



# 4-H Fundraising Guidance

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## The Purpose of Fundraisers:

4-H fundraisers are meant for the good of the 4-H club or county. Fundraising activities should have an educational component to reinforce experiential learning. Raising funds as a club can help make the program and activities affordable for all involved while creating a bond among the members. It is important to note that raising funds should never become the focus of a club. The 4-H name and logo must be used in an appropriate manner and abide by the federal regulations.

### First steps

1. Get approval from 4-H staff
2. Motivate your group – help them understand the importance of the fundraiser
3. Set goals for your fundraiser
4. Advertise! Promote your message - WHY are you raising money?
5. Involve the whole club
6. Advertise!
7. Check community calendars and try to choose appropriate times and methods

### Questions to Ask

- Will I need a food permit?
- Will I need to purchase event insurance?
- How do I acknowledge gifts and donations?

### Identifying Fiscal Partners

It is a promising idea to reach out to community partners. Organizations who have supported 4-H in the past include FCS Financial, Wal-Mart, Sam's, grocery stores, United Way, Farm Bureau, banks, local foundation organizations, churches, local service organizations (Kiwanis, Optimists, Jaycees), rural electric cooperatives and Thrivent Action Team Grants.

### Keys For Success

Ask early! Have a handout to give them to describe what you are asking for, how it will be used, and that your outcome goals.

*It is hard to say 'NO' to youth!*

When feasible, encourage youth members to request donations and support from community partners.

### Traditional Ideas

- Bake Sales / Concession Stand
- 5K run
- Letter writing campaign
- Whitetails Unlimited Banquet
- Pie & Dessert Auction / Chili & Soup Dinner
- Carnival with games
- Live and Silent Auction
- Trivia Night
- Ad sales for Livestock Show

### Non-Traditional Ideas

- Paper clovers
  - Crowdfunding
  - Rummage sale
  - Profit sharing
- MFA, Wal-Mart, ADM, banks, grocery stores and gas stations have all been reported as excellent sources of grant and donations.

*Tip: plan enough time to request support to their corporate offices.*

*Let the Youth decide! This involvement increases commitment.*