



8 Fresh & Surprisingly Effective Fundraisers For Cheer Programs

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CHEER GURU NATION

A practical, low-stress fundraising guide for today's cheer coaches

Cheerleading expenses continue to rise — uniforms, choreography, travel, competition fees, and Nationals. The problem most programs face isn't effort — it's relying on outdated fundraisers that drain time, energy, and morale.

This guide focuses on **modern, proven fundraisers** that actually work — without burning out athletes, families, or coaches.

Fundraisers to Think Twice About

(High effort, lower return in today's environment)

Car Washes

- Often require permits or admin approval
- In some geographic locations, restricted during droughts (Southern California)
- Labor-heavy with inconsistent profit

Bake Sales

- For safety precautions, many schools only allow commercially prepared food
- Limited margins, with inconsistent results
- High prep for low return

Scratch Cards

- Donation fatigue is real
- Participants are uncomfortable asking for money
- Historically low participation

Fundraisers That Are Working Right Now

1 Live Audience TV Show Tappings

Best for: Guaranteed money, zero selling

Teams near **Southern California, Atlanta, Las Vegas, or Nashville** can earn money simply by attending live TV tapings.

- On Camera Audiences offers \$20–\$30 per person
- Live Tapings of shows like: America's got Talent, American Idol, The Voice, Dancing With The Stars, The Masked Singer

Why it works

- \$20–\$30 per person; a squad of 30 members = \$900
- No selling, no prep
- Friends & family can attend to boost numbers=\$1,000+ in one evening
- Make it a team field trip and have the school secure a bus for transportation
- Requires about 4 -5 hours and checks are deposited within 2-3 weeks

 **One night. One check. Done.**

2 Online Crowdfunding - Spotfund & Snap! Raise

Best for: Maximum total dollars raised

Spotfund gHUbXg'ci hUg'U'i gYf!Zf]YbX`mUbX`VgghYZZYVWj Y'd`UhZcfa ža U_]b['h]XYU`Zcf`W`YYf teams to tell their story and accept donations.

- no fees - 100% profit
- social media tools to boost
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Snap! Raise takes a **significant percentage**, but many teams raise **more money overall** on this platform because of it's built in:

- automated countdown reminders
- Competitive leaderboards
- Built-in incentives and prizes

 Many programs run 2–3 Snap! Raise campaigns per year because participation is so high.


3 Krispy Kreme Donut Sale

Best for: Reliable profit with minimal risk

Run Krispy Kreme like a business, not a bake sale. Krispy Kreme offers a discounted price that you can upsale and can earn up to a **40–50% profit**

Pro Tips

- Presale to family & friends
- Collect money upfront to ensure your inventory
- Set a short pickup window date and times (Friday, 7am-8am before school)
- Order **extra dozens** to sell day-of and (at lunch or at the game)
- Accept **Apple Pay, Venmo, Cash App**

 Requires some work with pick-up and pre-sale, but product familiarity and bundled discounts help make sales and meeting order minimums relatively easy

4 Mrs. Fields Ship-to-Home Fundraiser

Best for Busy programs

Programs like **Mrs. Fields Ship-to-Home** or **Poppin Popcorn** remove most of the work. Simply set up your custom webpage and post links to your page on social media. Supporters can follow the link, make selections and pay with a credit card and products are shipped directly to them.

Why coaches love them

- Up to **50% profit guarantee**
- No food handling
- No pickup days
- Orders ship directly to supporters


5 A&W Root Beer — “Floats for Funds”

Best for: Presales, visibility, and easy weekend profits

Partner with a local grocery store to host a Root Beer Float Fundraiser. This event functions as a sponsored community promotion, the store provides the root beer, ice cream, and cups on-site in exchange for positive exposure, goodwill, and increased traffic—while the cheer program raises funds with minimal overhead.

Why it works

- Store providing product eliminates storage or transport issues
- Presales guarantee income
- high community visibility and increased traffic for the store
- Family-friendly, high traffic, 100% profit

 *If reimbursement is required for product used, the profit still outweighs the cost and set up is simple. (See our **Floats for Funds Fundraiser Guide** for step-by-step help setting up your own.)*

6 Youth Cheer Clinic & Halftime Performance

Best for: Fundraising + feeder program growth

Host a junior cheer clinic for younger athletes. Teach basic technique and a performance cheer and dance that they can perform at your halftime game.

Revenue streams:

- Registration fees
- Include event t-shirt & bow
- Action photos for additional income
- Halftime performance exposure

 **Bonus:** builds leadership opportunities and could increase future enrollment.

7 Community Restaurant Give-Back Nights

Best for: Passive income + visibility

Build on TV tapings by encouraging:

- Fast-casual chains
- Local favorites
- Dessert shops

✂ Promote heavily on social media and announcements for one evening → earn a percentage of sales.

8 Run an Online Spiritwear Store

Best for: Low inventory, high demand

Run an online apparel store fundraiser eliminates the hassle of inventory while giving supporters the opportunity to choose exactly what they want to buy.

- Game-day tees
- Holiday editions
- “Cheer Mom” or alumni designs

✂ Scarcity drives sales. But even after your short launch window ends, the store remains open — creating ongoing, passive income throughout the year.



Final Coaching Tip

The most successful programs **don't rely on one fundraiser** — they plan ahead and rotate smartly:

- ✓ One high-yield virtual campaign
- ✓ One guaranteed payout event
- ✓ One presale food fundraiser
- ✓ One community-building event

Fundraising should support your season — **not exhaust your team.**



That's Big Cheer Energy