection boxes, tax deduction receipts for your donors).</li> <li>Create and distribute <b>promotional materials</b>.</li> <li><b>Gather your items</b> and either drop them off, have them picked up, or mail them to the vendor.</li> <li>Receive a check after the fundraiser.</li> </ol>
<b>Tips</b>	<ul style="list-style-type: none"> <li>Coordinate a recycling drive with Earth Day, America Recycles Day, holidays or big events.</li> <li>Companies may require you to collect a minimum amount of items before they schedule a pick-up or send you a shipping label.</li> <li>Some electronic recycling fundraiser companies may pay for shipping and send you a shipping label.</li> <li>Protocols may vary greatly depending on the company you work with. Make sure you clarify whether you have to drop off the items, they pick the items up, or you have to mail the items.</li> </ul>
<b>Sample Resources</b>	<p>Search the Internet for “cartridge fundraiser,” “electronics recycling fundraiser” or “clothing drive fundraiser” to find services.</p>

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## Appendix A: New York City Department of Education Fundraising Regulations

**A-610, Fundraising Activities and Collection of Money from Students:** This regulation defines certain parameters regarding when fundraisers may be held, and identifies internal controls regarding how money should be collected and spent.

**A-650, Flea Markets:** This regulation describes the conditions under which flea markets and certain other flea market-type programs may be initiated and conducted on New York City Department of Education property.

**A-660, Parent Associations (PA) and Schools:** This regulation describes the governance structure of PAs and presidents' councils. Among other things, this regulation identifies rules and restrictions applicable to fundraisers conducted by PAs.

**A-812, Competitive Foods:** This regulation outlines the restrictions regarding when and how food items can be sold on school property

**NYC Department of Education Wellness Policies on Physical Education and Nutrition:** The wellness policy includes goals for nutrition education and physical activity, along with guidelines to promote student health and reduce childhood obesity.

**Division of Contracts and Purchases:** This New York City Department of Education division has information about procurement rules for purchases by the schools. Division of Contracts and Purchases RFP protocols may apply to PAs in the case of a PA flea market that lasts for more than 12 days (Chancellor's Regulation A-650 IV).

**Standard Operating Procedures (SOP), General School Funds:** This chapter of the SOP relates to the receipt of money by a school that will be deposited into the General School Fund.



The most up-to-date versions of the New York City Chancellor's Regulations can be found at: <http://schools.nyc.gov/RulesPolicies/ChancellorsRegulations>

Division of Contracts and Purchases website: <http://schools.nyc.gov/Offices/dcp/>

Standard Operating Procedures website: <http://dfoapps.nycenet.edu/SOP/>

## Appendix B: Other Fundraiser Ideas

Scan through this list for other ideas, but keep in mind some have costs that need to be paid up-front.

Fundraiser	Details, tips and sample resources
Boxed citrus produce, pre-ordered for shipment	\$12–20 per 20 lb box (suggested mark-up \$3–5 per box); \$20–40 per 40 lb box (suggested mark-up \$5–8 per box); estimated profit of \$500–800 for 100 boxes. Search the Internet for “citrus fundraisers” to find products.
Items in a gift catalog	Insist on non-food catalogs for the health of your community. Search the Internet for “catalog fundraiser” to find products.
“Green” Fundraisers	If you are selling items, make them reusable or from recycled materials. Search the Internet for “green fundraisers” to find products.
Student-made crafts or art	Sell student-made/designed items in a school store or flea market.
Student event	Hold a play, concert, battle of the bands, talent show, dance, etc.
Holiday items	Sell holiday-themed gift wrap, cards, ornaments, wreaths, trees, flowers, plants, candles, etc. Search the Internet for “theme party supplies” to find products.
Sell front-row seats at school sporting events, plays or concerts	Sell a set of tickets each night or for an entire season.
Gift certificates and prepaid cards for purchases	Earnings can be 2–15% (e.g., A purchase of a \$100 prepaid card earns a school \$2–15). Search the Internet for “gift card fundraisers” to find products.
Health-related items	These items are great to sell around flu or cold season in a school store or at a health event (e.g., hand sanitizer, mini tissue packs, jump ropes). Search the Internet for “school supplies” to find products or speak to your school’s purchasing secretary.
Game nights	Have students bring games (board games or video games) from home. Reserve a space in the gym or cafeteria. Charge an entrance fee.
Gift wrapping nights	During the holidays, students can wrap gifts at participating department stores or book stores and earn money for their school by putting out a tip jar. Call a store near your school to get more information. Schedule one or more nights and find student or parent volunteers.
Evening parent classes (workout, dance, art, etc.)	See if any school staff members, parents or friends are certified to teach exercise or art classes. Ask them to donate their time either once or repeatedly. Charge parents a minimal entrance fee.
School logo merchandise	Sell clothing, school supplies, water bottles, mugs, bags, and more to students, parents and staff at an event or in a school store. Hold a logo design contest for students. Go green and sell reusable items.
Ad space in calendars or newsletters	Sell ad space to local businesses.

## Appendix C: "A-thon" Pledge Form

[INSERT SCHOOL LETTERHEAD or LOGO HERE]

[Insert type, e.g., walk or dance]-A-THON FUNDRAISER

*Please help our school raise money AND encourage [insert nature of fundraiser, e.g., physical activity, reading, etc.] by supporting our school's [insert name of fundraiser]. We want every student to [insert minimum goal, e.g., walk 1 mile or read 3 books] or more!*

*Please donate what you can to support us.*

Student's Name:		Grade/Class:			
Donor Name	Address/Phone	\$ Amount Pledged		Total \$ Due	Money Collected (√)
		Per <i>[insert unit]</i>	Flat Pledge		
<i>Sammy Student (example)</i>	<i>999 New York St –Apt 4F 212-111-1111</i>	<i>\$1</i>		<i>\$4 (if 4 laps walked)</i>	<i>√</i>
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
<b>Total number of <i>[insert unit]</i></b>					
<b>TOTAL AMOUNT COLLECTED</b>				\$ _____	

## Appendix D: Sample Donation Request Letter

*[Insert date]*

*[Optional, insert business address]*

To Whom It May Concern:

I represent the *[insert high school name]*. Our school is just around the corner from your business. *[Insert school stats like size, Title I status, attendance rate, graduation rate, or college acceptance rate]*. Our school supports our students to become better scholars and better citizens.

*[Insert sentence about the purpose of fundraiser]*. As our neighbor and fellow contributor to the community, will you help us meet our goal?

*Option A:* There are several levels of giving and we appreciate any support your business can give. We will recognize your gift by giving you a *[name of high school]* Booster Club Sticker to put in your store window.

\$50—buy a book for a student (bronze level)  
\$100—buy a sports uniform for a student (silver level)  
\$500—buy a college tour trip for a student (gold level)  
\$1,000—buy a computer for a student (Platinum level)

*Option B:* We are holding a *[type of event]* and are asking local business to contribute items or services for this fundraiser.

Your gift will have a significant impact on the ability of our school to *[insert purpose of fundraiser]*. All donations will be tax deductible. Thank you for partnering with our students.

If you have any questions, please contact Principal *[insert Principal name]*, at (---) --- - ----. Thank you for your time and for your interest in our school.

Sincerely,

*[Insert Principal name]*  
*[Insert high school name]*  
(---) --- - ---- (office)

## Notes Page

## Notes Page