# *Sample Fundraising Plan:High School Music Awards Program*

Each year Highland High School hosts an awards ceremony for outstanding achievements in music made by students in three counties. Awards are made at the elementary, middle, and high school levels to small and midsize ensembles, bands, orchestras, choruses, and solo performers. A special award is made each year for excellence in teaching music.

Funds raised for this program are used for modest cash awards and to produce and promote an event of high quality.

## Fundraising and Revenue Results: Previous Year

* Raised $19,200 in cash contributions. Fundraising expenses totaled $6,000, leaving $13,200 for prizes and the awards program.
* 48 donors contributed cash.
* In-kind contributions included free advertising in local newspapers, printing of event programs, and food and beverages for the post-ceremony reception.
* Two-hundred and twenty people attended the event, including 123 adults and 97 children and youth. Ticket sales helped to cover event costs.

## Fundraising and Revenue Goals: Current Year

* Raising a total of $25,000 in cash contributions and earned revenue
* Increasing the total number of donors
* Increasing in-kind contributions
* Increasing earned revenues from program advertising and concession sales
* Increasing attendance at the event (and ticket sales) to 270 adults, teenagers, and children

### Projected Sources for $25,000

**Corporate/business contributions** of $100 to $1,000 from music publishing company, music and record stores, supplier of band/orchestra uniforms, and businesses where parents of participating students work.

Projected: 3 contributions @ $1,000 (businesses owned by students’ parents)

6 contributions @ $500 (music publishing company and others)

6 contributions @ $250 (uniform supplier and others)

5 contributions @ $100 (parent business contacts)

Total: 23 contributions totaling $8,000

**Crowdfunding campaign with a $7,500 goal.** Email lists encompass current parents and teachers as well as parents of alumnae

Projected: 25 contributions @ $100

 50 contributions @ $50

 100 contributions @ $25

Total: 200 contributions totaling $7,500

**Garage Sale** (based on prior year’s receipts)

Projected: Sales totaling $1,000

 Related concessions (lemonade and cookies) totaling $150

Total: $1,150

**Sale of advertising in event program** (with ads ranging between $30 and $300)

Projected: 2 ads @ $300 (back cover and inside back pages) totaling $900

 6 ads @ $250 (full-page ads) totaling $1,500

 13 ads @ $100 (1/3-page ads) totaling $1,300

 40 ads @ $30 (business card size) totaling $1,200

Total: 61 ads totaling $4,700

**Ticket sales** (with prices of $3 for children under 12; $5 for teenagers; and $15 for adults)

Projected: 120 adults @ $15 totaling $1800

 100 teenagers @ $5 totaling $500

 50 children @ $3 totaling $150

Total: 270 ticket sales totaling $2,450

**Concessions**

Projected: 150 program sales @ $1 totaling $150

 300 beverages @ $1 totaling $300

 300 snacks @ $1 to $2 totaling $450

 30 bouquets @ $10 totaling $300

Total: 780 sales totaling $1,200

TOTAL PROJECTED: $25,000

## Action Plan

Committee and volunteer fundraising

|  |  |
| --- | --- |
| Task | Coordinators |
| **December–March** |  |
| Corporate/business campaign, case statement | Jerry |
| Corporate/business campaign, compiling prospect list | Evelyn |
| Identifying who knows whom on list | All |
| Preparing letters/arranging visits | Mary |
| **December–March** |  |
| Soliciting in-kind contributors of services | Anne Marie and Emmanuel |
| **February–March** |  |
| Crowdfunding campaign, developing pitch | Evelyn |
| Choose crowdfunding platform and design | Jerry |
| Compile email lists from past participants and parent contacts | Jerry and Joanne |
| Post campaign, produce campaign updates | Surilee |
| Refresh campaign page as needed | Jerry |
| **March–April** |  |
| Program ad sales, hosting training | Linette |
| Program ad sales, organizing “territories” | Linette |
| Program ad sales, coordinating student teams | Linette and Diane |
| Program ad sales, follow up and design/layout | Dan’s Graphics |
| **April–May** |  |
| Garage sale, hosting | Bob and Bea |
| Garage sale, fliers and advertising | Evelyn |
| Garage sale, coordinating donations and pricing | Bob and Bea |
| Garage sale, coordinating concessions | Students |
| Garage sale, use of truck | Sol’s Used Furniture |
| **April–May** |  |
| Designing event flier | Dan’s Graphics |
| Coordinating with printer | Dan and Evelyn |
| Securing event concessions | Surilee |
| Recruiting event volunteers | Eva and Sol |
| News releases to local media | Brittany |
| Outreach to local music radio stations | Ben |
| Distribution of fliers and posters | Students |
| **Early June (event date)** |  |
| Coordinating event volunteers | Eva and Sol |
| **Post-event** |  |
| Thank-you letters | Evelyn |
| Thank-you party for fundraisers and volunteers | Surilee |
| Planning meeting for next year’s event | Dan and Evelyn |