

# Creative Ways to Secure Funding

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# Background

- 31 years in education as a teacher, coach and activities director
- 17 years as a school AD, 5 years as district AD
- 10 years as an associate director at Alaska School Activities Association (ASAA)

# FUNDRAISING

## \$1,000,000

### a year



# COMMUNITY SUPPORT

Volunteer

Read

Clinic

Clean Up

Decorate

# PROGRAM PARENTS

- Pre-season Meeting

- Budget
- Job sign up
- Expectations

- Mid-Season Event

- Invite all parents (update on fundraising)
- All-team members participate
- Potluck



# SCHOOL / DISTRICT

## Policy and guidelines for fundraising

- All fund raising must be put in writing & approved by the activities director. Approval will be based on need and what the funds will be used for.
- Important things to remember;
  1. Fund raising may not be advertised on the all staff email
  2. Do not solicit funds from the community without giving back.
  3. Your group may not be directly involved with pull-tabs or fund raising related to alcohol.
  4. There may be no advertising of alcohol or tobacco products. Program ads and banners may not have words such as “beer”, “wine”, and “cigarettes”.

# SCHOOL / DISTRICT

## Policy and guidelines for fundraising

- With the approval of the AD, the money may be used for the following;

Travel district does not pay for  
Extra students and adults to travel  
Accommodations  
Uniforms – every two to three year  
Equipment



# SCHOOL / DISTRICT

## Policy and guidelines for outside booster clubs

- Any athletic or activity may have a non school district organization that helps support them. The organization should meet with the Activities Director once a year.
- The district does not have a say in how the outside organization raises their money.
- The district does have a say in how the organization spends it money. Donations are deposited in the activities JSD booster account.
- The group must have an independent name (Blueline club, Goalkeepers Club) that cannot include Juneau-Douglas High School or Thunder Mountain High School.
- The outside group may put advertisements up in the school.

# SPECIFIC FUNDRAISING

- BANNERS – Advertising for sponsors
- RAFFLES – Individual or multiple groups
- 50/50 Raffle – basketball, football, concerts
- SERVICES/COMMUNITY
- IN-KIND DONATIONS
- EVENTS
- OTHER



# QUESTIONS COMMENTS

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