



Rethinking Fundraising Workshop

FUNDRAISER GOLD STANDARDS

Strive to have your fundraiser meet one or more of the following:

- ✓ Require manageable planning time
- ✓ Require a realistic number of volunteers
- ✓ Bring the community together
- ✓ Promote the district wellness policy
- ✓ Keep money raised within the community
- ✓ Clearly explain to donors how money will be spent
- ✓ Appeal to a broad audience
- ✓ Improve the school experience of student participants
- ✓ Leave attendees with a smile and a good memory
- ✓ Showcase the school community's distinctive talents
- ✓ Generate enthusiastic local media coverage
- ✓ Become a popular (and lucrative) annual happening
- ✓ Help school families spend more enjoyable time together instead of burdening them with dreaded sales chores