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National Uniform Challenge Toolkit



Presented by the FBLA
National Treasurer's Council



Prepared by:
Haneol Lee
Max Provencher
Hershey Seelam
Melinda Liu
Amy Zhang
Allison Liu



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FUN FACT!

The FBLA-PBL National Uniform Challenge was first unveiled in January 2020!



INTRODUCTION

The National Uniform Challenge was created with the goal of providing members with funds to purchase FBLA-PBL attire and/or business attire for conferences, professional events, interviews, networking opportunities, and future careers. The challenge is open to all three divisions: FBLA-Middle Level, FBLA-High School, and PBL-Collegiate. With this fundraising packet, FBLA-PBL members across the nation can contribute to the National Uniform Challenge donation fund.

This packet includes the detailed explanations and guidelines for three fundraising methods. All costs, projected revenue, and time commitments mentioned are estimates that may vary according to local business guidelines and school fundraising procedures.

Thank you for your interest in supporting the National Uniform Challenge!

1. RAFFLE FUNDRAISING*

*SOME STATES (EX: ALABAMA, HAWAII, AND UTAH) HAVE REGULATIONS AGAINST CONDUCTING RAFFLE FUNDRAISERS. PLEASE CHECK YOUR STATE'S SPECIFIC GUIDELINES BEFORE CHOOSING TO CONDUCT THIS FUNDRAISER.

WHAT IT IS

Raise funds by hosting a raffle! This fundraiser will be a randomized giveaway of an item of value. This fundraiser is great because it can work any time of the year with almost any item.

WHO TO TARGET

Anyone and everyone. Ask your neighbor's kid's girlfriend's step-mother's father's cousin. Ask everyone! The point of a raffle is to reach as large of an audience as possible.

TIME COMMITMENT

Setting up: about an hour of meeting time (spread out through several meetings)
Actual fundraiser: three weeks

PROJECTED REVENUE

It's strongly recommended that your chapter targets an item with a value estimated between \$100 and \$250. This range is ideal regardless of chapter size because it optimizes participation and ticket sales per dollar spent. We recommend that each ticket has a cost of \$2 with the option to buy three tickets for \$5. Ticket prices are subject and should vary based on audience and raffle item value. It's reasonable to assume that each member in a chapter can sell between five and ten tickets.

CHAPTER SIZE

This fundraiser is ideal for medium size chapters. This fundraiser is still feasible by small and large size chapters, however a small chapter makes high volume ticket sales more difficult to accomplish but not impossible. A large chapter makes the collection process more difficult to collect the money and follow up.

STEPS

1

Identify what you want to raffle, then purchase the item or ask a business to donate the item to your chapter. Attached below is an example email template that you can use to ask businesses to donate an item

2

Set a total and individual member fundraising goal. This amount will vary based on chapter size.

3

Determine ticket prices, then set a start and end date for ticket sales.

4

Design your digital tickets. This can be done through a digital raffle platform. Create a google doc using a random number generator ([random.org/sequences/](https://www.random.org/sequences/)) These numbers each represent a raffle ticket; email each customer a random number representing each raffle ticket they bought. Put the customer's name next to those number(s) on the original document

5

Start selling! Create a spreadsheet to track ticket sales and to ensure that all money is accounted for

6

Have individual members of your chapter determine the way in which they want to collect the money. Once they have collected the money give the funds to the chapter through the manner that they determine. Some options for members and chapters to use include: Paypal, Venmo, Cash App, Apple Cash, Google Pay, cash, and check.

7

Input the master list of random numbers into a random wheel spinner. Be sure to screen record the spinning of the wheel for record keeping purposes

8

Upon completion of the fundraiser, advisors will direct funds into the National Challenge donation fund.

E-Mail Template

If necessary, follow up with companies and schedule calls to further discuss arrangements. If you are having trouble finding a company to donate items, some businesses will be willing to donate gift baskets instead.

Dear _____,

My name is _____ and I'm a member of the _____ Future Business Leaders of America Chapter at my high school. FBLA is the nation's largest student-led business organization and it promotes financial literacy as well as other important business skills. As a chapter, we rely on the support of the community, school and local businesses to educate and teach our members 21st century business skills. Our chapter would like to have a raffle as a fundraiser and we think that raffling off a product or service from your company would help us to be successful. We believe that raffling off an/a _(the company's product)_____ from your business would be the perfect prize to raffle off. By supporting our chapter, your business would be able to write this off as a donation, support our efforts to advance business education, and market your business. Thank you for your time and consideration and I look forward to hearing from you.

Best Regards,

2. INSTAGRAM BINGO

WHAT IT IS

Raise funds by encouraging people to donate money in exchange for seeing their FBLA friends complete funny dares! The dares on our sample BINGO card (shown below) can be changed, although members are encouraged to keep the dares appropriate.

WHO TO TARGET

Both FBLA members and non-member friends

TIME COMMITMENT

Setting up: can be completed in one meeting's time

Advertising fundraiser: 1 week

Actual fundraiser: 24 hours

PROJECTED REVENUE

Anywhere from \$10-70 per member/BINGO card posted (depends on number of Bingo spaces completed)

CHAPTER SIZE

This fundraiser can be adapted for both small and large chapters; small chapters may want to have all members participate while large chapters may only want to have officers post the Bingo graphic as to not oversaturate social media.

STEPS

1

Set up a Venmo account for your entire chapter's earnings (ex: Los Osos FBLA or LOHS FBLA BINGO).

2

Customize the Bingo card graphic to best fit your chapter goals. Do this by changing up the dollar amounts or dares [see graphic below].

3

Decide whether dares will be completed only by chapter officers or general members as well (according to chapter/officer team size).

4

Set a timeline for the fundraiser. Keep in mind that if participants post the Bingo card on their Instagram story, it will only be available for 24 hours.

5

Introduce the fundraiser to chapter members by announcing it at a meeting and posting a graphic on social media that explains how the fundraiser works.

6

To donate, send the specified amount along with the officer name and dare in Venmo.

7

After receiving the donations, officers/members post proof of dare completion in video or photo format on social media.

8

Upon completion of the fundraiser, advisers will direct funds into the National Uniform Challenge donation fund.

Example Bingo Graphic

This graphic can be found and edited at tinyurl.com/fblabingotemplate

FBLA FUNDRAISER *Bingo!*

SEND US DARES VIA VENMO: [INSERT VENMO INFO]!

FILM & POST A TIK TOK DANCE \$4	RECREATE A MEME \$2	MAKE AN FBLA RELATED TIK TOK \$4	WIGGLE OREO FROM MY FOREHEAD TO MY MOUTH \$1	CRACK AN EGG ON MY HEAD \$5
PUT ON AS MANY LAYERS OF CLOTHING AS POSSIBLE \$3	PIE MYSELF IN THE FACE \$5	SING A SONG OF YOUR CHOICE \$3	DM A JOKE TO AN FBLA NATIONAL OFFICER \$4	CHOOSE MY PHONE BACKGROUND FOR A WEEK \$2
DO CLOWN MAKEUP \$4	DRAW A PORTRAIT OF YOU WHILE BLINDFOLDED \$2	<i>Free</i>	EAT A SPOONFUL OF HOT SAUCE \$5	DRINK A CUP OF WATER WITHOUT USING HANDS \$2
SHOWER WITH CLOTHES ON \$5	WET MY FACE AND STICK IT IN A PLATE OF FLOUR \$4	CHUG AN ENTIRE BOTTLE OF WATER \$3	WRITE A HAIKU FOR YOU \$1	EAT A SLICE OF LEMON \$3
PAINT MY NAILS \$3	POST AN EMBARRASSING PICTURE \$1	TAKE A BITE OUT OF A STICK OF BUTTER \$5	CHOOSE MY INSTAGRAM BIO FOR A WEEK \$1	POST THE LAST 5 ITEMS IN YOUR CAMERA ROLL \$2

HELP US RAISE MONEY FOR THE FBLA NATIONAL UNIFORM CHALLENGE!

3. RESTAURANT FUNDRAISER

WHAT IT IS

Raise funds by partnering with a restaurant in your area! Many restaurants offer fundraising events in which they will give you a percentage of their earnings from a specified period of time, given that your chapter provides advertising in advance.

WHO TO TARGET

Chapter members, parents, community members.

TIME COMMITMENT

Setting up: 1-2 weeks (restaurants require that fundraiser times are booked a few weeks in advance--this may vary according to restaurant guidelines)

Advertising fundraiser: 2-3 hours

Actual fundraiser: 3-5 hours

PROJECTED REVENUE

The overall revenue generated will vary with chapter size and the number of members participating. The revenue generated per person attending will likely range from \$3 to \$6.

CHAPTER SIZE

Restaurant Fundraisers will work for chapters of all sizes! Whether your chapter has 20 members, or 200 members, your chapter can be successful with this type of fundraiser, especially if family and community members participate as well. However, keep in mind that some restaurants only allow your chapter to keep the raised funds if the money is above a certain amount (ex. \$50).

STEPS

1

Select a local restaurant that offers a fundraising program. Chain restaurants that offer fundraising programs can be found here: <https://tinyurl.com/restaurant-fundraising>. Research restaurants in your local area that offer fundraising programs to determine the best fit! If your chapter wants to stay entirely virtual for this fundraiser, try to find a restaurant that offers delivery for purchased items.

2

If needed, get the fundraiser approved by your school. Asking your adviser is a good start to getting the necessary permissions for the fundraiser.

3

Fill out the necessary form(s) from the selected restaurant to set up a fundraiser. Below is an example of a restaurant fundraiser application (from Chipotle). Get your chapter's information from your adviser/an officer.

4

Wait to hear back from the restaurant to see if your fundraiser has been approved!

5

Once your fundraiser is approved by the restaurant, start advertising! Create social media posts and flyers regarding the fundraiser, advertise at chapter meetings, send out emails to chapter members and parents, and spread the word through other communication channels utilized by your chapter. See below for a sample Instagram graphic and flyer promoting the fundraiser.

6

On the day of the fundraiser (during the specified hours), go grab some food!

7

Wait for the restaurant to give your chapter the amount that was fundraised.

8

Upon completion of the fundraiser, advisers will direct funds into the National Uniform Challenge donation fund.

Sample Promotional Instagram Graphic



Example Fundraising Application (Chipotle)

CHIPOTLE FUNDRAISER APPLICATION

LOCATION, DATE AND TIME 1

*Select a restaurant to host your fundraiser before selecting date and time.

Enter a postal code Find restaurants near you

Use postal codes or current location above to select above.

*Fundraiser can only be scheduled to occur in advance and no more than 100 days out.

Select date of fundraiser Select time of fundraiser

This may return to this page to add information before submitting application.

ORGANIZATION INFORMATION 3

Organization Name* Organization type*

Address line 1*

Address line 2

Country of organization State/Province

City* Postal Code*

CONTACT INFORMATION 2

*Required fields:

First Name*

Last Name*

Phone Number*

Email Address*

Confirm Email Address*

Optional:

Secondary email address

APPLICATION REVIEW & LEGAL 4

Information taken out

Be sure not to exceed your organization and how the funds will be used.

Please provide an estimated number of expected new registrations and bring to the location.

I understand this is only an initial request and does not guarantee my fundraiser will be approved. If accepted, it will be required to provide before the 30-day deadline a W-9 for the organization. I will not provide the fundraiser until official signs have been received with an approval email from Chipotle. I also understand that fundraisers are limited to one fundraiser every 6 months per organization. Multiple location applications will be denied.

I understand that if my organization does not bring in at least \$100 USD (donations in fundraiser name on the night of the fundraiser) that we will not be eligible to receive any donation of the event sales from our supporters.

Do you consent?

Do not consent Consent

*Images taken at https://marketing.chipotle.com/partner/fundraiser-request/?_ga=2.240259072.2011396440.1609623111-43567035.1609623111

FBLA PBL-WEEK

Wednesday, February 17

Professional Attire Day



Dress for Success and promote the National Uniform Challenge!

FBLA PBL-WEEK

Friday, February 19

Give Day



Raise funds and support the
National Uniform Challenge in
the spirit of Give Day!

FUN FACT!

During the 2020 National Uniform Challenge campaign, FBLA-PBL raised more than \$7,500!



16 FBLA-PBL students received funds to purchase a uniform!