

Fundraising for Your Chapter!

Created and maintained by PA-TSA's National Service Project Committee.

Last Updated: January 2024



Need help with a fundraiser?

Contact: treasurer@patsa.org

Boyi Chen: PA-TSA State Treasurer

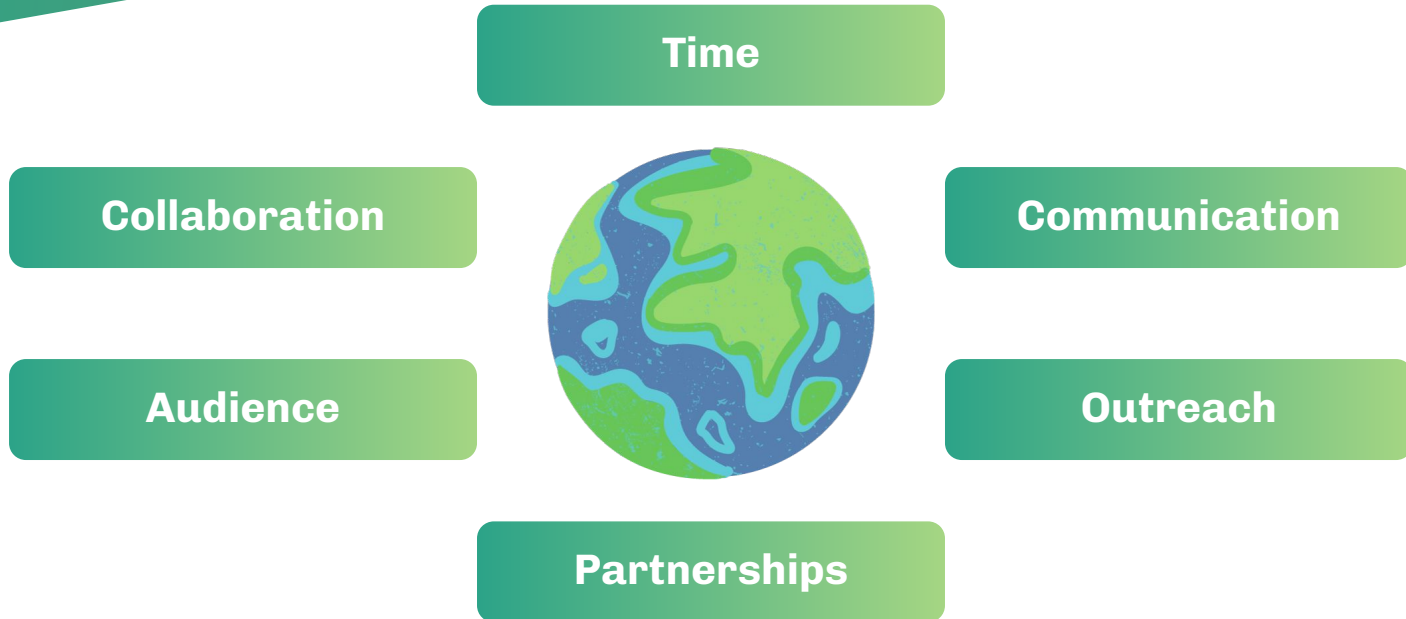
Why Fundraise?



- Chapter fundraising...
 - Helps pay for conference fees.
 - Raises money for competition materials.
- Fundraising for the American Cancer Society...
 - Strengthens the fight against cancer.
 - Greatly helps your community!
- Other Benefits:
 - State and National Recognition
 - Reserved seating
 - Spirit of Service Award

How do you Fundraise?

The Core Concepts of Fundraising:



#1 - Time

Get started ASAP!

A good fundraiser takes time to plan!

- Brainstorming, logistics, materials preparation, and communication **all require time to complete.**
- It's best to get started **as soon as possible** so there's time to solve any issues that arise. Try not to procrastinate!



#2 - Collaboration

Teamwork makes the dream work!



Planning a large fundraiser by yourself can be overwhelming!

- Try to get a few friends together to help you work through the fundraising process.
 - Discuss **past fundraisers**: What worked? What didn't?
 - Divide tasks based on **strengths and weaknesses**.
 - **Set a goal** for this fundraiser.
- Be sure to also talk with **advisors, other clubs, school staff, and administration** to see how they can help with your fundraising efforts!

#3 - Communication

Keep everyone on track!



Communication is the key to success!

- Make sure **everyone involved knows what's going on.**
 - Other members, advisors, volunteers, etc.
- Hold **regular group meetings** leading up to fundraisers ensure everything is going smoothly.
 - **ABC** (Always Be Checking)! Check in on team members to make sure that they're doing their part.
 - If someone's not doing their part, **replace before it's too late!**

#3 - Communication (cont.)

Here's some ways to do it:

Create a **dedicated communication channel** that can get information out **quickly** and **efficiently**.

Messages, WhatsApp, Discord, and Slack are all great options!



#4 - Know Your Audience

Target a demographic!

Know your audience well!

- Make sure that you understand your **audience's interests** to ensure you can get the most out of each fundraiser.
 - Take into consideration their age, their hobbies, etc.
- Additionally, try to incorporate elements from **outside your target demographic** to broaden your effective audience and thus spread interest.



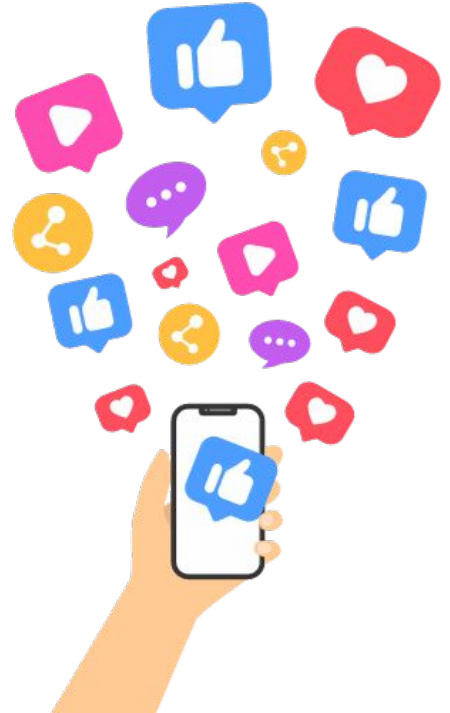
#5 - Outreach

Spread the word!



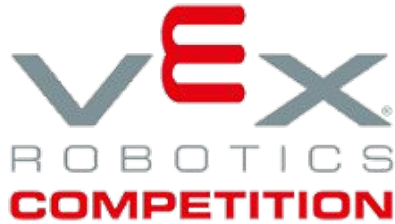
A well-planned fundraiser is meaningless if no one knows about it!

- Utilize **multiple social media platforms** such as Instagram, TikTok, and Facebook to promote your fundraiser event.
 - Read more about it here: [How To Promote Your Event on Social Media in 13 Steps](#)
- If possible, spread the word on **school networks** and with **posters** around the school. Getting help from teachers is a great way to advertise too!



#6 - Partnerships & Corporate Outreach

Expand your horizons!



TSA can help promote many other organizations!

- National TSA is partnered with:
 - Association for Career and Technical Education (ACTE)
 - Army Educational Outreach Program (AEOP)
 - Junior and Senior Solar Sprint
 - American Cancer Society (ACS)
 - International Technology and Engineering Educators (ITEEA)
 - CompTIA
 - REC Foundation
 - VEX Robotics

#6 - (cont.)



Help your community!

- Partnerships are just as applicable at the **local level**.
 - Find a cause that **resonates within your community** and build a fundraiser around it.
 - Speak with **local businesses** and see how you can work together to achieve a common goal.
- Work with other CTSOs.
 - If your school has other **CTSO programs**, reach out and see how you can **cross-promote** and help one another!
- Nonprofit Orgs:
 - Penn State Engineering Ambassadors
 - American Cancer Society (Relay for Life)

#6 - (cont.)

Corporate Sponsorships!

- Look for...
 - **STEM companies** in your area.
 - Companies that are **involved in your school district.**
- Promote them through social media, T-Shirts, or during TSA activities **in return for a donation.**
- Corporate Sponsorship Toolkit
 - Last Updated: November 2021



Tips:

- Be thorough in explaining your fundraiser.
- Be persistent.
- Consider having donation levels with set amounts to simplify the process

Fundraising Ideas

Here are some in-person and virtual fundraisers for you to try!

Unique Fundraising Ideas

See if one catches your eye!



- **Sell boba at school!**

Prepare tapioca beforehand and make milk tea to order. This is a great way for club members to work together towards a common goal.



- **Valentine Grams**

Create a cool template (can be personalized) for people to purchase valentines, and perhaps get a club member to create nice memorabilia to go along with it.

Ideas - (cont.)



- **Have a raffle!**

Find a variety of different prizes and conduct a raffle. This can also be adopted to a virtual format by putting all the ticket numbers into a random number picker!



- **Have a car wash!**

No one ever wants to clean their car, which is why a fundraising car wash is a great way to raise money. While you may think it's a standard fundraiser, there's a reason it's standard!

Virtual Fundraising Ideas

Virtual fundraising is a great alternative!



- **Apparel Sale**

Design and release some custom merchandise that will be sure to turn a profit!



- **Virtual Activity Nights**

Host some virtual concert/karaoke, trivia, and game nights to liven up a Sunday night while also raising money! Just ensure that there's a way to donate online!

Additional Resources

Updates Coming Soon!



PA-TSA VIRTUAL FUNDRAISING KIT

LAST MODIFIED: MAY 2021

INCLUDES:
STEP-BY-STEP PLAN, FUNDRAISER
LIST, TIPS & FAQ, SAMPLE
PROMOTIONAL MATERIAL

This kit was made by the 2020-21 Pennsylvania TSA National Service Project (NSP) Committee, chaired by State Treasurer Arnav Dhingra and vice-chaired by Phillip Gao.

Find more information on the PA-TSA website!

- Fundraising Guide
<https://www.patsa.org/students/fundraising/>
 - Tips and Tricks
 - Fundraiser Ideas
 - An updated guide is in the works!
- Fundraising Toolkit:
<https://www.patsa.org/students/eventresources/>
 - Last Updated: May 2021
 - An updated toolkit is in the works!

Working with the ACS

Getting involved with the American Cancer Society's Relay For Life.

What is Relay for Life?



What is Relay for Life?

- Relay for Life is a **nonprofit charity walk/run** that brings together communities in the fight against cancer.
 - Prior to the event: Teams compete to raise the most money through **fundraising and virtual campaigns**.
 - Event day: Teams compete to run the most laps while participating in various onsite fundraisers.

What are the benefits?

- Bolster ongoing Relays
 - Volunteering to help with existing Relays helps make everything go smoothly and **ensures the success of the fundraiser**.
- Community Involvement
 - Volunteering for Relays helps **change TSA's perception** in the community. It's not just a STEM organization, but a **place where future leaders are born**.

How to Proceed



Option A: Volunteer to Help

- As a Region or as a Chapter, **find and contact** the Relay event you wish to attend.
 - Discuss **volunteer opportunities** and how you can **represent TSA** while there.
 - Arrive early, help set up, clean up, and **fulfill all obligations** you've agreed to. Remember, **you are representing all of TSA!**
 - See: [Pennsylvania ACS Relay for Life Event List](https://secure.acsevents.org/site/SPageServer?pagename=relay) for ongoing Relays. Or, visit <https://secure.acsevents.org/site/SPageServer?pagename=relay>.
- **Note:** Make sure to **coordinate** this with all your chapter members! It reflects poorly on us if promises are made and broken.
- Extend an invitation to to members of your school as well.
 - Ex. Key Club, Student Council, other CTSOs, etc.

How to Proceed



Option B: Create a Team to Compete!

- Visit the American Cancer Society Relay for Life website and register a team for your selected event.
 - The more people on your team the better! Encourage all your chapter members to attend.
- Host regular fundraising events to raise money for your team.
 - Additional ideas can be found on the PA-TSA website and in the fundraising toolkit.
- Show up on the event day and have fun!

Thanks for Listening!

We hope you found this guide useful!

Questions?

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