

Guide to Successful 4-H Fundraising

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Introduction

The purpose of this guide is to help 4-H groups run a successful fundraising project. It starts with the planning process and continues all the way to turning in the money earned after the event.

The 4-H clubs using this approach were able to achieve their fundraising goals allowing them to finance important projects and programs. This system is intended to be used in a youth/adult partnership ensuring youth are able to express their ideas and shape the fundraising project.

All your group needs to start is a reason for raising funds and the method for raising them. The strategies in the guide apply to fundraising booths and exhibits held at community events however, many of the principles can also be used fundraising in other ways.

For fundraising ideas or questions about your county's fundraising procedures, contact your county 4-H agent.



Successful 4-H Fundraising

Planning

Price

Presentation

Customer Interaction

Handling Money

Food Safety

Appendices

Planning

Raising funds is an important part of 4-H programming efforts. Whether you are a 4-H club or council, raising funds to cover program expenses is often necessary. A great deal of planning goes into making a successful fundraiser happen. A successful fundraiser only happens when leaders and club members plan and work together as a youth/adult partnership. This partnership should aim to provide an educational opportunity for youth, parents, and 4-H volunteers to work together to develop marketing, social skills, and financial management through fundraising projects.

Fundraising Purpose

There are many reasons to raise funds. As a group, the members must agree on the purpose of raising funds. Remember that 4-H is a non-profit, educational organization and all funds raised are to be used only to further the educational goals of 4-H. The funds raised need to be used for the good of the total group as indicated on the *Fundraising Application* form. This decision is made as part of the youth/adult partnership. The following are some suggestions for fundraising purposes however, there can be other reasons for raising funds.

- Attend summer day camp or residential camp.
- Compete in a project-focused events.
- Engage in a community service project or donate to a charitable cause.
- Provide scholarships for competitions, post-secondary education to active club members.
- Purchase club equipment, uniforms, and supplies so you can learn new skills.
- Take field trips that enhance learning.

Fundraising Methods

Fundraising of all types takes a lot of hard work and a strong commitment. When deciding on the how to raise the funds, several things must be considered:

- Cost of materials
- Demand for item to be sold
- Potential amount of money to be raised
- Amount of time and effort needed
- Raffles, lotteries and games of chance, etc., are permitted at the discretion of the county 4-H Agent and County Extension Director.
- Individual 4-H youth, 4-H volunteers, 4-H clubs, and County 4-H Associations are permitted to conduct fundraising online by utilizing “crowdfunding” or “crowd-sourcing” websites if all money raised for 4-H purposes follows current 4-H policies and best practices, especially those pertaining to fundraising.

Price

Deciding on what price to charge can be tricky. If your prices are too low, you won't make the amount of money you need or you might give the impression that you have a cheap or low quality product. However, if you charge too much, you risk alienating customers or not being competitive with other vendors. What you charge for goods and services will depend upon your investment, time, skill, availability, and demand.

To figure out what to charge for handmade items is to add up the cost of supplies & your time:

$$\text{Supplies} + \text{Your Time (hourly rate)} = \text{Item Cost}$$

This item cost can then be marked up by 2.0-2.5 to get the selling price.

$$\text{Item Cost} \times \text{Markup (2.0 - 2.5)} = \text{Selling Price}$$

Charging Tax

Work with your county 4-H Extension agent to discuss your options for sales tax. Sales tax is added to the price of taxable goods or services and collected from the purchaser at the time of sale.

- Florida's general state sales tax rate is 6%. For more information go to: floridarevenue.com/taxes/taxesfees/Pages/sales_tax.aspx
- If your county 4-H program has not filed a sales tax application, you will have to visibly display that the price you are asking is a "suggested donation".

Additional Information

- Submit the appropriate 4-H *Fundraising Application* form to the county 4-H office at least one week prior to start. Once the fundraising project is approved by the 4-H Extension agent, efforts can begin.
- All funds raised or earned in the name of 4-H are property of the county 4-H Association.

Presentation

You and your booth are the centerpieces of your fundraising efforts. Both should capture the customers' attention and showcase the merchandise. If there is room, have a board with photos of the club engaging in activities related to project work or creating the items being sold. Photos help the booth come alive and give the items a personality people can relate to. When people relate to something and feel connected to the cause, they are more likely to buy your product or service.

Appearance

Your appearance is as important as the rest of the booth. Your appearance will determine if the customer sees you as trustworthy and responsible.

For your best appearance, make sure:

- Clothing is 4-H appropriate.
- 4-H shirt or club shirt are preferred
- Clothes are clean and wrinkle-free.
- Comfortable and clean shoes are worn.
- Hair is neat and clean. Teeth are brushed.
- Hands and fingernails are free of dirt.

Booth

Arrange your booth in an inviting way, showcasing both the product or service and the club. Be sure:

- Product is neatly arranged; wrapped food and folded garments.
- Items with varied characteristics such as flavor, scent and size are clearly labeled.
- A solid color tablecloth is long enough to hide boxes under the table.
- Homemade items include an ingredient list for people with allergies.
- Area is free of trash.
- Personal food and drinks are out of sight.
- Cash box is off the table and hidden. Scrap paper, pencil and calculator can be on the table.

Signs

A sign is the first thing a potential customer sees when they are walking by. The sign should convey the message you want customers to know by including the following:

- Material doesn't fold or blow away.
- Lettering is easy to read.
- Message is simple, without paragraphs of information.
- Clearly stated merchandise or service being sold.
- A catchy slogan or call to action attracts attention.
- Price or donation is specified.
- Logos and graphics are simple and relevant.
- Layout has lots of white space.
- Color enhances the message, not distract from it
- Guidelines for use of the 4-H clover in the 4-H Handbook are followed.

Customer Interaction

You might have heard the expression, “You only get one first impression!” and in fundraising, that is also true. In fundraising, the quality of the communication between salesperson and customer determines the outcome of the transaction.

Conversation

Be an active listener and be ready to listen carefully to what the customer is asking so that you can answer their question completely. If you don’t understand what they are asking, ask them to explain what they mean.

- Use proper English. Avoid slang, as it can make you sound sloppy. Enunciate your words, don’t mumble.
- Speak loudly enough to be heard above other noise, especially if you are outside at a fair or festival.
- Avoid abbreviations and acronyms.
- Keep your language simple and easy for anyone to understand.
- Describe merchandise and list benefits of the product or service.

Body Language

If they perceive you as a positive person, they are more likely to stop at your booth or give you their time when you approach them for a sale. Use welcoming body language. It is important to show that you are approachable and interested in them.

- **SMILE!**
- Stand with your arms at your side, clasped behind your back, pointing to the display or holding the item you are selling.
- Avoid standing with your arms crossed. Crossed arms are a signal that you don’t want anyone to approach you.

Explain Value

Customers want to know what they are getting for their money and whether the cause is worthy of their hard-earned cash. It is up to you to make them aware of these two things. This is the time you will be explaining the purpose as decided by the club for the funds raised. When talking to customers, explain to them how the funds will help and improve your club, your community, your country or your world.

Sometimes people make purchases at fundraising booths not because they need what is being sold but because the money raised is going for a good purpose. It is up to you to convince the customer that the purpose is worth the money they spend.

Handling Money

An important part of fundraising is accepting money. The most common way customers pay at a fundraising booth is cash. You may also accept checks but cannot take credit/debit card payments. Use of the Square or other cell phone app transaction system are not allowed. Keep a calculator and scrap paper with a pencil in front of you to help you make change. Keep the cash box/bag/envelope out of reach and sight of the customers.

Making Change

It is important both in fundraising, and in life, to be able to make correct change. It is important to know how many of each coin go into a dollar and being able to give back the correct coins and dollar bills.

- 100 pennies (\$0.01) = \$1.00
- 20 nickels (\$0.05) = \$1.00
- 10 dimes (\$0.10) = \$1.00
- 4 quarters (\$0.25) = \$1.00

When you make change (money you give back to the customer), change is the difference between the item price and money received from customer. The equation is:

$$(\text{Money received}) - (\text{Item price}) = (\text{Change given})$$

Deposit

Once the fundraiser is complete, you will need to work with the club treasurer and club leader to deposit the money received.

There are two forms to complete for this: Monies Received form and Deposit Slip. The treasurer will know how to fill these forms out along with the help of the club leader.

All money received must be turned in to the 4-H office within three business days of the end of the fundraiser.

Reimbursement

When a fundraiser is held, there are often expenses. To purchase supplies, keep the receipts and give them to the treasurer or club leader so that they can complete a Check Request form. The treasurer and club leader will do this together. Turn the form and receipt into the 4-H office and the person who purchased the items will receive a check in 7-10 business days. DO NOT take expenses out of the money received during the fundraiser. Turn in ALL money received, with the proper forms, to the 4-H office.

Food Safety

Food safety is an important component for 4-H fundraisers dealing with food.

It is necessary that the following best practices are followed:


- Acceptable low risk, home baked items include fruit pies, cakes and cookies, muffins, and bread.
- Baked items should be individually wrapped and labeled.
- Use tongs, deli tissues or food handling gloves to handle all food items and keep hands washed.
- Handlers should not use tobacco, eat, or drink while handling foods.
- Proper hand washing is required and strictly enforced after restroom use, drinking, eating, handling garbage, touching raw meats/poultry, money or dirty dishes.
- Keep all surfaces clean and free of insects.
- Covered trash containers are recommended.
- All food handlers must be healthy and have no open cuts or wounds.
- Be sure to store all foods at the correct temperatures. Hot foods should be held at 135°F or above for safe hot-holding and cold foods should be held at 41°F or below for safe cold- holding.

It is strongly recommended that at least one adult working with a food related fundraising project have a current Servsafe certification. This can be completed online by creating a profile at:

<https://www.servsafe.com/access/ss/UserProfile/UserLogin>

You may also contact the county extension office Family and Consumer Science agent for face-to-face training dates.

Appendices

- Appendix A: Fundraising Planning Worksheet
 - Appendix B: 4-H Clover Usage Guidelines
 - Appendix C: Fundraising Form
 - Appendix D: Deposit Slip
 - Appendix E: Check Request
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Fundraising Planning Worksheet

This worksheet is intended to be a planning tool for a 4-H fundraiser. It is not meant to be turned in but instead as a starting point in the planning process. Much of the information determined here can be transferred to the [Application for Approval for Fundraising Activities](#).

Fundraising Purpose: _____

Amount of money needed to fund purpose: _____

Fundraising Activity: _____

Location: _____

Date: _____ **Set up time:** _____ **Open time:** _____ **Close time:** _____

Youth: _____ **# Adults:** _____ **Shift Length:** _____

Festival/Fair Registration Due Date: _____ **Fee:** _____

Price			
Item	Cost	Quantity	Item Cost
Total cost of all items			
Supplies + Your Time(hourly rate) =		Item Cost	
=		=	
Item Cost x Markup (2.0-2.5) =		Selling Price	
=		=	

Supplies & Equipment Needed: You may not need everything on this list. Add other supplies and equipment in the Other line.

Hat/hair net: _____ Chairs: _____ Trash bags: _____ Signs: _____ Tablecloth: _____ Paper towels: _____ Cooler: _____ Tent: _____	Tables: _____ Apron: _____ Easel: _____ Cash box: _____ Pens/pencils: _____ Scrap paper: _____ Tape: _____ Other: _____	Electrical Cords: _____ Power strip: _____ Plastic gloves: _____ Merchandise bags: _____ Calculator: _____ Hand sanitizer: _____ Receipt book: _____
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4-H Clover Usage Guidelines

The Secretary of Agriculture for the United States Department of Agriculture holds the 4-H name and emblem in trust for the educational and character building purposes of the 4-H program.

It is not permissible to super-impose any letter, design, or object on the 4-H emblem, or to materially alter its intended shape.

The 4-H name and emblem may be used by authorized representatives for the educational needs and interests of youth enrolled in 4-H.

Any use of the 4-H name and emblem is forbidden if it exploits the 4-H programs, its volunteer leaders or youth participants or the United States Department of Agriculture, Land Grant Colleges, Cooperative Extension Service, or their employees.

Advertisements, news releases, publication in any form, visuals and audio visuals or displays in any form must not include actual or implied testimonials or endorsements of business firms, commercial products or services. Statements that a product is used or preferred to the exclusion of similar products are not permitted.

Acceptable



Unacceptable

It is unacceptable to put anything over the emblem.





APPLICATION FOR APPROVAL FOR FUND RAISING ACTIVITIES

Name of Club _____ Date _____

Club Leader _____ Phone _____

Club Leader Address _____

Proposed Fund Raising Activity – Please turn in after planning meeting and make adjustments throughout the year if new fund raising opportunities are planned

Date _____ Time _____

Location _____

Name of Adult Supervising Activity _____

Description of Activity (include type, how selected, and names of persons and/or organizations involved). *If it includes using the 4-H Name & Emblem on a product, please work closely with the Extension Office:*

Purpose of Activity: Describe why your club is conducting this fund raising activity and what the proceeds will be used for. If used for general support, estimate the proposed amounts. Youth may use a decision-making process to determine approximate amounts for their club budget.

_____ *Specific event or activity* _____

_____ *Equipment*

_____ *Club celebrations*

_____ *Recognition of youth or adults*

_____ *Charity or giving to others*

_____ *Transportation*

_____ *Other:* _____

Requested by _____ Date _____

(Leader's signature)

Approved by _____ Date _____

(4-H Agent's signature)

Return to: St. Johns County 4-H, 3125 Agricultural Center Drive, St. Augustine, FL 32092 or kcanderson@sjcfl.us.

Club Deposit Slip

4-H Club Name _____

Deposit Filled out by _____

List Checks Separately

\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____

Total CHECKS \$ _____

Total CASH \$ _____

GRAND TOTAL \$ _____

Leader Signature _____

Funds to be deposited in line item in checking
account: _____

Office Use:

Date received _____

Double checked by _____

Date deposited _____



Club Deposit Slip

4-H Club Name _____

Deposit Filled out by _____

List Checks Separately

\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____

Total CHECKS \$ _____

Total CASH \$ _____

GRAND TOTAL \$ _____

Leader Signature _____

Funds to be deposited in line item in checking
account: _____

Office Use:

Date received _____

Double checked by _____

Date deposited _____



Club Deposit Slip

4-H Club Name _____

Deposit Filled out by _____

List Checks Separately

\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____

Total CHECKS \$ _____

Total CASH \$ _____

GRAND TOTAL \$ _____

Leader Signature _____

Funds to be deposited in line item in checking
account: _____

Office Use:

Date received _____

Double checked by _____

Date deposited _____



Club Deposit Slip

4-H Club Name _____

Deposit Filled out by _____

List Checks Separately

\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____
\$ _____ ck# _____ name _____

Total CHECKS \$ _____

Total CASH \$ _____

GRAND TOTAL \$ _____

Leader Signature _____

Funds to be deposited in line item in checking
account: _____

Office Use:

Date received _____

Double checked by _____

Date deposited _____



4-H Club Check Request Form

Club Name: _____

Requestor: _____

Amount Needed: \$ _____

Date Needed by: _____

I will be purchasing/need reimbursement for: _____

The Check should be made out to: _____

The Check should be mailed to or picked up by (name & mailing address):



Office use:



Funds to be taken from line item in checking account: _____

Check # _____

Check Date _____

Approved by: _____
4-H Agent

Approved by: _____
C.E.D.

4-H Club Check Request Form

Club Name: _____

Requestor: _____

Amount Needed: \$ _____

Date Needed by: _____

I will be purchasing/need reimbursement for: _____

The Check should be made out to: _____

The Check should be mailed to or picked up by (name & mailing address):



Office use:



Funds to be taken from line item in checking account: _____

Check # _____

Check Date _____

Approved by: _____
4-H Agent

Approved by: _____
C.E.D.



The 4-H Pledge

I pledge
my **H**ead to clearer thinking,
my **H**ear to greater loyalty,
my **H**ands to larger service, and
my **H**ealth to better living,
for
my club,
my community,
my country, and
my world.

