



Purpose of Fund Raising

Fund raisers should promote healthy youth development. In addition to raising funds, the project should be one in which 4-H members can have an educational experience and learn life skills. Fund raising should only be conducted to meet a specific goal established through broad input of a 4-H organization's membership. The need for fundraising should be identified through the 4-H Club or Group's annual budget development and approval process. Generally, money raised during the course of the 4-H fiscal year should be spent that same year unless it for a long-term, long-range goal, such as the establishment of an endowment fund.

Fundraising for a long-term objective must be for a specific youth development goal and requires a 5-year plan with specific steps. 4-H Clubs and Groups cannot hold excess funds beyond the defined limits. Consult with your County's Positive Youth Development (PYD) staff person for more information.

Guidelines for Fund Raising

- **All money raised using the 4-H Name and Emblem must be used for 4-H activities.** Because the funds are publicly accountable, they must be used to pay for educational programs, activities, workshops or supplies. Funds raised in the name of 4-H become the property of 4-H (4-H funds are not the property of individuals who may have helped raise the funds). Funds are not to be raised in the name of particular individual (member or leader). They must not be used for personal financial gain for any individual. Pocket money, personal items and souvenirs are clearly not legitimate uses of money raised in the name of 4-H.
- At the 4-H Club or Group/Committee level, members should approve the fund raising goal and the fund raising project being undertaken. Fund raising should not be the main focus of group activities nor exclude any individual from participating. 4-H Clubs and Groups are expected to support the financial needs of the entire group and when possible, assist with participant costs with county, state, and national programs.
- To ensure safety for 4-H members and leaders, door-to-door solicitation is discouraged. Individual solicitation should be done with family and friends.
- All funds raised become part of the Club/Group/Committee treasury and should be handled in accordance with the guidelines specified in the 4-H Club Treasurer Handbook. It is important to have accurate records of the funds raised.
- Check with local and state authorities on health, licensing, labeling, labor and tax laws.
- Fund raising must not be used to endorse, or imply endorsement, of a particular business or product.
- If a 4-H organization intends to raise funds in partnership with another organization, the purpose of the fundraising should be clearly communicated **at the time the fund raising is conducted**. For example, if a county horse project wants to raise funds to build a horse barn on the county fairgrounds, the fund raising information should clearly communicate the funds raised by the 4-H horse project will be donated to the county fairgrounds to provide funds to build a new horse barn on the fairgrounds.

Raffles

4-H Clubs or Groups that plan to conduct raffles or bingo must comply with state regulations and obtain licenses. Any 4-H organization that plans to hold a raffle must obtain a raffle license from the State of Wisconsin License, Permit and Registration Services. Please contact your County's PYD staff for help in applying for a license.

Use of the 4-H Name and Emblem in Fund Raising

There are rules about the use of the 4-H Name and Emblem in fund raising. The PYD staff person needs to review the fund raising plan prior to placing the 4-H Name and Emblem on a product for sale. The nature of the product, scope of the fund raising project and location of the vendor are all considerations in determining if approval can be granted at the local level, or if approval is needed on the state or national level. Anyone wishing to use the 4-H Name and Emblem in a way that does not specify a local or state program, should seek authorization to use the 4-H Name and Emblem from National 4-H Headquarters at USDA. Information on using the 4-H Name and Emblem can be found on the Clubs and Groups page of the Wisconsin 4-H website and can also be obtained from your County PYD staff person.