

Healthy Fundraising Tip Sheet

FOOD MATTERS IN SCHOOLS!

Students consume many of their daily calories during the school day; their attitudes, preferences and behaviors are influenced by the food environment at their schools. Foods and beverages, which are often sold to raise money for fundraisers, can have a significant impact on the food environment in schools.

THE BENEFITS OF HEALTHY FUNDRAISERS

Healthy fundraisers provide a positive message that promotes a healthy school environment. Fundraisers that involve either healthy food choices or non-food items can yield high profits and build a sense of community—for example, holding a walk-a-thon versus a candy sale.

FUNDRAISER TIPS

- (1) Know your audience.** Choose items to sell that are useful to people; ask ahead of time what they would be willing to spend money on.
- (2) Less is more.** Hold fewer fundraisers by condensing events when possible. Too many fundraisers can lead to consumer burnout and lower profits.
- (3) Communicate the purpose.** Continually remind your audience how the money raised will be spent; tell them, “We’re halfway to buying a new computer” instead of “We’re halfway to \$2,000.”
- (4) Promote your fundraiser.** Advertise the fundraiser on websites, and in email blasts and newsletters. Offer rewards for people who raise the most money. Offer taste tests to potential customers for new, healthy foods you are selling for a fundraiser.
- (5) Choose and plan your fundraisers wisely.** Choose fundraisers that engage family, friends and the neighborhood to increase sales and develop a sense of community. Coordinate fundraisers with holidays or seasons.

To contact the High School Wellness Initiative staff at the Health Department, email hswellness@health.nyc.gov

KNOW THE RULES!

For information about fundraisers and New York City Department of Education regulations, visit the website at: <http://schools.nyc.gov/RulesPolicies/ChancellorsRegulations/default.htm>



Fantastic Fundraiser Ideas

ITEMS TO SELL

- School spirit or logo gear (clothing, stickers, foam spirit fingers, school mascot items)
- Boxed citrus produce, pre-ordered for shipment
- Fresh produce, sold individually or in baskets (made with products from wholesale markets)
- Items from a gift catalog
- Flowers, plants and/or seeds for a holiday or occasion
- Photo days (hire a photographer, work with a portrait studio, rent a photo booth, or have friends/family take photos)
- Student-made crafts or artwork
- Holiday items
- Scratch-off fundraiser cards

QUICK AND EASY SALES

- Re-usable water bottles or shopping bags
- Themed silly bands
- Glow bracelets or necklaces
- Flower leis
- Hand sanitizer with mini tissue packs
- Themed attire day (dress down, sports gear, hats, pajamas, etc.)
- Approved and healthy foods and beverages
- Plastic storage containers
- Temporary tattoos

SPECIAL EVENTS

- A-thons (walk, dance, hula hoop, jump rope)
- Sports tournaments
- Student-faculty competitions
- Talent shows
- Concerts
- Dances
- Game nights
- Flea markets
- Gift wrapping nights
- Movie nights (a movie license will be required)
- Evening parent classes (workout, dance, art, etc.)
- Raffles or auctions for parents or the community

ONGOING EVENTS

- Write annual letters of appeal or hold alumni donation drives
- Sell or raffle off front-row seats at school sporting events, plays or concerts
- Establish a school store (spirit or logo gear, schools supplies, fun items, holiday items)
- Create and update fundraising websites
- Sell ad space in calendars or newsletters
- Hold recycling drives
- Form a booster club to raise money from local businesses

Always check with a school administrator when planning a fundraiser to be sure it meets the New York City Department of Education's regulations and your school's own policies.