

Clear Lake High School Band

Commits to the following:

1. Goal: **\$\$10K** Reason: **Replenish Funds Due to Purchase of "Cab"**
2. Ask **"Did you know we're doing a mattress fundraiser?"** to 20 people per family and get the ones that will replace a mattress to the school
9/18/21 (Saturday) 10 am- 5 pm
3. Secure with the school **date** and **location** for event.
[Event confirmed to be held outside of Kreuger Gym again.]
4. Get **Faculty flyers** into all staff **Boxes'**. Janitors and bus drivers too!
 - Use the Faculty and Hero fliers/posters provided
5. **Post** notice of event on **group, school and district websites**.
[Kanch Weerasinghe –FBBC, Webmaster]
6. Forward & continue weekly **email campaign** to district, faculty & staff.
7. Follow through with **Facebook Campaign**
 - **LIKE** our Page on Facebook <https://www.facebook.com/cfshoustonse>
 - **Join Your Event** "4th Annual Clear Lake HS Mattress Fundraiser"
 - **Invite ALL** of your Friends by Text "**clearlake**" to 474747
 - **Share every time** we post
8. Allow and Promote **Parent meeting** before event
This is critical to success!!!
Date & Time: **Aug 24 (Tues) at 7:00 pm**
Location: **PAC**
9. Allow for **"Last Dash"** meeting with all students prior to event.
Date & Time: **Sept. 7th During the School Day**
Location: **In the Band Hall**
10. **Distribute flyers** in community and **place yard signs** in own yards
11. Have **director/boosters** available **day of sale** to thank customers & manage the kids. **[Orchestra parents will be door greeters this year.]**
12. Have all **students** available **the day of the sale** to assist in holding signs around town. **[25 orchestra students, band students optional]**
13. Assist in all possible **creative ways** to promote the event on back.

Custom Fundraising Solutions

Commits to the following:

1. Provide **all necessary guidance and support** to sponsor, boosters, parents and students.
2. Design and provide **all marketing materials including professional flyers, signs, posters and banners**.
3. **Manage Facebook/Social media**.
4. **Run Parent Meeting and Kids Kick Off Meeting** prior to event.
5. **Provide and pay all staffing** for set up, take down as well as the professional sales force during sale.
6. Provide all **display and sample product** used during the sale.
7. Provide all **equipment necessary and collect cash, check, credit card and financing** transactions during the sale.
8. **Provide all product ordering and warehousing** for items sold.
9. Coordinate all **customer deliveries**.
10. Provide all **customer support, contact and follow up** after the sale.
11. Provide agreed upon **payment and statistics to group after the sale**.
12. Be available by text, phone, email or social media.
 - Ben Marsh
 - 832-736-1815
 - ben.marsh@cfsbeds.com

We are going BIG this year! Goal is to beat the first year with \$10k. I am printing 100 extra signs and paying for direct mail. This is a huge commitment on my side. I believe in you and am Super fired up.

1. Go to the local Chamber of Commerce and see if you can get a list of the local businesses in town.
2. Get a total for the number of businesses in town and we will send you a packet of posters that can be posted in all the businesses. Examples would be the grocery store, the laundry mat, the post office, the town hall, and any place that sees a lot of traffic.
3. If the city or town has a digital sign, they will usually post the announcement on the sign for free for us a few weeks in advance. Many small towns have a digital sign.
4. Go to the local fire, police and city workers buildings and get them a copy of the Hero flyer. This is another flyer we can send directly to the parent and we just need to know how many we need to print.
5. Go to the town hall and see if they have a Facebook page to post the link for the fundraiser.
6. Add flyer insert to water/utility bill mail out.
7. Have a parent that is good with social media go on all the local “buy and sell” Facebook pages, the town “Chatter” Facebook page and have them post the Facebook event link.

8. Yard signs that need to be put in every parent’s yard to remind them to talk to people. We will leave 10 for the coach/director to put up around the school but the other 90 signs need to be given to the parents to post in their yards.

9. See if someone has a contact at a local newspaper that we can do an insert in the paper with a flyer.

10. Also see if there is a local radio station that will do a PSA for us since it is a school event. If the newspaper will not do a flyer insert, then at least see if they can run a onetime ad for the event. We have had a lot of success working with local papers.

11. Be sure that all the parents are inviting as many people as they can to the event on Facebook.

12. Have someone go to assisted living or nursing homes to go and distribute flyers.

I will print flyer inserts for utility bill or newspaper.