

The Ultimate School Fundraising Checklist



Start with the Why

Are you raising money for a specific project or for general funds? This will help you decide on what type of fundraiser you should host.

Pro Tip: Share this goal often with potential donors to drive up donations during your fundraiser.

Form a Planning Committee

Your school's PTA/PTO is most likely juggling many different projects. You should take this time to determine who has the bandwidth to be a part of this fundraiser and clearly define responsibilities.

Pro Tip: Make a list of additional volunteers you can utilize such as parents and staff.

Use Your Fundraiser to Build School Spirit

A spirit wear sale is a great option to build school spirit and can be done multiple times throughout the year. Plan each fundraiser around upcoming school events or holidays to drive up sales.

Pro Tip: Create an online store and skip the bulk orders. [Booster Gear](#) only ships items that actually sell so you are never stuck with leftover inventory.

Recruit Sponsors to Offset Costs

Reach out to local businesses and offer them the opportunity to sponsor your fundraiser and pay for the spirit wear in exchange for having their company name or logo on the apparel.

Pro Tip: Put school spirit days on your calendar to encourage students to wear their purchases and gain additional exposure.

Align Your School Fundraising Ideas with Your Goal

A-thon fundraisers like a [fun run](#) or walk-a-thon are great options if you are trying to raise a certain amount of money.

Pro Tip: These types of fundraisers also build a sense of community as students work together to reach the set goal.

Plan a Promotion Strategy

From social media to signs and flyers, promoting your fundraiser is essential and will require even more volunteer hours. Create a timeline with how you will communicate with families and the community through the entire fundraiser.

Pro Tip: Consider partnering up with an outside fundraising company such as [Booster](#) that can provide you with these types of resources and alleviate your volunteer needs.

Decide How to Collect Money

While you can still do it the old fashion way with cash and checks, opting for a free online fundraising platform, such as [MyBooster](#), allows you to collect funds instantly. This will save valuable volunteer time. The ability to track progress in real time also helps build momentum and excitement.

Pro Tip: [MyBooster](#) includes a feature that customizes personal pages for each student. This means they can reach more people in less time with the quick share of a link.

Most Importantly . . . Have Fun!

That's right! It's literally part of the word—FUNdraising. So make it fun! The more you students are enjoying your fundraiser the more motivated they will be to participate.

Pro Tip: Brainstorm ways to make activities extra exciting and use a rewards system to encourage student participation.

Get Your Teachers Involved

A successful fundraiser *needs* the support of your teachers. Provide them with information such as dates, logistics, what the funds are for and student prizes ahead of time so they are informed. Your teachers spend the most time with students and play a huge part in keeping them motivated.

Pro Tip: Institute a reward system for teachers too!

Post Fundraiser, Thank Your Donors and Volunteers

Make sure to give a heartfelt thank you to all the students, families, volunteers and members of your community that helped make your fundraiser a success.

Pro Tip: If your community has a positive experience, they are more likely to get involved again the next time your school hosts a fundraiser.