

FIRST[®] Fundraising Toolkit

Section 8 – FIRST Team Fundraising Examples

(FRC 1111 – Flocking Fundraiser)

BASIC TEAM INFORMATION

FIRST program, team number & name	Team 1111 The Power Hawks
Rookie year	2000
Location (City, State)	Edgewater, Maryland
Type of area (urban, suburban, rural)	Suburban
Number of events attended in 2013 (Regional/District/Champs)	2
Number of students on the team	45
Number of Mentors on the team	32
Range of money fundraised by the team each year	\$10,000 - \$14,999

GENERAL FUNDRAISER INFORMATION

Name of fundraiser: Flocking

Short description (3-5 sentences): The team places flamingos in a friend or member of the team’s yard and the home owner can call a member of the team to either have the flamingos taken out of their yard, or pay for the flamingos to end up in someone else’s yard. This spreads the team’s name, spreads the message of FIRST, and raises money for the team.

Total amount of money raised: \$4500.00/year

Number of students & Mentors/parents needed to run the fundraiser: About three students and two mentors

PREPARATION & SET-UP INFORMATION

List of materials & costs needed for preparation & set-up (identify any materials the team was able to have donated):

Material	Single Material Cost	Number of Materials Needed	Multi-Item Cost
Flamingo	\$2.20	50	\$110.00
Sign	\$.05	50	\$2.50

\$112.50

Total cost to run event: _____

Advertisement needed for the event: Simply placing flamingos in someone's yard

Amount of time needed for preparation & set-up: About a day to get the needed amount of flamingos and a time when the home owner is away to place the flamingos in their yard

Number of students & Mentors/parents needed for preparation & set-up: About 3 students and 2 mentors

TAKE-DOWN/WRAP-UP INFORMATION

Amount of time needed for take-down/wrap-up: A few minutes to take the flamingos out of the yard and to move onto the next one

Number of students and Mentors/parents needed for take-down/wrap-up: About 3 students and 2 mentors

FINANCIAL INFORMATION

Total money raised at fundraiser: \$4,500.00

Total team cost for fundraiser: \$112.50

Net fundraiser income: \$4387.50

ADDITIONAL INFORMATION

Comments: Its best to put a couple of flamingos on each lawn (3-5) to make it more of a “flock”. Also, we have learned that most people will call about a couple flamingos, but just one flamingo often goes missing.

Tips & best practices: Start with students and mentors houses, then it will quickly grow out to being other people in the community as well. Never start out by just flocking random people’s yards. Also, feel free to flock teachers rooms and admins rooms, since they usually get a kick out of it.

Pictures & descriptions:



(FRC 1111 Flocking in Action)