

# *Fundraising*

TEAM 8027



# *Step 1: Team Budget*

- Start by creating a team budget for the season
- Determine what the student participation fee will be
- Now determine your fundraising goal
- There are lots of good business plan examples here:  
<https://www.firstinspires.org/resource-library/fundraising-toolkit>

## **Team Budget - 2013**

| Income   | Amount          |
|--|-----------------|
| Student Travel Fees                            | \$4043          |
| In-Kind Donation to FIRST for Registration Fee | \$1000          |
| Sponsor Donations                              | \$10,000        |
| <b>Total</b>                                   | <b>\$15,043</b> |

| Expenditures      | Amount          |
|-------------------|-----------------|
| Entry Fees        | \$9500          |
| Lodging           | \$3300          |
| Transportation    | \$40            |
| Social Activities | \$200           |
| Robotics Kits     | \$3500          |
| Robot Parts       | \$750           |
| Field Pieces      | \$215           |
| Team Promotion    | \$1000          |
| Machine Supplies  | \$125           |
| <b>Total</b>      | <b>\$18,400</b> |

Source: FRC 1018

# *Organizing the Team to Fundraise*

- It helps to have an initial team meeting dedicated to fundraising before the season begins
- Include all team members, coaches, and parents
- Use the meeting to learn about possible fundraising connections that everyone involved may have
- For example: A parent may have a connection to a funding source that the coaches are not aware of
- Always remember, the more people involved, the more resources that will be available for the team.
- Ensure all team members participate in fundraising



# Fundraising Ideas

- **Food/ Dinner Benefits**
  - Spaghetti Dinner
- **Door to Door Sales**
  - Candy Bar Sales
- **Team Sponsors**
  - Businesses
  - Private Donors
- **Raffles**
  - Chinese Auction
  - Reverse Raffle
- **Crowdfunding**
  - GoFundMe
- **Patreon**
  - Other online services



The screenshot shows the homepage of the GoFundMe website. At the top, there is a search bar, the GoFundMe logo, and a menu icon. Below the header, a main headline reads "Free fundraising for the people and causes you care about". Underneath this, a subtext says "Starting is easy. 0% platform fee\*". At the bottom of the page, there is a prominent green button with the text "Start a GoFundMe".

# Fundraising Process Tips

- Make a list of all different fundraising options to explore
- Divide up the process among parents, team members, and coaches. Be sure it is clear everyone has a role in the process.
- Schedule follow up meeting(s) to touch base on progress of the the fundraising goals.
- Develop a sponsor letter that introduces your team and explains the levels of funding and what the sponsor will gain from supporting your team

 FIRST™ Robotics Team  
[www.penfieldrobotics.com](http://www.penfieldrobotics.com)  
Penfield High School  
25 High School Drive  
Penfield, NY 14526



**PATRON - SPONSORSHIP FORM**  
(Directions to Student: Assist in completing form, Leave top half with Sponsor, Keep bottom half for Team Records)

**Dear Business Owner or Patron:**  
Thank you for your support of the FIRST™ Robotics Team at Penfield High School, in conjunction with the RF Communications Division of Harris Corporation. We sincerely appreciate your support.

**Receipt for Solicitation:** You have agreed to support our team in the FIRST™ Robotics Competition at the following level:

|   |         |  |
|---|---------|--|
| <input type="checkbox"/> Named Sponsor (added to team name)       | \$5000+ | Contribution Amount: _____   |
| <input type="checkbox"/> Eagle (ad and name on robot and t-shirt) | \$500   | Amount collected today: _____  |
| <input type="checkbox"/> Hawk (ad and name on team shirts)        | \$200   |  |
| <input type="checkbox"/> Owl (full-page patron ad)                | \$100   | <input type="checkbox"/> Ad was provided today                           |
| <input type="checkbox"/> Seagull (1/2 page ad)                    | \$50    | <input type="checkbox"/> Ad to be e-mailed                               |
| <input type="checkbox"/> Sparrow (1/4 page ad)                    | \$25    | <input type="checkbox"/> Balance/ Ad to be picked-up on or before: _____ |
| <input type="checkbox"/> Other \$_____                            |         | <input type="checkbox"/> Balance/ Ad Mailed in to: _____                 |

**Make Checks Out To:** Penfield High School Robotics Team

In appreciation of this financial commitment, we will be publishing a Patron Advertisement book, which will be widely distributed in the Rochester area including your place of business, and placing your name on the sponsor page of our website.

\*Please attach a copy of the ad you would like placed in the patron book, email it or mail it to our address above.

Date: \_\_\_\_\_ Student Contact: \_\_\_\_\_ Student Phone #: \_\_\_\_\_

**TEAR OFF & RETAIN FOR TEAM RECORDS**

Company or Sponsor Name: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City, ST Zip: \_\_\_\_\_  
Phone #: \_\_\_\_\_ Company Website: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Sponsorship Level:

|   |         |  |
|---|---------|--|
| <input type="checkbox"/> Named Sponsor (added to team name)       | \$5000+ | Contribution Amount: _____   |
| <input type="checkbox"/> Eagle (ad and name on robot and t-shirt) | \$500   | Amount collected today: _____  |
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| <input type="checkbox"/> Sparrow (1/4 page ad)                    | \$25    | <input type="checkbox"/> Balance/ Ad to be picked-up on or before: _____ |
| <input type="checkbox"/> Other \$_____                            |         | <input type="checkbox"/> Balance/ Ad Mailed in to: _____                 |
|   |         | <input type="checkbox"/> Use last years ad                               |

Company or Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Student Contact: \_\_\_\_\_ Student Phone #: \_\_\_\_\_

Source: Pennfield Patriots

# Fundraising Follow Up

- After the fundraiser, have a follow up meeting to discuss the success of the fundraising effort
- **Think about:**
  - What worked about the fundraiser?
  - What didn't work or could be improved?
  - What fundraiser could be used again next year for a similar purpose?



# Thank Your Supporters

- Send out a letter to those who provided financial support
- Giving a shout out on social media or the team's website
- Invite supporters to meet and greet the team.
- Include your sponsors on team t-shirts, pit banners and even on your robot.



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## FTC 4140 – Fish in the Boat



FishintheBoat.org  
FishintheBoat@rocketmail.com

(Date)

(Contact Name),

FTC 4140 – Fish in the Boat would like to thank you for your support to Fish in the Boat's current season of FIRST Tech Challenge. It's because of the support from (Company Name) that we are able to compete in the 2012-2013 FTC season!

We have found the World Championships to be an amazing experience the past two years and are very excited to competing again! This season we competed at the Wisconsin FTC Championship Tournament on February 3<sup>rd</sup>, 2013, and we won the Inspire Award, the most prestigious award offered in FIRST Tech Challenge, qualifying us for the FTC World Championships for the third time in a row. We also competed at the Minnesota FTC Championship Tournament on February 23<sup>rd</sup>, and were part of the winning alliance along with winning the PTC Design award for our use of CAD software.

The biggest part of the robot challenge this year is hanging rings on a large tic-tac-toe board in the center of the field. Points are awarded depending on what level of the board the rings are scored on and bonus points are awarded for three rings placed in a row. We want to thank you for printing essential parts of our robot; the grabber so we can hang one ring at a time to score three rings in a row more easily and the omni-wheel guards so we can approach the game elements smoothly.

Fish in the Boat has grown to have a large ripple effect in the community, known very well through our volunteering and competition in FIRST, our outreach and demonstrations, and our team spirit and dedication. Through the years we've expanded our identity so we are noticeable at events we attend. We recognize the importance of our sponsors, and they are proudly displayed on team materials, website, team shirts, in our pits, on our cart, on our robot, and at all events and tournaments.

Thank you again for your support, and if you have other questions about our team, check out our website at [fishintheboat.org](http://fishintheboat.org) or email us at [fishintheboat@rocketmail.com](mailto:fishintheboat@rocketmail.com).

Sincerely,

(Student Name)

On Behalf of FTC 4140 – *Fish in the Boat*  
Team Members:  
(List)

# *Useful Links*

- Fundraising: <https://www.firstinspires.org/resource-library/fundraising-toolkit>
- Make sure to also take look at the lesson on Grants on FRCTutorials.com

# Credits

- This lesson was written by FRC 8027 for FRCTutorials.com
- You can contact the author at [team@droidsrobotics.org](mailto:team@droidsrobotics.org)



- More lessons for FIRST Robotics Competition are available at [www.FRCTutorials.com](http://www.FRCTutorials.com)



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