

Preface

Many fundraising guides exhaustively explore the basics of recruiting volunteers, setting up a handful of standard events, executing them with precision, and keeping close track of the cash they generate.

And there's absolutely nothing wrong with that.

But you're holding something quite different in your hands.

This is an idea book for leaders in the school community who can oversee a basic fundraiser in their sleep—yet long to wake up to creative new approaches and clever twists on classic events. (It's also for newcomers who want to make a quick, positive impact by exposing the school's veteran fundraisers to fun, fresh concepts.)

The 50 ideas are supported with lists of potential outside partners/sponsors, savvy organizing tips, and real-life examples of administrators, teachers, parents, students, and local supporters who have pulled off popular and lucrative fundraisers.

If you want to host events that raise spirits along with money; if you want the community to view your fundraisers as necessary entertainments and services instead of unnecessary evils; and if you want to look back at your school's revenue-raising efforts with pride rather than relief that they're over, well then . . .

This may be exactly the book you've been waiting for.

ADDED ATTRACTIONS

Several nonprofit educational organizations publish low- or no-cost guides that outline the basics of setting up a school fundraiser:

- ⑤ *PTA Fundraising Essentials* is available to local PTA chapters through www.pta.org. (The site also features articles on fundraising fundamentals.)

- ⑤ National Association of Elementary School Principals members can access “A Principal’s Guide to Fundraising” and related articles through www.naesp.org.
- ⑤ The National Association of Secondary School Principals publishes *Fundraising: Not Just a Cakewalk Anymore*, which promises to take readers “step-by-step through every phase of organizing and carrying out a successful fundraiser.” It’s available through www.principals.org.
- ⑤ Download the free, 103-page *New York City Charter Schools Fundraising Guidebook* at www.nycchartercenter.org/2006_Fundraising_Guidebook.pdf.