

# Fundraising Ideas

FTC team 6566 Circuit Breakers

# GOAL OF FUNDRAISING CAMPAIGN WILL BE TO MEET OR EXCEED ALL ANTICIPATED EXPENSES REQUIRED FOR ALL TEAMS TO PARTICIPATE IN FULL CAMPAIGN FOR THE 2019-2020 COMPETITION SEASON

HOW MUCH DOES IT COST FOR A TEAM TO COMPETE ALL THE WAY THROUGH “WORLDS”

- COST TO BUILD ROBOT
- TRAVEL
- FOOD
- ENTRY FEES
- UNIFORMS
- PIT

**THERE ARE A VAST NUMBER BUSINESS' IN THE AREA (PARKER & TARRANT CO'S.) THAT ARE RELIANT ON STEM FACTORS FOR THEIR SUCCESS. THESE SHOULD BE YOUR MAIN TARGETS FOR \$\$\$!!!**

- MANUFACTURERS
- CIVIL DEFENSE
- TECHNOLOGY BASED
- SOFTWARE COMPANIES
- OIL & GAS
- CONSUMER GOODS
- LOGISTICS
- COMMUNICATIONS
- HEALTH CARE
- AND MANY, MANY, MORE!!!

# THERE ARE ALSO A LOT OF BUSINESS' THAT AREN'T INVOLVED IN STEM, BUT WILL STILL GIVE \$\$\$.

## THESE SHOULD BE YOUR SECONDARY TARGETS:

- RESTAURANTS
- BANKS
- CAR DEALERSHIPS
- HOME BUILDERS
- NATIONAL RETAILERS
- LOCAL RETAILERS
- INSURANCE AGENTS
- REAL ESTATE COMPANIES
- RAW MATERIAL SUPPLIERS
- LAW FIRMS
- MEDICAL FIRMS
- PHARMACY'S
- GROCERY STORES
- AND MANY MORE!!!

**YOU WILL DEVELOP A PLAN TO CONTACT A TARGETED LIST OF COMPANIES AND ASK FOR THEIR SUPPORT.**

**THE GOAL OF THIS EFFORT WILL BE A FULLY FUNDED TEAM WITH CORPORATE SPONSORSHIPS THAT ARE “SUSTAINABLE”**

INITIAL “TWO PRONG” APPROACH

1. DIRECT, TARGETED MAILING: LETTER & FLYER INFO ON CLUB
2. DIRECT, TARGETED EMAILS: INTRO LETTER AND INFO ON CLUB

# AS AN EXAMPLE OF SOME OF THE COMPANIES TO TARGET:

## MANUFACTURERS

Alcon

General Motors

Ben Hogan Golf

Etc.

## CIVIL DEFENSE

Lockheed Martin

Bell Helicopter

Textron

Etc.

## OIL & GAS

Devon Energy

Oilfield Services Co's.

Drillers

Equipment/Tool  
Manufacturers

**ONCE IDENTIFIED, COMPANIES WILL BE RESEARCHED TO DETERMINE WHO EXACTLY IS THE RIGHT PERSON TO REACH. MOST OF WHAT YOU NEED TO KNOW CAN BE FOUND ON THE TARGETED COMPANY'S WEBSITE. MANY OF YOUR TARGETS ALREADY HAVE FUNDS SET ASIDE, HOPING A GROUP LIKE YOURS WILL COME FORWARD AND ASK FOR THEIR MONEY!!!**

“GIVING BACK”

<https://www.chick-fil-a.com/About/Giving-Back>

“GRANTS”

<https://www.lockheedmartin.com/en-us/who-we-are/communities/applying-for-contributions.html>

“DONATIONS”

<https://www.alcon.com/about-us/corporate-social-responsibility#monetary-donation>

# SO NOW WHAT?

- Write a letter that explains:

1. Who you are
2. What you want
3. Why you want it
4. What you will use \$\$\$ on
5. What's in it for them

- Create a “flyer piece” to provide in addition to the letter. This piece will:

1. List club accomplishments
2. Info on members
3. Explain what's “in it” for them
4. Provide clear instructions on how to donate: i.e. Links & contact info
5. Provide access to charitable donations docs.



# ACTION ITEMS

- Director

1. Budget amount
2. Tax contribution docs
3. How to donate:

- Links

- Bank account

- Etc.

- Members

1. Identify Targets

- By category/type

- Divide and conquer

1. Letter

2. Create Flyer

- Club accomplishments

- Member bio's: class, position/job, hobbies, GPA, dream school, dream job.

- Sponsorship "Levels"

More \$\$\$ = More Benefits

# Example Flyer

## JAMES MADISON HIGH SCHOOL ROBOTICS TEAM IS SEEKING CORPORATE SPONSORS

The JMHS Robotics Team 620 ([www.jmhsrobotics.org](http://www.jmhsrobotics.org)) seeks support for the 2011-2012 season. Our team is proud to be affiliated with the US FIRST robotics competition. FIRST – For Inspiration and Recognition of Science and Technology – was founded in 1989 and is based in Manchester, New Hampshire. FIRST ([www.usfirst.org](http://www.usfirst.org)) is a 501 (c) (3) not-for-profit public charity with the mission to inspire young people to become science and technology leaders by engaging them in exciting mentor-based programs that build science, engineering and technology skills that inspire innovation; and to foster well-rounded life skills including self-confidence, communication and leadership. The FIRST Robotics Competition (FRC) promotes exactly the kind of skills that high-tech companies require.

The FIRST Robotics Competition exposes thousands of high school students to engineering and technology in an exhilarating real world

parts provided by FIRST. The robot is designed to accomplish a variety of specific tasks that are changed each year. All of the design and construction must be completed during an intensive six week period prior to the regional competitions in Washington, D.C. and Pittsburgh, PA. In addition, the team participates in outreach activities, such as demonstrating the robot for community groups and local elementary students.

The budget for registration fees, building and shipping the robot, and the team's travel to the competitions is about \$30,000, with the registration fees alone being \$9,000. We are now looking for corporate sponsors to allow the team to compete again this year. Past sponsors have included SAIC, Alltech Corporation, BAE Systems, Booz Allen Hamilton, Dynaletric Corporation, NASA, ExxonMobil, The PTR Group, and the Vienna (VA) Optimist Club. Donations range from \$500 to \$10,000. Sponsors at the \$500 level and higher have their corporate logos included on our t-shirt and team banner. *All gifts of any amount are appreciated!*

**Please consider becoming one of our sponsors.**

Booz Allen Hamilton, Dynaletric Corporation, NASA, ExxonMobil, The PTR Group, and the Vienna (VA) Optimist Club. Donations range from \$500 to \$10,000. Sponsors at the \$500 level and higher have their corporate logos included on our t-shirt and team banner. *All gifts of any amount are appreciated!*

**Please consider becoming one of our sponsors. It is a great way to get positive name recognition and encourage the development of future engineers, scientists and technology experts.** Tax deductible checks can be made out to James Madison High School (Note: Robotics Club) Tax ID #54-080573 or to FIRST Robotics (Note: Team 620) EIN #22-2990908 and mailed to:

James Madison High School **OR**  
**FIRST** Finance - Team 620  
2500 James Madison Dr 200  
Bedford Street  
Vienna, VA 22181 Manchester,  
NH 03101

**Please contact Mark Krikorian, Fundraising Chair ([mks@cis.org](mailto:mks@cis.org), 703-938-4789)** if you have any questions or if you would like to set up a local