



2010-2011 Fundraising Roadmap: Why?

Why do we have to fundraise extra money?

The district gives us a sparse amount of money for uniforms every 4 years. For any equipment (balls, water bottles, etc...) or clothing (shooting shirts, backpacks), or travel (busses to Palmer, Kenai, Homer, or flights to Phoenix), or even tournament fees (West's JV/C-team tournament each year, etc.), we have to come up with the money on our own.

Doesn't the \$160 activities fee cover some of that?

No, the activities fee that you pay to the school directly pays for referees, the in-town busses, gym time, etc.... We have no say in how that money is spent.

How is the Booster Club account split up and how do we fundraise?

There is one General Fund that we all, through our collective efforts, contribute toward to achieve the goals we set out at the beginning of the year. We approve the budget, fundraise towards that goal, and pay the bills as close as possible to stay within the budget. We fundraise in 4 primary ways:

1. Through the Club Level Memberships and Booster Club Memberships
2. Through the Senior Night Raffle.
3. Through the concessions revenue that parents volunteer their time equally for.
4. Through the Ala Carte fundraising of work for donations, garage sales, team poster sales, banners, web ads, coaching clinics, etc...

We keep track of how much each athlete fundraises directly strictly as a book-keeping practice. No one is required to fundraise, but people also want to know how much they've contributed toward the goal. We must all remember that fundraising is voluntary, yet at the same time, travel is optional.

How much should I attempt to fundraise?

Because the Varsity generally does the majority of the traveling, and they usually have 2-3 years in the program to amass some money, the fundraising goals are distributed as follows:

- Each member of the Varsity squad should aim to raise \$750
- Each member of the JV squad should aim to raise \$250
- Each member of the C-team should aim to raise \$125

Can I just pay the money and not do any fundraising?

Yes, you can join any level of Club Membership that you like and you have effectively fundraised that money. It is not a fee, so once you've joined you can not get that money back. It goes into the general fund and benefits the team as a whole. However, because it is a donation and not mandatory, it is tax deductible.

When should the fundraising be accomplished?

We have a large bill due on November 1st if we want to go to Phoenix. We need to be able to pay that bill when it comes.



2010-2011 Fundraising Roadmap: How?

One-time Event Fundraisers:

- Memorial Day Weekend, the McGinnis' are hosting a garage sale. Donated items will be collected from South High Basketball families (or any others willing to contribute). Items should be in working condition. They will take clothing, household items, sporting goods, small appliances etc... They will not accept such things as weapons or automobiles. If there are specific items, contact them (345-2135). Mark your items with your name and that money will be applied to your account. Any un-marked items will go into the Booster Club General Fund. Items should be dropped off at their house (13001 Ridgeview Drive) between May 24th and May 28th. Let the McGinnis' know if you can help out during the sales event, 9am to 5pm, Saturday, Sunday, and Monday.
- Possible Krispy Kreme fundraiser after school starts next year.
- Other ideas? We are always open to ideas, the best ones are those that you can organize and head up.

On-Going Fundraisers:

- Club Level Memberships. Our focus this year is including the community as a part of Wolverine Basketball. We need to widen our circle and both give and receive support outside of the 36-member team. So, talk to southside businesses, corporations, neighbors, friends, and family and invite them to join South Basketball through one of the 5 levels of membership. They receive a little something from it, feel part of the program, and we receive some needed financial support.
- Spring clean up, yard maintenance, or other manual labor. Boys may use the "Work for Basketball Donations" form to secure a person or a business that needs labor done to work on a project or hourly basis. This fundraiser is only limited by the creativity and energy the boys have to put into it.
- Northern Lights Coupon Book sales. This is a perennial favorite for many people in Anchorage. Sales go on throughout the summer for the fall release of the coupon book. More details to come on this.
- Ala Cart gymnasium banner sales and web ad sales are also still possible outside of the Club Memberships. See the website Ala Carte Fundraising for those contracts.
- The team poster is being done by Media Allstars and requires no leg-work on our part. That being said, the more businesses that get on the poster, the more money we make. So please offer all of the businesses that you contact the option of being on the team poster as well. They can contact Mike at Media Allstars (mike@mediaallstars.com).