

SCHOOL FUNDRAISING

Academic Challenge Fundraiser



SAMPLE
CHAPTER

**Learn how 200 students
RAISED \$12,000 IN 2 WEEKS
with a Spelling Challenge**

FOR GRADES K-5

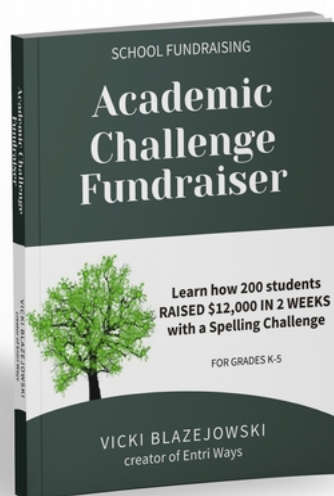
VICKI BLAZEJOWSKI
creator of Entri Ways

The following pages include a few introductory **SAMPLE pages within this ebook.**

These pages explain the basis for this fundraising program.

The complete ebook explains, in detail, exactly how to plan this Academic Challenge fundraiser along with the promotional material.

Learn more or buy the complete ebook/program at EntriWays.com



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by Vicki Blazejowski of Entri Ways, www.EntriWays.com

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Visit us at www.EntriWays.com

Introduction

Welcome! If you want to know how to raise funds for your elementary school then you're in the right place. You may be a member of the school's fundraising group, a teacher, or professional staff. You may be a seasoned fundraiser or a parent new to the school. Either way, you want the information, the steps, the letters, and the forms to implement the best fundraiser your school has ever seen! You don't want to spend a lot of time researching, you just want the information to get it done now.

After this brief introduction, I'll get straight to the point and in just a few pages you'll have everything you need to run an educational, profitable fundraiser in-house (meaning you don't need to look to outside product fundraising companies that retain about 40-50% of the money you work so hard to raise).

This Academic Challenge is a fundraiser that allows your school to retain about 90-95% of the money donated. The other 5-10% goes toward things like photocopies and prizes for the kids – a small price to pay to have more than 85% of the students participate. Yes, over 85% participation! As least that's the result I and others who have run this fundraiser had.

School fundraising groups go by many names – Parent-Teacher Organization (PTO), Parent-Teacher Association (PTA), Parent Association (PA). Whichever you have at your school, we all have the same goals in mind and that's to raise funds to pay for educational programs, supplies, and equipment, not covered under the typical school budget.

New parents enter the school every year. This means there are new opportunities to draw from new knowledge bases. On the flip side, it can also mean involvement of parents with little to no business or fundraising experience. Whether you're that seasoned fund raiser or the new kid on the block, this book is perfect for you. It will show you how to raise funds for your school, raise them faster, and with fun events in which the students want to participate.

My name is Vick Blazejowski and I spent many years fundraising for my three children's school when they were young. In doing so, I've developed a passion for helping school fundraising groups and other nonprofit organizations improve their planning, operations, and marketing. In this book, I'm going to share one of the fundraisers I designed while there that resulted in 200 students raising over \$12,000 (actually it was just over \$13,000) in just two weeks. It was the most successful fundraiser our little school had ever run!

My Marketing, Project Management, and Sales experience has been the cornerstone to creating and promoting these events and running them like the businesses they are. In addition to serving on two PTOs at two different schools, I also served on the Board of Directors at a much larger community-based fundraising organization where I helped plan and implement city-wide fundraisers. Today, I assist the local Boys & Girls Club with the finance, business development, and marketing operations, am a Strategic Marketer at a commercial real estate firm, and am a blogger at Entri Ways.

You are welcome to print a copy of this guide for your own personal reference. We suggest you make notes in the columns and highlight the ideas that best suit your particular event. To purchase additional copies of this guide, please visit www.EntriWays.com where I show you even more Ways to Fundraise!

New, original ideas are always welcome. If you have questions, comments, or suggestions, feel free to contact me at info@EntriWays.com.

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Table of Contents

Introduction	· 3 ·
Potential Profit & Benefits	· 7 ·
Know Your 'Why'	· 8 ·
Approvals & Announcements	· 8-11 ·
Pledge Sheet	· 12 ·
Plan & Calendar of Events	· 13 ·
Contests	· 12 ·
Best Tips for a Successful Fundraiser!	· 14 ·
Play Games	· 15 ·
Prizes & Rewards	· 16 ·
Advertise	· 17 ·
Tests & Test Day	· 17-18 ·
Celebrate!	· 18 ·
Collection	· 19 ·
Say Thank You	· 19 ·
Keep Records	· 19 ·
Connect Online	· 19 ·
Notes	· 20 ·
Summary	· 21 ·

SAMPLE PROMOTIONAL MATERIAL

Parent Information:	· 23-29 ·
● Announcement	
● Pledge Sheet	
● Letter to Parents	

- Letter to Kindergarten Parents
- Contests
- Reminder

Teacher Information:

· 30-32 ·

- Letter to Teachers
- Word Search Puzzle

Calendar of Events:

· 33-37 ·

- Calendar of Events for Students
- Calendar of Events for Volunteers

Administration:

· 38-44 ·

- Totals / Net Profit Calculation
- Expense Tracking
- Test Sheet
- Kindergarten Test Sheet
- Thank You & Donation Collection

Advertising & Promotion:

· 45-52 ·

- Banners
- Printable Prizes
- Tickets
- BINGO Card
- Press Release
- Letterhead

Academic Challenge

The best way to raise money for education expenses at an elementary school is to run an educational event in which the students themselves are involved and enjoy participating. By involving the students, teaching them that their efforts have a direct impact on the results, and rewarding them for their efforts, you will have an opportunity to run one of the most successful fundraisers your school has ever seen and teach a few valuable lessons!

With this Academic Challenge fundraiser, students will be learning and earning. Students will solicit sponsorships and donations for every question they answer correctly on a test designed specifically for their grade level - like a walk-a-thon; but instead of walking miles, the students are learning and answering test questions to raise money. A truly simple concept with the potential for amazing results.

For example, students will be given a 30-question test. Prior to the test, students are encouraged to ask two people to sponsor them \$1.00 for each question they answer correctly on that test (or four people at \$0.50 each or 8 people at \$0.25 each). The goal is for each student to obtain \$60 in pledges. If 200 students do this, the Academic Challenge has the potential to result in \$12,000 raised for the school.

The Challenge can be applied to any subject – Spelling, Math, Reading, Geography, History, Science, Banking. Once you understand the concept and tools used in an Academic Challenge, you can use the blueprint to run a different academic challenge fundraiser every year.

Since this Academic Challenge is run completely in-house by parent volunteers and with the support of the head-of-school and teachers, there are no outside vendors that will take a commission on the donations, resulting in a higher net profit for your group.

If this is your first time running an Academic Challenge, I suggest you start with a *spelling* challenge since it's one of the easiest subjects to implement by grade level. It's also why I've decided to focus on the *spelling* challenge in this book.

So let's get started.

POTENTIAL PROFIT & OTHER BENEFITS

If a student asks two people to sponsor \$1.00 for each word they spell correctly on the test and if that student spells all 30 words correctly, then that one student would raise \$60 for the school. If 300 students do this, the result is \$18,000 donated to the school by the sponsors.

Let's take a look at a few scenarios to see how much your school could potentially raise based on your student population.

# of Students	# Test Questions	Sponsor Amount Per Correct Answer	Minimum 2 Sponsors per Student	Total*
200	30	\$0.25	\$15.00	\$3,000
200	30	\$0.50	\$30.00	\$6,000
200	30	\$1.00	\$60.00	\$12,000
300	30	\$0.25	\$15.00	\$4,500
300	30	\$0.50	\$30.00	\$9,000
300	30	\$1.00	\$60.00	\$18,000
400	30	\$0.25	\$15.00	\$6,000
400	30	\$0.50	\$30.00	\$12,000
400	30	\$1.00	\$60.00	\$24,000
500	30	\$0.25	\$15.00	\$7,500
500	30	\$0.50	\$30.00	\$15,000
500	30	\$1.00	\$60.00	\$30,000

*Based on 30 correct answers.

*Estimated gross profit. [Gross Profit less Expenses equals Net Profit]

The totals you see in the table above are just a few examples of potential funds that could be raised. There really is no limit.

Expenses for this fundraiser are projected and intended to be minimal. They may include photocopies, printing of sponsor sheets and a banner advertisement, balloons, and student prizes.

When I ran an Academic Challenge with our 200-student elementary school, we spent only about 3% of the income on expenses. That meant that our school held onto about 97% of the money the sponsors donated. Ninety-seven percent! That's a fantastic return.

As you can see, planning an in-house fundraiser certainly makes a difference in your profit margins, but my favorite part about this Academic Challenge fundraiser is that it *empowers the students*.

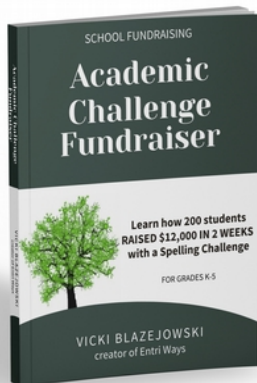
We are teaching these kids at a very young age that their efforts directly affect their earning potential. The more the students work to learn, the more they will earn for their school for things like educational programs, field trips, and supplies.

We are teaching the students that if they put in the work, they have the ability to make a difference in the outcome! Even more important than raising a few dollars is this incredible life lesson.

Now that you understand the basic concept for the Academic Challenge fundraiser, let's discuss the planning, step by step.

* * * * *

**Learn more or purchase the complete
Academic Challenge fundraiser program at:**



Academic Challenge Fundraiser

EntriWays.com

If you found this Academic Challenge fundraiser helpful, please consider a few of my other profitable school fundraisers:



Learn more or buy at:
[Humanity Challenge Fundraiser](#)



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And don't forget to grab your FREE copy of the
[Master Plan for Fundraising Success](#)

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