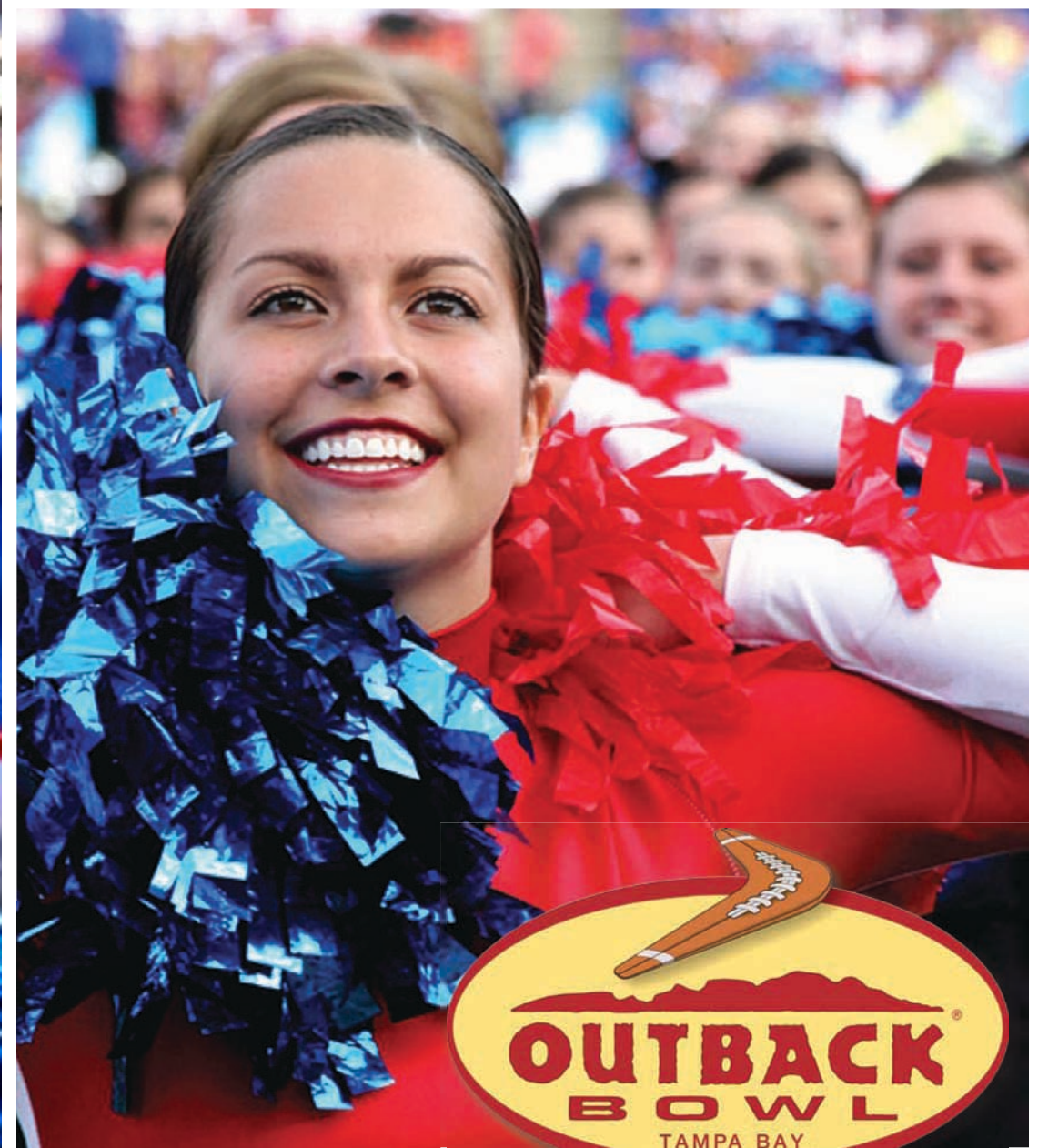




Make It Happen!

Your Guide to Fundraising



**JUST FOR KIX
OUTBACK BOWL TOUR
P.O. BOX 724
BRAINERD, MN 56401
800-450-DANC**





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DEAR PERFORMER.

On behalf of everyone at Just For Kix, I would like to be the first to congratulate you on being nominated to take part in a journey of a lifetime. You were invited to participate in the Just For Kix Outback Bowl tour for several reasons, including the hard work and dedication you have demonstrated with your chosen art.

We understand that the tour may seem unattainable, but believe us when we say we have greeted thousands of performers who have had the same feeling, however through hard work and dedication this “dream” became a reality. It is up to you to **make it happen**.

We guarantee that if you show the same determination and hard work to fundraising as you have to your art form, you will be to Florida in no time!

Throughout our years of hosting thousands of performers, we have compiled some of the best fundraising ideas, which can be found in this packet and are at your disposal. We know all these ideas work as they have come from past performers that have successfully used them to get to Florida. Your best way to begin fundraising is to select a large number of people, including relatives, friends, neighbors and even local businesses that you are going to target. From this list, you will have a great starting base of who to initially approach to help you fundraise.

We are confident that by utilizing the different ideas you find in this packet, as well as using some of your own ideas, you will successfully raise the necessary funds needed to participate in this once in a lifetime trip! The Just For Kix Staff and I wish you the best of luck and look forward to welcoming you to the Just For Kix Outback Bowl Experience!

Cindy Clough
Just For Kix
Executive Director
www.justforkix.com
218-829-7107

“If you want something to HAPPEN....you are the one in charge of your destiny. When I am taking on a challenge...I adopt a failure is not an option attitude!!

If you go into fundraising with the attitude such as... “If we make enough, we will go”you might as well give up. You won't make it.

You have to go in with the attitude “We can make this happen and we WILL.” Failure is not an option. You have to go fishing for Moby Dick and bring along the tarter sauce. You have to jump off a cliff and learn how to fly on the way down.

You have to KNOW you can do it and create a plan to make it happen. Too many people look at the obstacles and figure out reasons why it won't work. You need the leadership that makes you look past the obstacles and find ways to MAKE IT WORK”

Quote from Just For Kix Founder and fundraising veteran Cindy Clough





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Just For Kix Outback Bowl Tour

Just For Kix has been leading performance tours for 25 years. Past tours have included the Freedom Bowl, Hall of Fame Bowl, Orange Bowl, Citrus Bowl and we currently lead a performance tour at the Outback Bowl in Tampa, FL. Many dancers have paid for their entire trip by fundraising! In order to help you raise the necessary funds for the Outback Bowl Dance Team Tour, we have put this packet together. Inside you will find many fantastic ideas that will aid you in raising the proper funds.

Tips for Successful Fundraising

1. Give the dancers the option of fundraising or paying a fee.

Giving the dancers the option of fundraising or paying a fee will make the fundraising experience much more successful. We have learned through experience that fundraisers are much more successful when everyone is on board. Giving the option will make for a much more pleasant fundraising experience.

2. Hold a meeting to get everyone on board so you can pull together to make your fundraising efforts successful.

Working as a group is a fantastic way to fundraise. You are able to pool your resources together and accomplish much more than any one individual. You also gain much more community notoriety this way. Create a Fundraising Committee to stay on task and focused on fundraising (Fundraising Committee Job Descriptions found on pg. 3).

3. Conduct larger fundraisers less often.

This strategy will bring greater return than constant fundraising with lower returns. Remember to keep in mind that the profit margin you make on anything you sell should be approximately 40%-50%. Consider how much money you make per sale. Be cautious of getting stuck with inventory on any fundraiser that you have to purchase ahead of time. You don't want your surplus inventory to eat up your profits.

4. Set group goals.

Have quotas that each dancer must reach. Setting goals will help keep your group focused on the end result, FLORIDA!

5. Maintain Excellent Record Keeping.

At the beginning of the year, create a spreadsheet of all group members with columns for: checking in and out merchandise, profits earned, and payments made. Keep individual accounts on each dancer and directly credit them for money raised. Your record keeping is vital to the success of your fundraiser!

6. Create Publicity.

Publicity is imperative to a successful fundraiser. Approach your project as a business would. Consider radio talk shows, newspapers, flyers on cars or in grocery bags. Make the public aware of your event. Try to create an annual event that the public will begin to recognize.

7. Start planning and carrying out your fundraising efforts as early as possible.

You can never begin laying the framework for your fundraising too early. It is ALWAYS better to start too early rather than too late! Even if you don't start your fundraising right away it is always a good idea to have a plan and a basic framework about how you are going to carry out your fundraising.





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Fundraising Committee Job Descriptions

Fundraising Chair

- Set up and conduct regular meetings (Schedule meetings as needed)
- Present fundraising ideas
- Set up fundraisers
- Keep participating dancers informed
- Keep in frequent contact with other committee members

Treasurers (Two people working together)

- In charge of collecting money for all events and depositing payments
- Count all money after events (Two people present)
- Keep accurate records of all deposits and withdrawals when payments are made or bills are paid
- Withdrawals require two signatures
- Keep a running tally of each dancer's account on a spreadsheet

Donation Solicitor

- Send letters to area businesses and charity groups (See sample attached)
- Follow up calls after letters are sent
- Send thank you letters to those that do send a donation

If your team or group takes part in numerous fundraising events consider assigning separate Committee Chairs for each event

HANDLING OF FUNDS:

It is extremely important to always have two treasurers present when counting and recording funds. There have been many horror stories over the years, therefore, to help avoid problems, have all money counted by two treasurers. Place all funds in a sealed envelope with masking tape over the seal, and have both parents sign the masking tape. Take your deposit to the bank, to your school, or to your studio's bookkeeper.

Just For Kix eFundraising

In order to help you raise the necessary funds for The Just For Kix Outback Bowl Tour we have partnered with eFundraising/QSP. It is now easier than ever to reach your fundraising goal! We've added even more great fundraisers in 2011, including new customized fundraisers for your group! **Get your FREE KIT today call toll-free 1.866.539.3756** to speak with one of our expert fundraising consultants! Or check out our fundraising packages at [www.justforkix.com fundraising](http://www.justforkix.com/fundraising)

*It's all about the journey...
getting there is half the fun!*





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Fundraising Ideas

Below are ideas proven to be very successful we have received from past teams that have participated in the Outback Bowl...

Meat Sales: This is a great fundraiser. What is sold: frozen steaks (by the case), chicken breasts, boneless pork chops, ham, turkey and pizza. Order them from a wholesale meat distributor, usually one that supplies restaurants. Each dancer takes orders from their customers. The profit margin is about 35-50%. Dancers can raise at least half of their trip cost from this fundraiser or more! Each dancer is directly credited for their sales. We find it is much easier to go out and sell products that our clients can really use.

** Meat is perishable. Set a delivery process to ensure the safety of the product.*

Wreaths/Flowers: Call a local green house for pricing on holiday wreaths and Mother's Day Baskets. Try to work with a 50% profit. Many groups do well with these fundraisers. Set the delivery date around Thanksgiving time and Mother's Day.

Holiday Pies: Sell Holiday pies. Call a local bakery and see if they can provide you with frozen or unbaked pies. Set the delivery dates for the week before or the week of Thanksgiving or Easter to help increase sales. This is one less thing your customers will have to worry about for their Thanksgiving or Easter meal. They can just pop the pie in the oven and bake it.

Grocery Bagging: Check with your local grocery store to see if you can bag groceries for tips. Groups will contact the store manager to set this up. Try to get a Holiday weekend if possible. Dancers bag groceries for their customers and then parents man a table with a tip jar. One group made upwards of \$17,000.00 bagging on three separate weekends! (For grocery bagging guidelines and proper ways to bag groceries, please contact our office) This is a great fundraiser as it is pure profit!!!

Rummage Sale: Plan it out. Ask friends, relatives and family to donate items to be sold. Advertise like crazy a week or so ahead of time to ensure people will turn out. You may do this as an individual or as a group. If you hold it as a group, find a large public place such as your studio or school's parking lot or a cafeteria. Individually credit dancers, rather than lump sum the sales together. Each dancer is responsible for their own table(s) and set-up cash.

*As a coach or studio owner you do so much for kids. Of all the things you do... getting the ball rolling for them to participate in a large scale event such as the OUTBACK BOWL, will end up being one of the most rewarding events you orchestrate!
Yes, it will add to your work load, but....it will be something they remember for the rest of their lives.*





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More Fundraising Ideas

Shows: A dance show could be a great source of revenue for your group. Set a date and also invite other outside groups or teams to perform as well. This will increase your ticket sales/revenue. Also consider selling flowers, t-shirts and concessions to add to your profits. For more information on show themes and ideas please contact our office.

Matching Dollars: Approach a local business such as Wal-Mart, Target, etc. Ask for the store manager to let them know who you are and why you are fundraising. Ask them if they would like to help with your sponsorship by matching the donations you receive dollar for dollar. If they agree, provide them information about the trip they can use to increase local awareness of your fundraising.

Sponsor a Slipper: Get a local business to join forces with you. Provide a cut out ballet slipper or pom pom cut out. Their employees would ask customers if they wish to add a dollar on to their order to sponsor a dancer who is going to the Outback Bowl. Dancers names could be written on each slipper and hung around the business. This could be a great source of revenue.

Dinners/Breakfasts: The day of a big game or event hold a pre-game meal. Popular dinners are spaghetti, sloppy-joe or another dinner option that everyone will be happy with. Pancake breakfasts are cost-effective and fun too. Have food donated, if possible. Sell tickets ahead of time as people still purchase tickets even if they cannot attend the dinner.

Raffle: Get area businesses to donate items. Sell raffle tickets at an event such as a basketball game, dinner, or dance show. Raffle off the items and collect the cash made from selling the raffle tickets. Be aware that you may have to obtain a gambling license.

Car Wash: Gather your team/group and choose a busy location. Draw big banners and post signs around notifying the public what you are fundraising for. Pre-sell tickets as some people won't show and you'll still have made some money!

Coupon-A-Thon: Save manufacturer's coupons and get a local grocery store to allow you to tape coupons on corresponding products. When the item goes through the check out, the clerk will ask the person if they would like to donate the money to the dance team, the coupons are thrown in a bag and totaled at the end of the week.

Kick-A-Thon: Each dancer gets pledges.

Basketball Game: Sponsor a basketball challenge. Have a popular radio station advertise a basketball game between the local disc jockeys and police (or any other community groups). All proceeds go to your group or club. One group raised \$3000 from one game! Don't forget to have a concession stand at the game!

Aluminum Cans: Ask neighbors, friends, family, etc. to save their aluminum cans for you to turn in for profit.





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Donations: Ask the Chamber of Commerce, Lion's Club, Rotary Club, and any other community organization or business for support and donations. (See sample letter.)

Fundraising is limited only by your imagination. With some out of the box thinking you can come up with hundreds of ways to raise money. Your limit is your imagination. Just remember people will want to help you achieve your goal if you let them know about the trip and how much it means to you.

Fundraising Wrap Up - Points to Consider

- 1. You may wish to indicate a cap in terms of the dollar amount students can raise in the name of the team, to be used as spending money.** For instance, some kids and parents may become over zealous. Will your group want to pay out \$1000.00 in spending money? Or should a cap be set for the amount over and above the needed funds? It is great for them to have spending money, but it will be wise to consider this point before it becomes an issue. Some teams have a cap of \$400.00 spending money. All funds raised over that are rolled into the entire team. **ALL GROUPS HAVE THEIR OWN PLAN...JUST MAKE SURE YOU HAVE ONE.**
- 2. Have a plan for "what if a kid drops?"** If a student (or chaperone) drops, will their money be divided up among those going? If 2 siblings are going and one drops, can the money be applied to the other? If a chaperone drops, will it go to their child? Can the money be saved in an account for the following year or used for other items rather than the Outback Bowl Tour? Try to run several scenarios by the committee. You may wish to have a clause that says, decisions will be made by the director and the committee.
- 3. How to Divide Money.** On some fundraisers it is **EASY** to determine who gets how much. (Selling of a product for instance.) On others, it may be **HARDER** to determine a break down. It is wise to have a plan as to what the fairest way to determine the amount each member will earn. An example would be on GROCERY BAGGING, all tips are thrown into a jar. At the end, you could add all hours worked. You then could then divide the amount of money with the hours worked for an "hourly wage" or "stipend." This also would work at a concession stand. Just make sure to have a plan as to how money will be divided. Be sure to consider if more than one family member worked. For instance a mom, daughter and dad would be counted individually. It is easier to get people to work if they know the will be compensated.
- 4. Donations:** Make sure it is clear if you are allowing individual letters to be sent out for donations or if the group is sending them out and dividing the money evenly. This is done differently in each community. Some form a donation committee and all donation requests (other than from relatives.) must be done in the name of the team.

**If you have any questions, please feel free to call the
Just For Kix Office at 218-829-7107.**





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Sponsor Letter Tips

A successful and popular way to fundraise for the trip has been a sponsor letter. The sponsor letter has proved to be a great way of presenting both yourself and the trip, as it details your reasons for fundraising to potential contributors. There are several ways to make a sponsor letter but if you follow our basic layout, you will have a great start.

STEP 1- You must make sure the letter is creative, factual and easy to understand. The letter must include information such as who you are, the type of dancing you do, any achievements you may have received in your dancing career, and most importantly why you are fundraising. It is also a great idea to include a photo of you dancing! Be sure to include where they can return the funds.

STEP 2- Look at your list of potential contributors (The list you first made that included family, friends, local businesses etc). Distribute your sponsor letter to everyone on the list. In previous years, dancers have found they had more success when they hand deliver their letter rather than posting or emailing the letter. This allows the potential sponsor to meet you in person, and you can explain the reason behind your fundraising.

STEP 3- Be sure to send a thank you letter or alternatively call or email your contributor to thank them.

Sample Donation Letter

Dear,

First let me thank you for taking the time to read this letter. I have been selected to participate in the Just For Kix Outback Bowl Dance Team Tour, which is held in Tampa, FL each year. This trip gives me an opportunity of a lifetime to travel to Tampa and perform in the Pre-game and Halftime Shows at the Outback Bowl on New Year's Day. I am asking for sponsors to make a contribution towards the cost of my trip. A major source of funds comes from the kind of contribution from people like yourself and your contribution no matter how big or small is an important part of my fundraising. Thank you for helping me in this once in a lifetime opportunity.

Yes I would like to make a donation of:

\$25.00 \$50.00 \$75.00 \$100.00 \$150.00 Other

Please make your check payable to Just For Kix Outback Bowl Dance Team

Thank you for your sponsorship; it is greatly appreciated. Please send this form along with your sponsorship check to:

List address

Sincerely,

Dancer's Name

