

Fundraiser Report

Tylesha Kebe

Old Dominion University

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This semester I had the opportunity to work closely with Fleet and Family Support Center in Virginia Beach. During the months of September and October, we planned our fundraiser. At the end of October, we began the fundraising and allowed it to go on for two weeks. We believed that this was a good time because of the holidays coming up and they could be perfect gifts for friends and families. It is also a good time because most people like the smell of the fall edition candles. We used money to help support and provide new toys for the Child Development Centers and Youth Centers in Little Creek. We teamed up with Yankee Candle and began the planning process. I wanted to participate as a volunteer, but I had the ability to shadow the different members of the Fundraising team. Yankee Candle is a brochure fundraiser. Brochure fundraisers do not require any upfront money. These types of fundraisers collect money at the time the orders are placed.

Due to the budget cuts in the military and the Child Development Centers, it is hard for the centers to buy new toys and supplies needed to support the teachers and the children. The best way to get help is through fundraisers. When I arrived at the Fleet and Family Support Center to discuss a possible fundraiser, they were already talking about doing a fundraiser. I asked them to join. Since I work at the Child Development Center, I believe I had the insight on what was truly needed from the fundraising and how it would better help the Centers. Our first step in the planning process was to set goals. One of the goals we created was to provide a fundraiser that would be fun, quick, and easy. Our second goal we created was to provide each center with at least \$500.

The chairperson got in contact with a fundraising consultant who will provide the sales packet for us to hand out to the sellers. We decided that we would go into the centers and allow

each child to bring home a sales packet. We posted flyers and advertisements in the classrooms, the front desk, and allowed them to take home flyers two weeks before the fundraiser started. It was my responsibility to make the flyers for the fundraiser. I made sure that the flyers were fun, interesting and colorful, so it can draw the attention of the parents. We provided ample amount of time to get the parents ready and informed. The beginning of the fundraiser started on October 28th, 2019.

We agreed that we would get volunteers to come out to the centers Wednesdays and Fridays to accept orders from the parents and staff. During this time, we would answer each question and take orders. We would provide sample candles, so the parents and staff could smell it before they order. We inform them what the fundraiser is for and how their money will help the centers. We knew the best time to be at each center would be from the times of 3:00PM to 5:00PM, because most parents and staff were getting off work and will have time to stop by the desk before going to pick up their child and going home. We provided them the ability to do online orders in case there were some they seen online. The first week was a success. When we got to the second week, more people were ready to order. I believe the second week was more successful than the first week.

After the two weeks were over, we counted all the sales. After receiving orders from three different centers, we received almost 150 sales. With those 150 sales, we raised around \$2400. We were able to provide the three centers with \$800 to provide new toys and supplies for the centers. The centers were excited to hear that they raised money to help support them. They were excited because they now can provide their centers with the things, they need to provide excellent service to their children and staff. The centers provided the parents and staff who

participated with a lunch to express their appreciation to those who helped raised money for them. They believed that without their help, they wouldn't have what they have today.

This experience allowed me to understand what goes into fundraising. The ability to be able to shadow the different roles of the fundraising team, allows me to have a better understanding of the roles of fundraising. It also allows me to choose which role I would provide better service to and what is interesting to me. It also showed me what things I would do in my own fundraisers that work. It also showed me different things that I would not do in my own fundraiser. Overall, the fundraiser was a success. It provided a learning experience. We went above the goal and provided a fun experience to those who participated. We helped the Fleet and Family Support Center provide money to the centers. When it is time to do the next fundraiser, we stated we will give out flyers and the sales booklets out earlier, so it gives the families and staff time to look in depth and not feel rushed. Also, to allow more time for families and staff to save money to buy more.