



# Fundraising Guide

**SECOND EDITION!**  
July 7, 2009

- Step by step instructions for your fundraising needs
- Expected profit calculations and contact information
- Sample forms and templates for viewing

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## COCA-COLA FUNDRAISER

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The Coca-Cola Fundraiser is a recognizable way to raise money. Almost everyone drinks a Coca-Cola product, if not actual Coca-Cola. Therein lies the power of this fundraiser: there's something for everyone. To work this fundraiser, cases of coke products are bought from local distributors for the fundraiser, and sold at approximately retail value. The hard part comes in finding a great venue to sell the products. Venues include:

- Games
- Practices
- Neighborhood corners
- Store fronts (obtain permission first)

And don't be afraid to ask people you know. Again, almost everyone drinks a Coca-Cola product. At least this time, they're drinking a Coca-Cola product that supports a good cause!

Contact Erin MacCallum for the order forms, receipts, and appropriate contact for product pick-up. (Phone: 214-460-8035 E-mail: [erinmaccallum@stingsoccer.com](mailto:erinmaccallum@stingsoccer.com))

Types of Products	Cost	Selling Price	Profit/Case
20 oz. Carbonated Case	\$13.50	\$25.00	\$11.50
20 oz. Dasani Water	\$13.50	\$25.00	\$11.50
20 oz. Powerade case	\$15.50	\$25.00	\$9.50
12 oz. Vitamin Water	\$19.68	\$35.00	\$15.32
16 oz. Energy Drinks	\$29.00	\$40.00	\$11.00

\*Prices are not exact, and may vary by region

## RESTAURANT/ENTERTAINMENT GIFT CARDS



Similar to the Coca-Cola Fundraiser, you purchase gift cards to local restaurants, movie theatres and spas in a kit to sell as a group or team from Synergy Media USA. You buy a fundraising kit containing 200 gift cards for \$798 (billing is deferred for 30 days, which allows teams to sell the cards before paying for them). The cost of each gift card is \$3.99 per card. Cards can be sold for \$10, \$15, or \$20 donations for the following local businesses:

**Studio Movie Grill** (not valid for food purchases) *2 Movie Tickets \$18.00*

Addison, 5405 Beltline Rd, 75248

Arlington, 225 Merchants Row, 76018

Lewisville, 1600 S. Stemmons Freeway @ Corporate Drive, 75067

Plano, 4721 W. Park Blvd #100, 75093

Dallas/Royal, 11170 N. Central Expressway, 75243

**PF Chang's** *\$10.00*

NorthPark, 225 NorthPark Center, 75225

Dallas, 18323 North Dallas Parkway, 75287

Grapevine, 650 Highway 114, 76051

Arlington, TX, 215 E I-20 Hwy, 76018

Allen, 915 W. Bethany Dr., 75013



**RESTAURANT/ENTERTAINMENT GIFT CARDS CONTINUED**

**Spaghetti Warehouse \$10.00**

Arlington, 1255 W. I-20, 76017

Dallas, 1815 N. Market, 75202

Mesquite, 3855 W. Emporium, 75150

Plano, 1517 N. Central Expwy, 75075

**Spa-Synergy (valid towards a Facial or Massage) \$25.00**

Flower Mound, 1001 Cross Timbers Rd # 1210, 75028

Contact Jack Parr, Senior Account Rep for Synergy Media USA for more information and setting up the fundraiser.

**Phone: 214-434-7934**

**E-mail: [jack@synergymediausa.com](mailto:jack@synergymediausa.com)**

**SUMMARY OF POTENTIAL FUNDRAISING PROFITS:**

<b>Kits</b>	<b># of gift cards</b>	<b>Donation/Card</b>	<b>Total Income</b>	<b>Cost/Kit</b>	<b>Profit</b>
<b>1</b>	<b>200</b>	<b>10</b>	<b>\$2,000.00</b>	<b>\$798.00</b>	<b>\$1,202.00</b>
<b>1</b>	<b>200</b>	<b>15</b>	<b>\$3,000.00</b>	<b>\$798.00</b>	<b>\$2,202.00</b>
<b>1</b>	<b>200</b>	<b>20</b>	<b>\$4,000.00</b>	<b>\$798.00</b>	<b>\$3,202.00</b>

## GARAGE SALE

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The garage sale is a tried and tested method for simple fundraising. It requires little preparation and yields decent rewards. Nonetheless, there are a few snags that people have trouble avoiding. We have a few tips to keep in mind before setting yours up.

### ADVERTISING

Don't just expect people to come when you put your items out for sale. People need to know about the garage sale in advance. Use signs (made of cardboard or a stable substance) to guide people, and place flyers around your neighborhood that give concrete details. It wouldn't hurt to put on your flyer that the proceeds of the garage sale fund your soccer dues, travel, registration fees, etc.

### DEALS

Garage sale prices are in the range of one-fifth to one-third of the original price. With such low prices, your best bet is to sell as many items as you can. To accomplish this, you need attractive deals to grab the customer's attention. "Buy One Get One Free" and "One Dollar Each" are easy deals that customers know and like. They work, but there are better strategies. Bunching items are more appealing to customers because they assume they're getting more for their buck. You can price each batch up to half its value since customers are willing to spend more for a group of items rather than individual pieces.

### DISPLAY

In a garage sale, people are looking for a bargain. That doesn't mean they are willing to accept low-quality items. How you display your items matters just as much as the item itself. Avoid putting items on the ground, showing only one item in a set, and leaving clothes and such unfolded or off a hanger. Place your most expensive items near the street for people to see while driving.

### VARIETY

Variety is essential to any good garage sale. People are used to seeing dishware, dolls, and drapes at garage sales. In order to have variety, it's important to find a group of people willing to have a garage sale together. All of you may have soccer balls and lightly-used shoes, but not everyone has an antique chair or an unused bed set. Get together, decide what you can pool, and throw a garage sale at a designated house.

COME OUT TO OUR...



# GARAGE SALE!

[DATE AND TIME]

[ADDRESS]

[Directions]

*Proceeds of the garage sale benefit our dues, registration fees, and travel to participate in Sting Soccer Club. We appreciate your help!*



## ***SHIRTS FUNDRAISER***

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Perhaps the most lucrative, the shirts fundraiser benefits both the people who are running the fundraiser and the businesses they solicit. More importantly, it's simple. Your job is to sell sponsorship opportunities on the back or front of your shirts to local businesses.

Sponsors pay at least \$50 to have their name printed on the back of the shirts. The more money they donate (\$60, \$70, etc.), the bigger their name appears. Sponsors who donate at least \$500 (or whatever amount you decide) have their names listed on the front of the shirts. And the process repeats with the sponsors that donate more than \$500 having the bigger names.

It's a great way for the companies to gain exposure, but show community support. And to show the sponsors how much their support means, a shirt and a "thank you" letter go a long way. This fundraiser lends a helping hand to everyone, which is why it's so successful!

For more information as to the cost of the shirts and printing prices, contact Julie Rice.

**Phone: 469-364-3805**

**E-mail: [Julierice@stingsoccer.com](mailto:Julierice@stingsoccer.com)**





2008-09 Texas Titans 98 Soccer T-Shirt AD Sales



[Summary of team's fundraiser and whom it benefits]

[Where to make checks payable, website]

Name/Business	\$50	\$75	\$100	Other	Signature <sup>TM</sup>
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					

Template inspired by Blake Westmoreland's design

## **TEXAS RANGERS FUNDRAISER**

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In Texas, we're known for our immense pride in everything we do. Sports are no exception. And right now, the Texas Rangers are hot, red hot. So what better way to fundraise than to enjoy a game at the Ballpark?

The Texas Rangers have agreed to help us fundraise through selling tickets. How it works is you decide a rough estimate of people you can sell tickets to so that the Group Ticket Seller can pick five sections for the groups to sit at. Pick a date (Fridays are the biggest draws) and sell tickets for that game. You buy the tickets at a discount price, but you sell them at full price. And the prices vary by section. The best thing about the fundraiser is that everyone wants to go to a ball game, so you'll always find someone willing to go.

The person to speak to is Taylor Bergstrom. He's the Ranger's Account Executive and will be more than happy to help you out and explain the process in detail.

**Office number: 214-234-1650**

**Cell: 214-460-6552.**

**E-mail: [TBergstrom@TexasRangers.com](mailto:TBergstrom@TexasRangers.com).**



## DALLAS STARS FUNDRAISER

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The only way to beat the heat is to get on the ice. And the Dallas Stars are allowing us to do just that. Similar to the Texas Rangers Fundraiser, the Stars are helping us fundraise by selling tickets to their games in the fall at full price after buying them at a discount rate.

More importantly, the Stars will create a Sting Night at one of their games in the American Airlines Center. We'll have the opportunity to promote the Sting Soccer Club, set up booths for merchandise, and have a great time watching the Dallas Stars.

We've included payment options for you to view. The Dallas Stars organization is willing to work with us and accommodate different groups' needs in terms of paying for vouchers and tickets.

### VOUCHER PROGRAM

1. You purchase the vouchers up front, and then sell them to whomever you choose. The team can return up to 50% of non sold vouchers.
2. You can sign a consignment agreement. The agent would put a credit card on file (no charge) and sign an agreement to give you X amount of vouchers. The team would then sell the vouchers and give the agent a check for that month for what they sold (ex: If they sold 34 upper level vouchers for that month – the team would pay \$850). You can sell the vouchers for up to \$40 for the upper level ones, but the team only pays the actual voucher price, which is \$25. You can return only up to 50% that the agent consign, so if he/she consigns 100 and you sell 35, you can give 50 back and but will have to find some use for that extra 15.

### FUNDRAISING NIGHT

This one is pretty simple where the Dallas Stars pick one night for the entire organization or particular team and make it their night to raise money. They will pick out a game and discount the

## **DALLAS STARS FUNDRAISER CONTINUED**

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ticket. Then they will tack back on \$5 or \$10 onto that discount ticket price, and extra money on any ticket sold for the Sting night will go to the fundraiser. The Stars put that extra money into an account and send the check a few days after the game. For this fundraiser, they take orders on an individual/family basis. They hold a block of seats in a certain section, and families can fax in their order, or call the agent who handles the accounts and order their tickets.

For more information about the fundraiser, payment options, or anything in particular, you may contact Trevor Tankersley, the Group and Suite Sales Account Executive for the Dallas Stars.

**Phone: 214-387-5633**

**Fax: 214-387-5515**

**E-mail: [TTankersley@DallasStars.com](mailto:TTankersley@DallasStars.com)**

**Group Sales Hotline: 214-387-5536**





# 2009-10 Dallas Stars Voucher Pack



**Voucher Pack:** - Purchase twenty (20) vouchers to be used towards any game at anytime during September – December 2009. These vouchers may be redeemed prior to the general public for the best seats available. Receive a discount off gate prices and priority to purchase Stanley Cup Playoffs. Ability to add additional vouchers in twenty (20) voucher increments. Voucher redemption will be made available prior to the general public by mail or in person and must be redeemed 72 hours prior to game date. All vouchers are subject to availability and only a limited number of vouchers will be accepted to premium games. Each voucher has a cash value and if lost, stolen or misplaced, no refunds or exchanges will be issued.

- Employee Benefits
  - Offer discount tickets to all employees.
  - Get the best seats to the best games at the best price!
  - Flexible options for everyone and easy to sell and redeem.
  - Save on Client Entertainment, Employee Teambuilding activities, employee recognition and rewards.
  - Priority to purchase Stanley Cup Playoff Games.
- Fundraisers
  - Make up to \$29 per voucher sold!
  - Set your own Profit Margins!
  - Fundraise and added benefits for your members and employees at the same time!

Sample provided by Trevor Tankersley

**\*\*Membership in Old No. 7 Club**

SEAT LOCATIONS & SECTIONS	Gate Price	Voucher Price	20 Vouchers	10 Additional
<b>**StarsClub Luxury</b>	\$99.00	\$70.00	\$1,400.00	\$700.00
<b>Priority Terrace</b>	\$40.00	\$25.00	\$500.00	\$250.00

Name \_\_\_\_\_ Account \_\_\_\_\_  
 # \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (D) \_\_\_\_\_ (E) \_\_\_\_\_ Email \_\_\_\_\_

Flex Vouchers # of vouchers 20 / 40 / 80 / 100 (circle one) @ \$ \_\_\_\_\_ = Total Due \$ \_\_\_\_\_

**Method of Payment:** Check # \_\_\_\_\_ Visa MC Am. Ex. Disc. Diners Card # \_\_\_\_\_

Exp. \_\_\_\_\_

**CALL Group Sales at 214-387-5633 for more information**  
 or email: [TTankersley@DallasStars.com](mailto:TTankersley@DallasStars.com)  
 Visit [www.dallasstars.com](http://www.dallasstars.com) for more information



**Calling all Sting Soccer Club players, family, and friends:  
Come out and enjoy this special discount night and help  
support your team!**



**Discount tickets!**



**Wednesday, February 11<sup>th</sup> @ 7:30pm**

**Dallas Stars vs. Phoenix Coyotes**

<u>Section</u>	<u>Your Price</u>	<u># Tickets</u>	<u>Total</u>
Lower Level (\$70)	\$50	_____	_____
Upper Level (\$40)	\$25	_____	_____

*\*A portion of each ticket goes back to the Sting Soccer Club\*  
(\$10 for lower level, \$5 for upper level)*

Contact: \_\_\_\_\_ Account: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: (D) \_\_\_\_\_ (E) \_\_\_\_\_ Email: \_\_\_\_\_  
 Credit Card: \_\_\_\_\_ EXP: \_\_\_\_\_

To order tickets call **Trevor Tankersley 214-387-5633**  
 Fax to: **214-387-5515**  
 Email to: [ttankersley@dallasstars.com](mailto:ttankersley@dallasstars.com)  
 Or mail to: Dallas Stars Attn: Trevor Tankersley  
 2601 Avenue of the Stars Frisco, TX 75034

\*All payments must accompany order  
 \*To ensure seating together, tickets must be ordered together  
 \*Orders will be filed on first come first serve basis and subject to availability