

Title:

Cheerleader Fundraising

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857

Summary:

In this article, we'll consider three types of cheer fundraisers. Each involves doing something a little different, each of them are easy to do, and each fundraiser packs a profit punch.

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Article Body:

Cheerleading fundraisers are the ultimate in small group fundraising. Cheerleaders possess boundless energy, determination, and loads of contacts (for potential supporters).

Harnessing all this energy and enthusiasm can be a challenge, but having the right cheerleading fundraiser is a great start. You want to leverage their skills by giving them an exciting fundraising product to sell.

So, what cheerleading fundraising ideas will generate excitement?

In this article, we'll consider three types of cheer fundraisers. Each involves doing something a little different, each of them are easy to do, and each fundraiser packs a profit punch.

Cheer Fundraiser #1

One unique approach for a cheerleading fundraiser is offering custom posters of school sports teams or of the cheerleaders themselves.

For instance, feature the team photo of the football team, or use a series of action photos. Each can be turned into a wall-sized poster or a fundraising calendar.

Add some allure to these cheerleading fundraisers by including your game schedule or team slogan printed on it in a contrasting color.

You could also design one to celebrate your championship teams, commemorate your

previous titles, intensify a cross-town rivalry, recognize all of your school's sports teams on a spirit poster, or feature the cheerleading squad in action.

Any of these items is sure to be popular with a wide range of students. Local businesses will often buy one to put in their front window. Players will want a souvenir copy suitable for end-of-season autographs. Proud parents and grandparents will want their own keepsake copy.

The posters can be sold easily at pep rallies, sporting events, through the school store, and by the cheerleaders themselves via a merchant table at a high-traffic location on a weekend.

Think of creative ways to design and market your own unique set of cheerleading posters. Consider adding merchant sponsor logos to reduce the cost. You could also cross-promote with another school on a rivalry poster and double the overall market.

Cheer Fundraiser #2

Another idea for cheerleading fundraising is selling customized Holiday Greetings CD's. This is a brochure or order-taker sale of a personalized selection of holiday music favorites.

One of the nice things about this product is that a purchaser selects their ten favorite holiday songs by checking off boxes on a list of thirty classics.

Included in the choices are favorites such as Let It Snow, White Christmas, Jingle Bells, and Have Yourself A Merry Little Christmas.

These are licensed copies of the original recordings by the original artists, assembled on a personalized CD that costs your group a mere \$4 each.

A retail price of \$10 coupled with the ability for the customer to order a personalized message on each copy, make these a great cheerleading fundraiser.

The CD's are available in six basic designs - Singing Snow Men, Rudolph, Christmas Tree, Peace On Earth, Kwanzaa, and Happy Hanukkah.

There is room for a holiday greeting of up to thirty characters on each design. For example, the Christmas Tree version has the phrase "Merry Christmas" in green and red, with space below it for a "From the XYZ Family" greeting.

Shipments are sorted by salesperson and customer, making your delivery a very simple task indeed.

Cheer Fundraiser #3

A third type of cheerleading fundraiser that creates an air of excitement is selling flowering "airplants."

Airplants, or more properly, Tillandsias, are unique, soil-free plants that absorb nutrients and water through their leaves. All they need is air, water, and light.

Tillandsias are attractive and fascinating members of the pineapple family (Bromeliaceae). Their native habitat is the southern United States, Mexico, and Central and South America.

Bromeliads - Tillandsias - can be placed in anything: rocks, shells, pottery, driftwood, around water fountains, fish tanks, etc. They like bright, indirect lighting, and a heavy spraying or soaking two or three times a week.

They have a growth cycle starting with one plant growing to maturity, then blooming. One to two months after the blooming has finished, new plants form around the base of the "mother" plant. Each will continue growing and reproducing if given the proper care.

A cheerleading fundraiser Airplant package consists of a beautiful example of the Bromeliad family, comfortably ensconced in a natural seashell holder.

Your group pays \$3 per Airplant, including the seashell holder, shipping and handling. Each Tillandsia retails for \$6, so your cheerleading fundraiser is ensured a good profit margin.

You can organize your sale as a special event or as an add-on to a regular gathering. Set up a table with your sales display and place a colorful Tillandsia poster on the wall behind to let your prospective customers see how beautiful these Airplants are in full bloom.

You can also conduct your cheerleading fundraiser as an order-taker from a sales brochure. Each brochure contains colorful pictures of these exotic, but easy to care for, plants.

Simple text explanations are included describing the simple steps involved in nourishing these fabulous specimens.

Summary

All three of these fundraising products will add some excitement to your next

cheerleading fundraiser.

When all the participants are enthusiastic about offering something new and unique, it packs a powerful profit punch.

Heres to making your next cheer fundraiser a resounding success.

Cheers!