

A FUNDRAISING KIT

A Guide to Fundraising

How to Raise Money for Your Chapter



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Introduction

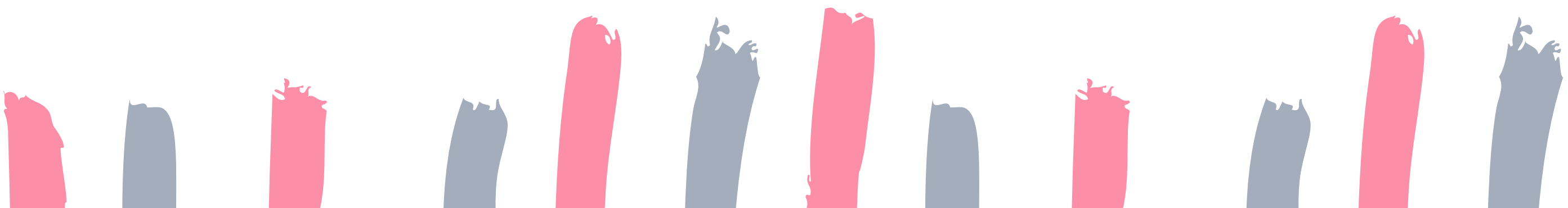
What is the Fundraising Kit?

Let's face it.

There's a lot of money that goes into running a chapter, from attending Districts to ICDC. For many chapters, this cost may be daunting and hard to cover—but Mass DECA can help! In order to guide chapters on the process of fundraising, Team 60 has created a comprehensive fundraising kit for all chapters.

The fundraising kit was designed to help chapters raise money more easily, by providing tools such as ideas, online resources, and sample letters. With this kit, we hope that chapters can have a better experience fundraising.

Let's get started!



Fundraising Ideas

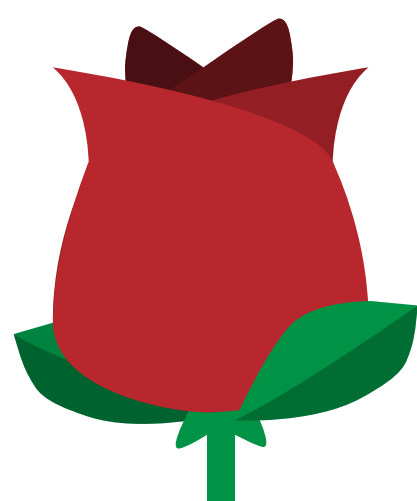
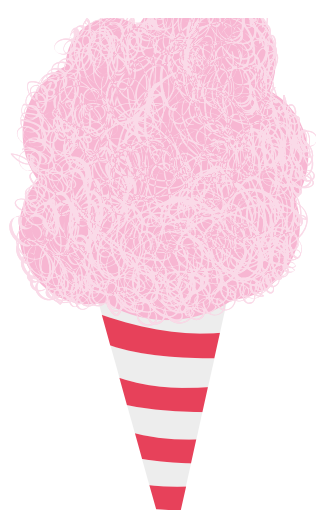
There are many ways to fundraise for your chapter. From bazaars to clothing drives, there are endless possibilities in fundraising. But every chapter is different, so we have provided a variety of ideas to try.

1. DECA role play in-school competition

Host DECA members from nearby schools in a mock role play, to help provide competition experience.

2. DECA Rose/Other Items

During a conference or DECA event at your school, a person can anonymously send a rose (or other item) to anyone and it will be delivered to the recipient.



3. Halloween Scares

Students can pay to scare a friend at school. **Idea can be adjusted to match a holiday or event coming up

4. Spirit Week

Host a spirit week at your school, with different themes everyday. All proceeds can go to your chapter.

5. Color Run

Host a short run with color bombs as a finish. Great for pictures and for fun!

6. Selling T-shirts and Other Apparel

Design t-shirts that non-DECA members could wear, or even sell other apparel such as patterned socks

Online Platforms⁴

With the connections possible through the internet, online fundraising has become a popular tool to help organizations raise money. Below are various types of online platforms your chapter could utilize.

Standard Fundraising Sites

gofundme.com
plumfund.com
youcaring.com

Education Focused Sites

ed.co
donorschoose.org

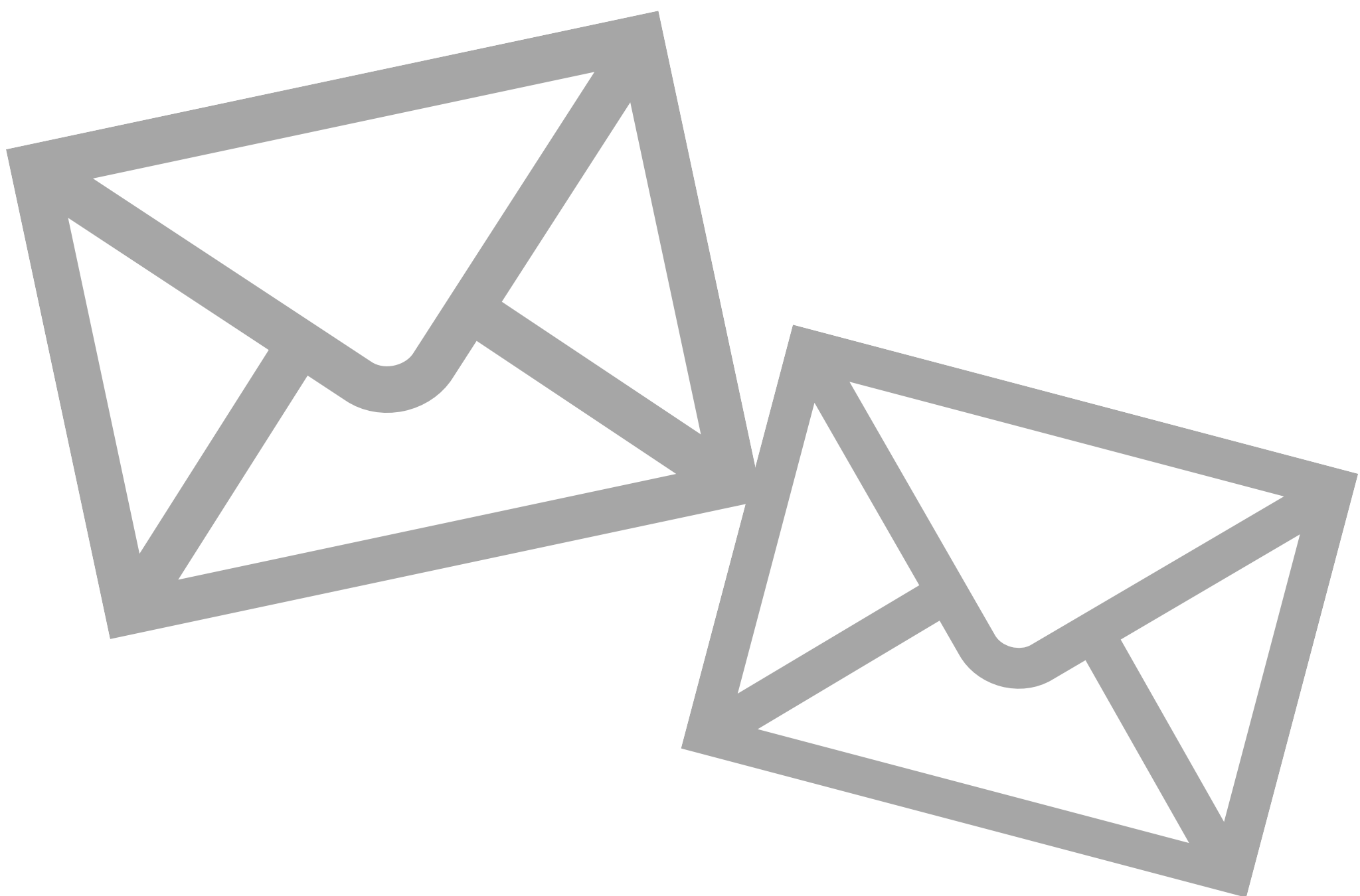
Unique Platform Sites

snap-raise.com
bonfire.com

Sample Letters

Sending out letters to family, friends, or even corporations are good ways to fundraise for your chapter. To help with the task of writing a fundraising letter, Team 60 has created two sample letters to use as templates.

To utilize these letters, simply copy and paste the templates into a word doc and change the words in the bracket to fit your needs. If you get a donation, don't forget to send a letter thanking your donor. Happy fundraising!



Casual Letter

Dear friends and family,

I am a member of [school name]'s DECA chapter, an organization that focuses on preparing students to succeed in the business world. Students compete in various business events to extend and challenge their knowledge in business, to learn how to become leaders of the future. For the past [number of years doing DECA] years, DECA has given me [list three things that you've taken from DECA] and has become an organization I want to give back to.

To help even more students gain this experience, our chapter is raising money to fund our organization. By hosting a [list type of fundraiser], we are hoping to reach our goal of [list monetary goal]. While new members are always welcome, you don't have to be a member to support our organization and help educate students. By submitting a donation here [insert link to fundraiser], you can join us on a mission to prepare future business leaders.

Our chapter thanks you for choosing to support us and our journey to become future leaders. Your help is greatly appreciated, and we will make sure to update you on our future ventures!

Thank you,

[Signature]

Formal Letter

Dear Sir/Madam,

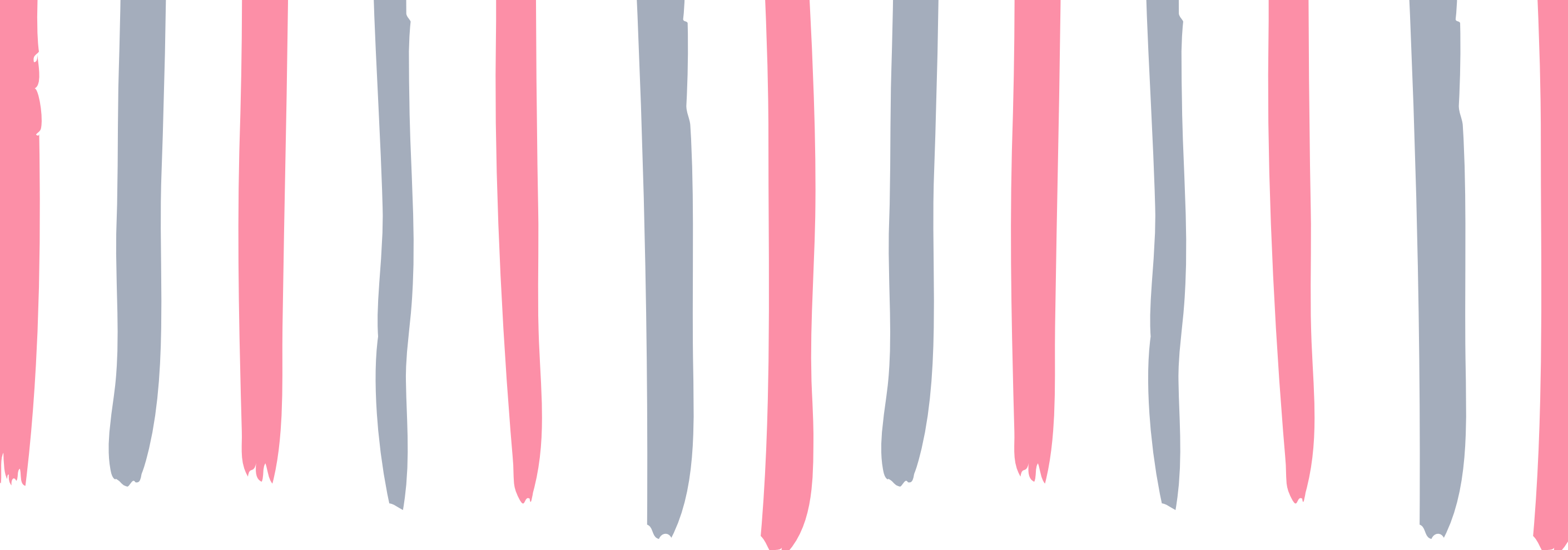
I represent a [school]'s DECA chapter. DECA is a non-profit student-run organization that prepares high school students in business, marketing, finance, and hospitality. Our student members participate in various business events and competitions to excel their knowledge and leadership skills.

Our chapter aims to make access to conferences and competitions more available. Just last year we have managed to [list 2 things your chapter accomplished and include quantitative data, example: _____ number of members went to a _____ conference/ _____ number of students were able to become members of DECA]. However, the demand for participation in our organization is higher than we can accommodate, and for that reason we kindly ask you for financial sponsorship of our DECA chapter. With our efforts, our chapter can only accomplish so much—but with your contribution, our students will be able to gain a better experience from DECA. As a sign of our gratitude we will [example: put a banner somewhere].

We count on your support and are willing to work with you.

Thank you,

[Signature]



Good Luck!

We hope that this guide has helped your chapter find ideas and ways to fundraise, and we wish you good luck on this journey!

If you have more ideas for our Fundraising Kit or have any questions, feel free to email us at massachusettsdeca@gmail.com

