



UW-MADISON EXTENSION

# A Guide to Fundraising



For Wisconsin 4-H International Outbound  
Delegates



# **A Guide to Fundraising**

for Wisconsin 4-H Outbound International Programs Participants

## **Author**

Kay Hobler, Wisconsin 4-H Outreach Specialist  
with contributions from International 4-H Youth Exchange (IFYE) alumni.

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Trina Olsen & Eva Syth, Wisconsin 4-H International Programs Assistants

University of Wisconsin-Extension  
431 Lowell Hall, 610 Langdon St.  
Madison WI 53703-1195

For questions and additional information on fundraising, please contact Wisconsin 4-H International Programs Assistants at [wi4hinternational@extension.wisc.edu](mailto:wi4hinternational@extension.wisc.edu), or via phone at 608.262.2491



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# **Purpose of Fundraising**

The prospect of running a fundraising campaign can be staggering for anyone who has never done it. However, good planning and organization can make your fundraising activity a great learning experience. You may be surprised at how much fun it can be! Read the following pages carefully for ideas and suggestions on fundraising before devising your own plan.

## **Why Fundraise?**

Fundraisers 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. Fundraising should only be conducted to meet a specific goal established through broad input of a 4-H organization's membership. Generally, money raised during the 4-H year should be spent that same year unless the fundraising goal is long term, such as the establishment of an endowment fund. It is not recommended that 4-H entities hold more than one year's operating budget in reserve.

**Wisconsin 4-H exchangees are strongly encouraged to earn at least \$1,000 of their trip's total cost for several reasons.** Fundraising will alleviate stress on the family budget, but it will also prove to be a valuable learning experience as you develop self-confidence and new-found skill in marketing strategies while improving interpersonal communication and organizational skills. You will be exploring new avenues in leadership as you work with your local 4-H club, leaders' association, and possibly a county International Programs Committee (IPC) to develop a successful fundraising campaign.

Fundraising is easy if you believe in yourself and your goals. This is an easy sale! You have been selected for a very special opportunity on the basis of maturity, demonstrated responsibility, leadership skills, and interest in other cultures. You will be representing your community, state, country, and the national 4-H program. The program staff is certain that you will not take this responsibility lightly. 4-H homestay programs offer the opportunity to live within different cultures and observe them firsthand, which is a great advantage over simply traveling through countries as a tourist. This will be an experience of a lifetime!

## **Before You Begin...**

**Discuss your fundraising activities with your county Extension 4-H Youth Development educator.** You will need to investigate how international program fundraising in your county has been handled in prior years. Be sure to ask:

1. Get in contact with your local 4-H county educator. Ask about fundraising guidelines and regulations for your county and ask if there is an established IPC (International Programs Committee) or other exchange committee in your county.
2. Has the county leaders' association set up a special bank account for international programs funds collected? All 4-H funds must be deposited in an authorized 4-H account. Usually, checks are written to an Adult Leaders' Board account with "County International Programs" written in the memo line (see sample below). An individual names should not appear on the check. This will also establish credibility when you are requesting donations and money can be reimbursed or reserved for future participants in the event of cancellation.
3. How much money will you be allowed to raise? You are encouraged to raise at least \$1,000 for your program, but many counties will allow you to raise more. (See "Establish Goals")
4. Are there scholarships or grants available on the county level?
5. Discuss possible resources for support. Your county 4-H seeks donations, also. Try not to duplicate solicitation from the same sources.

Remember, your county youth educator can provide you with county policies and some suggestions, but **your educator is not responsible for helping you with actual fundraising!**

**DO: →**

The image displays two sample check forms side-by-side. The top form is a check from a bank, numbered 1025, dated 10 25. It is payable to 'Sample County Leader's Association' for an amount in dollars. The memo line reads 'Sample County 4-H Int'l Prgms'. This form is highlighted with a green border. The bottom form is identical in layout but is crossed out with a large red X. It is payable to 'Chris Clover' and the memo line reads 'Japan Trip—Chris Clover'. This form is highlighted with a red border.

**DO NOT: →**

## **Guidelines for Fundraising**

- 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 a 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 club level, the club should approve the fundraising goal and the fundraising project being undertaken. Fundraising should not be the main focus of group activities nor exclude any individual from participating. 4-H clubs are expected to support the financial needs of the total group and when possible, assist with participant costs in 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's 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.
- Fundraising must not be used to endorse, or imply endorsement, of a particular business or product.

### **Use of the 4-H Name and Emblem in Fundraising**

There are rules about the use of the 4-H Name and Emblem in fundraising. The 4-H Youth Development staff member at the county level needs to review the fundraising plan prior to placing the 4-H Name and Emblem on a product for sale. The nature of the product, scope of the fundraising 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 is located at: <https://nifa.usda.gov/sites/default/files/resource/4-H%20Name%20and%20Emblem%20User%20Guide%202014.pdf>

## Fundraising Do's & Don'ts

DO...	DO NOT...
Understand that any person or group using the 4-H name and emblem must follow laws and regulations and Wisconsin 4-H policies.	Conduct 4-H fundraising of any kind without prior approval of your County 4-H Youth Development staff member.
As a first step, discuss your proposed fundraising plan, timeline, and the proper process for handling and depositing money with your County 4-H Youth Development staff member before beginning any fundraising.	Promote or advertise 4-H fundraising under your name. An individual is not a non-profit organization and therefore cannot fundraise on his/her own.
Promote or advertise all activities as "_____ County 4-H International Programs Fundraiser" or simply "_____ County 4-H Fundraiser".	Collect or deposit funds into a personal bank account.
Deposit all funds collected through 4-H fundraising into the county 4-H account designated by your County 4-H Youth Development staff member and/or the County 4-H Leaders Association/Council. <b>You are accountable to 4-H and must follow directions for raising and handling the fundraising money.</b>	Mix fundraising money with your own. Never "borrow" fundraising money.
Keep an accurate financial record of all money received. Use best practices in handling fundraising money.	Conduct raffles or Bingo events which are strictly regulated by the State of Wisconsin Department of Administration unless your club or County 4-H can follow the regulations precisely. Individuals cannot conduct raffles or Bingo events.
Express your appreciation to individuals and organizations donating money for your international 4-H experience.	

## Establish Goals

How much money do you need to raise? Will it be the recommended minimum of \$1,000? Or will your IPC, county Adult Leaders' Association, and county agent allow you to raise more? (The maximum amount may not exceed the cost of your trip. Any contributed amount above the cost of your trip must be turned over to your senior leaders association for future exchange delegates.) Set a realistic goal.

When must you have the money available? Set up a timetable for your fundraisers, working backward from the target date. Be sure to time your fundraisers so they won't conflict with similar projects in your community.

[illegible]



## **Brainstorm Ideas!**

Brainstorm innovative ideas for fundraising. Write down all your ideas, no matter how impractical, bizarre or funny they may seem at the time. Do not discuss them while brainstorming, but wait until after your list is complete.

Here are some ideas to get you started thinking:

- |   |  |
|---|--|
| <input type="checkbox"/> 4-H club garage sale   | <input type="checkbox"/> June Dairy Month milk stand at events         |
| <input type="checkbox"/> Auction 4-H members for yard service   | <input type="checkbox"/> Lemonade/hot choc/coffee at events            |
| <input type="checkbox"/> Ask local restaurants to donate percent of sales on a given day to your fundraiser | <input type="checkbox"/> Letter writing/calling campaign               |
| <input type="checkbox"/> Baby-sitting service   | <input type="checkbox"/> Make up kids' clown faces/face painting       |
| <input type="checkbox"/> Bake sale  | <input type="checkbox"/> Meet with local businesses for donations      |
| <input type="checkbox"/> Bike repair  | <input type="checkbox"/> Musical play-a-thon                           |
| <input type="checkbox"/> Bike-a-thon  | <input type="checkbox"/> Pancake breakfast                             |
| <input type="checkbox"/> Board game night   | <input type="checkbox"/> Party planning service                        |
| <input type="checkbox"/> Brat Fry   | <input type="checkbox"/> Perform a play                                |
| <input type="checkbox"/> Candy sale   | <input type="checkbox"/> Pet boarding service                          |
| <input type="checkbox"/> Car wash   | <input type="checkbox"/> Pet show or horse show                        |
| <input type="checkbox"/> Card party   | <input type="checkbox"/> Pie Sale                                      |
| <input type="checkbox"/> Carnival   | <input type="checkbox"/> Pig roast                                     |
| <input type="checkbox"/> Dance  | <input type="checkbox"/> Pizza sale                                    |
| <input type="checkbox"/> Dessert Night: Japanese, Costa Rican, Norwegian, Korean, Romanian Desserts         | <input type="checkbox"/> Pizza supper                                  |
| <input type="checkbox"/> Fun Night  | <input type="checkbox"/> "Progressive" dinner                          |
| <input type="checkbox"/> Catfish feed   | <input type="checkbox"/> Raffle ( <i>see section before deciding</i> ) |
| <input type="checkbox"/> Chicken barbecue   | <input type="checkbox"/> Reception decorating service                  |
| <input type="checkbox"/> Chili Supper   | <input type="checkbox"/> Redeem grocery receipts                       |
| <input type="checkbox"/> Cow chip throw   | <input type="checkbox"/> School "Penny Plea"                           |
| <input type="checkbox"/> Craft sale   | <input type="checkbox"/> Sell aluminum cans                            |
| <input type="checkbox"/> Dog wash   | <input type="checkbox"/> Sell balloons                                 |
| <input type="checkbox"/> Flower sale  | <input type="checkbox"/> Sleigh rides                                  |
| <input type="checkbox"/> Food booth at local event  | <input type="checkbox"/> Smelt feed                                    |
| <input type="checkbox"/> Frisbee match  | <input type="checkbox"/> Snow shoveling service                        |
| <input type="checkbox"/> Garage Sale  | <input type="checkbox"/> Spaghetti supper                              |
| <input type="checkbox"/> Hay rides  | <input type="checkbox"/> Trail ride                                    |
| <input type="checkbox"/> Horseshoe tournament   | <input type="checkbox"/> Tree sale                                     |
| <input type="checkbox"/> House plant sale   | <input type="checkbox"/> Vegetable plant sale                          |
| <input type="checkbox"/> Ice cream social   | <input type="checkbox"/> Walk-a-thon                                   |
| <input type="checkbox"/> Jump rope contest  | <input type="checkbox"/> Walleye feed                                  |
|   | <input type="checkbox"/> Wild game feed                                |
|   | <input type="checkbox"/> Yard service                                  |



## **Develop a Plan**

When you are satisfied that you have listed every idea possible while brainstorming, go through the list and analyze each idea one at a time. Even the ideas that seemed unfeasible in one form might be usable in a different variation. **Things that you will want to consider when discussing each idea are:**

1. Do you have enough people to work on the project?
2. How much time can each person devote to it?
3. How much time can *you* devote to it?
4. Are there outside resource people available who could help (particularly parents or club members)?
5. Has this activity been successful in your community before?
6. Will the results warrant the effort put into the project?

Once you have selected your fundraising activities, take time to develop a good overall plan for completing them. Identify all major jobs to be done in preparation for the projects and in completing them. Set deadlines for their completion. Chart detailed plans for the events. Spread the work out and assign specific jobs to helpers, keeping the special interests and skills of each in mind as you do so.

## **Seek Publicity**

**Once you have arranged your event... let people know about it.**

- Place free community service flyers on bulletin boards or in store windows, with local shopper guides, newspapers, and radio and television.
  - Call each organization and ask about their policies regarding non-profit organization ads.
- Seek out feature stories from newspapers, radio, or television.
- Alert media of project and the time and location of the event.
  - Send a press release.
  - Suggest a photo opportunity.

**If and when media arrives at your event...**

- Don't tell the media how to do their jobs. They are professionals and know how to handle these things.
- Introduce yourself and offer to answer any questions.
- Allow the media to look around. Just pretend they aren't there and let them do their jobs.
- Make up a handout detailing the planned event to give to media personnel for their personal reference.

Even when you use the methods mentioned here, many times you'll still find it next to impossible to get publicity for your activity. Don't give up. Newspaper space is limited and so is broadcast time on the local television news. However, with continued persistence, you should be able to get the coverage you need.

## Take Advantage of Free Advertising!


If you choose to host a special event, it will be important to advertise it. A great way to publicize is to post signs on community bulletin boards that may be available at your church, school, or local community center. Take advantage of your school newspaper, local community newspaper, or your town's shopper by advertising as a non-profit organization. Below are some sample advertisements and tickets to get you started on developing your own personalized advertisement for your own special event.

### **HUNTERS' BREAKFAST**


Cloverville Green Community Center  
Saturday November 23, 2018  
4:00 – 8:30 AM

Adults: \$6  
Children under 12: \$3  
Senior Citizens: \$4

Breakfast Includes:  
Pancakes or French Toast, Eggs,  
Bacon or Sausage, Fruit, Strudel,  
Milk or Hot Chocolate, & Coffee  
**Featuring: Homemade Maple Syrup**



Proceeds Support  
County 4-H  
International Programs



## **SWEETHEART DANCE**

February 14<sup>th</sup>, 2018  
7:00-9:30 PM  
Cloverville Green Church

**Featuring The Cloverbud**

Advanced Tickets \$5  
At the Door: \$7.50

Proceeds Support County  
4-H International Programs!


Bring your sweetheart to  
our romantic night of dancing!



### **HUNTERS' BREAKFAST**

Cloverville Green Community Center  
Saturday November 23, 2018  
4:00– 8:30 AM

**ADMIT ONE ADULT**



## **SWEETHEART DANCE**

February 14<sup>th</sup>, 2019  
7:00 PM -9:30 PM  
Cloverville Green Church

**ADMIT ONE**



## **Seek Sponsors through Personal Contact & Letters**

Take a new look at your county to find support for inter-cultural exchanges and write a list of potential sponsors. Which businesses, organizations and individuals might have a natural interest in global education? Civic service groups, veterans and other patriotic organizations, legal professionals, educators, and businesses with international connections are often very supportive of exchange programs. Many civic organizations, such as Rotary, provide scholarships for program participants. Are there local branches of national or state corporations who donate to 4-H on a regular basis? Review the National 4-H Council annual report and the state 4-H Foundation annual report for listings of donors. (An example of this type of donor is the Ford Motor Company Fund which sponsored 4-H International Programs since 1964. Your local Ford dealers may be receptive to supporting the local program when they are made aware that the parent company provided support at the national level.)

Now that you have compiled a long list of potential sponsors, be sure to discuss it with your Extension youth agent to avoid duplications of sponsors before approaching organizations for donations.

The first step was easy. Now you need to consider how you will solicit donations. How do you ask for a contribution? A telephone call followed up by a personal visit is most effective. Your IPC or a club committee may help with the initial contact. Include volunteers who are familiar with 4-H, influential in the community and willing to do fundraising. Ten volunteers with only five calls each will reach 50 prospective donors!

Be sure you can explain 4-H International Programs in detail. Keep in mind:

- 4-H International Program participants are a very select group of 4-H members from all regions of the country.
- As a participant, you will represent 5.6 million U.S. 4-H members. You will share knowledge gained through this experience with local, county, and state 4-H clubs and other supporting organizations after you return home.
- This is not a vacation. You agree to accept responsibility for your own learning and choose a topic for study while in your host country, such as dairy, meat science, ecology, photography, etc.

When discussing your financial need, know the exact cost of your program and explain that you are committed to this experience and plan to pay a certain amount from money you have saved or earned. The remainder is what you need from other sources. Describe exactly what kind and how much support you need. Donations made in your name through a local 4-H club or county Sr. Leaders Association are tax-deductible for the giver. Be sure to take an international program brochure and other 4-H information with you when asking for donations. Your agent can provide you with materials upon request.

## **Contacting a Donor:**

1. Call to set up an appointment. A conversation might go like this:

"Hello, Mr./Ms. \_\_\_\_\_. This is \_\_\_\_\_ from \_\_\_\_\_. I have been accepted into a 4-H inter-cultural exchange program which I'd like to tell you about. I will be traveling to \_\_\_\_\_ as a delegate from Wisconsin. While there, I will be living with a host family, learning about their youth program, and sharing information about the U.S. I'm very excited about this chance to learn more about another country and to add this experience to my previous knowledge about 4-H. I'm sure this will prove to be a very important part of my 4-H career and very helpful in my future. I would like to set up an appointment to come to talk with you about some assistance. May I arrange a time and location that is convenient for you?"

2. If the person is not interested, thank him/her for their time and call the next person on your list. Do not be offended if you receive a "no". There may be many reasons for it, none of which are personal.
3. Upon arrival for your appointment, be prepared for a casual, precise, and pleasant presentation. State the facts, the opportunities, the challenge ahead of you, and your requirements with a specific dollar amount that you wish the person or organization to contribute. Then ask if it is possible for them to assist you financially. Remember these tips:
  - Be honest about why you are raising money. This is a worthwhile experience that can benefit many people other than yourself. You do not need to apologize for asking for assistance.
  - Show enthusiasm but remain polite.
  - Accept "no" as an answer when it is given.
  - Always thank every person, whether or not they agree to assist you.
4. As soon as you receive an agreement for support, write a thank-you note and mention the amount and other details of the agreement. This ensures that everyone understands the commitment and there will be no repercussions from misunderstandings. Even in the event that they have decided they are unable to support you at that time, it is important to send a note thanking them for their time.
5. Be sure to keep the address so you can send them a postcard from your host country.
6. When you return from your international trip, take a few minutes to personally call each of your donors and offer to do a presentation for them. By doing this, you will retain a grateful donor who will receive the next 4-H appeal for support with eagerness and enthusiasm.

# **Written Solicitations**

If you simply cannot arrange a meeting in person because of time or distance, an alternative is to explain your need in a letter followed up by a phone call. If you write, it is even more important that the program, its objectives and your goals are explained clearly because you won't be there to answer questions and show your enthusiasm in person. Letter-writing campaigns should begin as early in the year as possible. Many organizations earmark their charitable donations for the entire year in January.

## **Helpful Steps When Writing Solicitations for Sponsorship**

### **1) Begin early!**

**2) If you are working with an IPC committee, they may assist** by addressing and stuffing envelopes. Keep a list of all sponsors so that you can send them thank-you notes, a newsletter while on your trip, and a notice when you return offering to do a presentation. The IPC committee can be helpful while you are on your trip by making copies of your newsletters and sending them out to your sponsors.

### **3) Search for possible donors of money, goods, or services.** Suggestions:

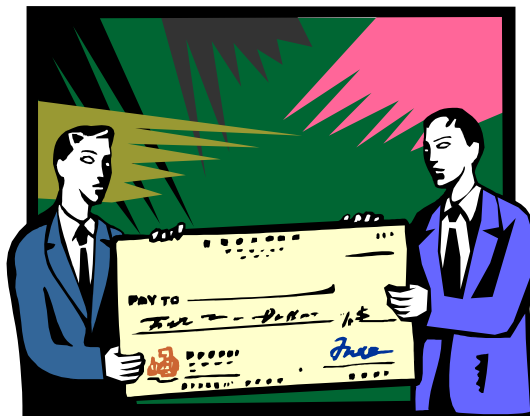
- Your Extension office can provide you with a list of county 4-H and other Extension clubs, former county 4-H exchangees, the Adult Leaders' Association, and 4-H alumni who might be supportive;  
*It is important to consult with your county agent so that you do not duplicate names of people who already support 4-H programs in your county.*
- Consult with your local Chamber of Commerce for a list of local civic organizations (Rotary, Lions, Elks, Kiwanis, ABWA, AARP, AAUW...);
- School groups (Key Club, Foreign Student Club, Circle K, FFA...);
- Ethnic or genealogy clubs (German D.A.N.K., Sons of Norway...);
- Local companies with international connections;
- Local banks, insurance companies, computer companies;
- agricultural companies (co-ops, breeders, dairies, veterinarians, seed supply and machinery dealers...);
- Local world travelers, teachers, professors, other professionals who travel;
- Current and former high school exchange hosts;
- Grocery stores, local restaurants, department stores (Pick n' Save 1% refunds, WalMart Matching Funds, Hardees cookie sales...);
- Newspapers, television and radio stations, photo shops, local printers;
- Friends, neighbors, and relatives.

#### 4) Compose a letter:

- Identify the program as part of 4-H which is a non-profit (tax-deductible) educational organization.
- Identify yourself: name, your community, your school, personal interests.
- State what you wish to learn or accomplish from the travel experience.
- State your personal and fundraising goals. Provide the total cost of the trip.
- State how you will achieve your goals (other fundraisers, jobs, savings).
- State donation desired.
- State how they will benefit (your presentation after you return).
- State where to send donations (checks should be made out to the Sr. Leaders' Association c/o the International Program fund and sent to the address of the Association's treasurer, your address, or to the Extension office).
- Thank the person or organization for their support.
- When contacting local business to solicit donations, it can be helpful to express your appreciation for their product/service and share that you are a current patron of their services.
- Personalize each letter to each prospective donor

#### 5) Maintaining records of donations:

Make a list of all sponsors so that you can send them thank-you notes, a newsletter while on your trip and a notice when you return offering to do a presentation. There is a worksheet in your Outbound Handbook for maintaining a record of donation. You will be required to submit a fundraising report in October.





## **Special Events**

Holding special events like dances, contests, meals, plays, carnivals, etc. requires more time and coordination of efforts than getting sponsors but can be very worthwhile and provide needed exposure. Your IPC or a 4-H club committee would be helpful. Things to consider include:

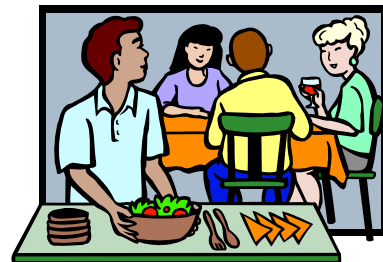
### **Dance or Concert:**

- Find an inexpensive or free singer, chorus, musician, or band
- Find an inexpensive or free hall (school, Elks or other lodge, restaurant, church, barn, park pavilion, fairgrounds building, etc.;
- Check on insurance for the building and event
- Promote the event
- Supply beverages and refreshments
- Supply cups, napkins and other supplies
- Print or buy tickets (or find a donor)
- Need people for ticket sales
- Need people for clean-up after the event



### **Play, Carnival, or Fun Night:**

- Persuade club members who enjoy drama to agree to stage a play or hold a carnival (split proceeds with the club?)
- Select a play: perhaps a folktale from the country you will visit or select a theme and games for the carnival
- Who will direct it?
- Reserve a place to stage it (school auditorium, community center, church hall, park pavilion)
- Costumes
- Decorations/props
- Advertising through local media
- Print tickets and programs
- Ticket sale
- Refreshments
- Chair or carnival set-up



### **Fundraiser Meal:**

- Set up a menu (chili, spaghetti, smelt, wild game, pancakes? International focus with a special theme carried out through food selection, ethnic dancing, songs, crafts, or a movie about the country or its people?)
- Find a location (restaurant, school cafeteria, church, lodge, community center)
- Do you need cooks, servers, bus people?
- Figure out ticket sales: advance ticket sales yield more profit because of “no-shows”

# **Sell something!**



## **Commercial Products**

You may decide to involve your local 4-H club or county junior leaders in a fundraising sale of a commercial product and split the proceeds. Ideas for sales are Rippin' Good cookies, Bike's candy bars, boxes of M & M's, fancy nuts, pizzas, cheese spread, fruit, Rural Route 1 popcorn, cleaning supplies, candles, wrapping paper, etc. Your club leader, IPC, or county agent may have other suggestions.

Among the advantages of selling a commercial product are the sales assistance advice fundraising companies offer and the availability of terms and payment plans that fit your needs. If you decide to sell a commercial product, apply these guidelines when selecting a company:

- Choose a product that offers good quality at a fair price.
- Consider how well the product will sell in your community; some products just naturally sell better than others.
- Choose a company that allows the return of unsold goods. Make an exception to this rule if you're selling an edible product; to ensure freshness, these suppliers usually cannot accept returns except for candy or cookies in sealed tins. Don't eliminate edibles from consideration; they sell well and careful planning will help you avoid over-ordering. Most companies will be happy to supply quantity guidelines based on the size of your group.
- Choose a reputable firm. Judge this by the quality of the company's products, the sales assistance it offers, length of time it will take for a reorder, the profit margin you will earn, the terms you are offered, and its reputation among other groups who have worked with it in the past.
- Expect a reasonable return. Profits offered by recognized companies specializing in fundraising are consistently fair.

Good record keeping is vital to your success. If you have chosen to sell a commercial product, the fundraising company may have prepared record sheets available. Or you can design your own simple record form. On each card, mark off columns for listing the necessary information. For a product sale, for example, you would include spaces for noting the number of items checked out, the total amount of money due, the amount of each payment as it is made, the balance due, and the total number of items sold. Your salespeople can model their own record forms after your master card.

Spend time training your group: younger 4-H'ers may need to learn how to make change for transactions in various amounts. Use part of your training session to make sure they know about 4-H, your international program, and how the profit will be used. Also make sure they know enough about the product they are selling to describe its desirability. Role-playing with each 4-H'er acting first as salesperson and then as a prospect can be a help.

## **Bake Sales**

These can be as elaborate or as simple as you wish. Organizers of some of the most productive bake sales have discovered some simple strategies to ensure good sales:

- Coordinate the sale with an event that will draw as many people as possible: elections, sporting events, contests, auctions, festivals;
- Set up at a busy store entrance (WalMart is usually receptive to this);
- Set up early but expect the busiest period to be when people are hungry (11:00-noon or 4:30-6:00);
- Competitive pricing (chocolate and nuts are expensive; watch prices);
- Attractive packaging (purchase clear boxes or styrofoam meat trays from restaurant supply houses or grocery stores; and cover products with clear plastic wrap);
- Lots of variety;
- Foods that takes time or talent to make (pies, decorated cupcakes or cookies, fancy cookies, homemade jellies, ethnic foods);
- Time your event to take advantage of seasonal produce (strawberries, raspberries, blueberries, peaches, etc.)
- Add color to catch the eye (red cherries, strawberries, raspberries);
- Individual servings of some items (cheesecake, pie, or cookies).
- Keep cold foods chilled and hot foods warm to keep them safe.



## **Raffles**

4-H groups that plan to conduct raffles or bingo must comply with state regulations and obtain licenses. Read about them at <https://doa.wi.gov/Pages/AboutDOA/Gaming.aspx> or call 1-800-791-6973. 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. A license is good for one year, but you may be able to tag onto another non-profit group's license.

Selling raffle tickets generally requires an outstanding grand prize or several attractive prizes to be successful as well as a large number of people to sell tickets in order to make it worthwhile. Talk with someone who has conducted a raffle about their experiences before committing yourself to this undertaking. **Do NOT initiate a raffle before studying all regulations and discussing it with your County 4-H Youth Agent!**

# **Bingo Information**

**So your organization is thinking about conducting BINGO....**

Here are a few of the requirements that must be met under Wisconsin law. Please note that these are not all-inclusive; refer to the links below for the statutes, brochure and application materials for complete information. **All requirements apply to every organization conducting bingo, regardless of the number of occasions held per licensing year or the amount charged for cards.**

**Because of the strict and complex guidelines, International 4-H Exchange delegates are not encouraged to plan Bingo events or raffles. Before starting any work, contact your county 4-H Youth Agent!**

- All organizations conducting bingo games must be licensed by the Wisconsin Division of Gaming. Every bingo occasion held must be listed on the license.
- Every bingo organization must maintain a separate bingo checking account from which to pay prizes and sustain bingo operations. All prizes and expenses must be paid from this bingo account.
- Each organization must file financial bingo occasion reports twice each year.
- Twice a year, each licensed organization must pay an occupational tax on the gross receipts derived from bingo during the previous six months.
- Every organization conducting bingo must have a Seller's Permit and collect sales tax. Contact the Wisconsin Department of Revenue at (608) 266-2776 for information. The Division of Gaming does not have the forms for, nor information regarding, seller's permits/sales tax.
- A comprehensive bookkeeping system must be utilized and all records kept for at least four years. Such records will be audited by Division of Gaming personnel on a regular basis.
- All profits from operations must be used for proper and legitimate expenditures.
- All bingo supplies and equipment must be: purchased from a supplier licensed by the Wisconsin Division of Gaming; purchased from another licensed bingo organization; or, received free of charge from a licensed bingo organization.
- All bingo games must be conducted according to Chapter 563 of the Wisconsin Statutes and the Wisconsin Administrative Code.
- Only bingo workers who have no record of criminal activity can assist in the conduct of bingo. Bingo cannot be conducted on any premises owned or operated by a person convicted of a gambling offense.



From the State of Wisconsin Dept of Administration's website:

<https://doa.wi.gov/Pages/LicensesHearings/Office-of-Charitable-Gaming.aspx>

**NOTE: This information may be revised occasionally so check for updates.**

**It is important to check with your state rules and regulations regarding gaming.**

# **Funding 4-H International Program Participants:**

## **Guidelines for County Leaders' Associations**

*"...for my club, my community, my country, and my world."* The last phrase of the 4-H pledge emphasizes the role 4-H has in preparing members and young people to be world citizens. One of the ways this can be done is by supporting members who take part in 4-H international exchange programs. This paper describes some of the expectations and concerns of county 4-H Leaders' Associations in providing that support while working with international program participants. An example of agreements and guidelines used by some counties is included.

### **History and Background of 4-H International Programs:**

4-H International Youth Exchange programs are cross-cultural opportunities where teens and young adults live with families in another country to learn about their way of life. It's an opportunity of a lifetime, according to participants, unlike any tourist could ever have. Since it was founded in 1948 as a response to the inhumanity of World War II, tens of thousands of young persons have taken part in several types of 4-H exchange programs to and from more than 90 countries in South and Central America, Asia, the Pacific, Africa and Europe. Tens of thousands of families around the globe have hosted exchangees. Wisconsin has been involved in exchange programs since 1951.

4-H international opportunities in Wisconsin include month long exchanges to Costa Rica, Finland, Japan, Korea, Mexico, Romania, Taiwan, and Norway. Partner organizations include Costa Rican, Finnish, Korean, Norwegian, Romanian and Taiwanese 4-H as well as Labo and LEX, which are language training programs in Japan, Korea, Mexico and other countries. Wisconsin 4-H families host 50-75 Japanese youth each summer and a few during the school year. In reciprocal exchanges, about 10 Wisconsin 4-H members travel annually to Japan for summer programs and internships.

In Wisconsin, 4-H International Programs are coordinated by the State 4-H Youth Development Office of the University of Wisconsin-Madison Division of Extension, cooperation from 4-H volunteers and county 4-H & youth development educators. More details on each type of 4-H international exchange opportunity are available in the accompanying brochures.

### **The Goals of 4-H International Programs:**

1. Increase cultural awareness and understanding of other peoples.
2. Share 4-H ideas and learn from each other.
3. Learn to communicate better with people from other nations.

*"Peace through Understanding" is the motto.*

### **Costs:**

Program fees for international travel vary according to the country and program. There is no charge to host families. To make the programs true exchanges, and to encourage participation of youth from all economic circumstances, all participants are encouraged to raise funds from their local community. In Wisconsin, participants are strongly encouraged to raise donations of at least \$1,000 with the remainder to be contributed by the participant's family. Counties may impose additional guidelines such as a higher

minimum or the maximum that can be donated or raised. For more details, speak with your county educator.

**Participant Selection:**

In order to participate in International 4-H programs, a person must complete an application, be endorsed by the county 4-H & youth development educator and be interviewed by a member of Wisconsin 4-H International Programs Staff. Selection criteria includes: maturity, independence, ability to handle stress, and interest in learning about other cultures. Often 4-H members who are good leaders and active in their club have the qualities of a successful international delegate. However, less active members may also have the skills and personality necessary to live abroad. Delegates have big responsibilities representing their community, state, country and national 4-H program to persons who may have never met someone from the USA.

Because international exchange trips are not awards, county leader associations are *not* obligated to support them *financially*. However, the leaders' association is obligated give international programs the same consideration they would in supporting other 4-H projects.

**Expectations:**

The state 4-H & Youth Development office coordinates online video-conferences and provides written materials to help the delegate with fundraising and coordinating with their county 4-H office.

## Exchange Sponsor Chart

Sponsor's Name/Address	Amount	Date of Thank You	Date of Newsletters	Date Called Post Returned	Date of Talk	Where	Size of Audience

## 4-H International Fundraising Report

Name \_\_\_\_\_ County \_\_\_\_\_

Program \_\_\_\_\_ Year \_\_\_\_\_

List all donations made by individual, business and civic organization sponsors who supported your participation in 4-H International Programs. Include all non-cash donations as well as any contributions made by your family and friends.

[illegible]

Return one copy to your county 4-H office and one copy with first Reporting Back form to: 4-H International Programs, 431 Lowell Hall, 610 Langdon St., Madison, WI 53703-1195.

**Due October 30!**



## 4-H International Fundraising Report

Name **Jane Clover** County **Green**  
 Program **4-H Japanese Exchange** Year **2020**

List all donations made by individual, business and civic organization sponsors who supported your participation in 4-H International Programs. Include all non-cash donations as well as any contributions made by your family and friends.

<i>Sponsor</i> Individual, business, or organization	Donation (amount/item)
<i>Greenville Women's Club</i>	<i>\$125</i>
<i>Clover Campground</i>	<i>50</i>
<i>Uncle Albert Brown</i>	<i>300</i>
<i>Greenville Jaycees</i>	<i>50</i>
<i>Clover Corners FFA</i>	<i>200</i>
<i>Cloverton Custard</i>	<i>75</i>
<i>Cloverton Piggly Wiggly</i>	<i>25</i>
<i>Green Corners Homemakers Club</i>	<i>15</i>
<i>Green County Adult Leaders Board</i>	<i>200</i>
<i>Pennies for Jane: 5<sup>th</sup> grade Soc. Studies class</i>	<i>22</i>
<i>Merry Music Shop</i>	<i>(Burned folk music cds's) 35</i>
<i>Clover Photo</i>	<i>(passport photos) 20</i>
<i>Babcock Printers</i>	<i>(printed business cards) 60</i>
<i>Farm Credit Services</i>	<i>(hats for gifts) 25</i>
<i>Green County Tourism Board</i>	<i>(pencils for gifts) 5</i>
<i>Raffle (Lk. Superior Charter Boat day)</i>	<i>335</i>
<i>Jim and Mary Smith</i>	<i>20</i>
<i>Hardee's chocolate chip cookie sales</i>	<i>85</i>
<i>Chili Feed: Feb. 20</i>	<i>338</i>
<i>Brat Fry at Clover Corners: May 31</i>	<i>250</i>
<i>Nifty Neighbors 4-H Garage Sale</i>	<i>215</i>
<i>June Dairy Month festival milk sales</i>	<i>54</i>
<i>Nifty Neighbors Dog Wash: July 4</i>	<i>185</i>
	<b>Total      \$2,689</b>

Return one copy to your county 4-H office and one copy with first Reporting Back form to:  
 4-H International Programs, 436 Lowell Hall, 610 Langdon St., Madison, WI 53703-1195.

**Due October 30!**

Fundraising Report for Dana Orth		
Australia International Trip Donations		
I would advise everyone to send out letters to all the area businesses, 4-H clubs, and other community groups. Also, my county formed an international committee which was there to give me ideas and help me with anything. My bake sales did go very well. I just sold my baked goods at area functions like a spaghetti supper and at the county 4-H music festivals. In addition, I took orders and was able to sell many pies and coffee cakes that way. <i>Dana Orth, '06 4-H Australia Program</i>		
Business	Address	Amount
American Bank	P.O. Box 446, Lancaster	50
Barb Buttles		50
Beetown Busy Braves		25
Blockhouse Builders	Platteville, WI	50
Bode's		25
Carroll's Plumbing & Heating	P.O. Box 226, Lancaster	15
Cattlemen's grant		50
Citizens Bank of Loyal	P.O. Box 218, Loyal, WI	\$50
Community First Bank	P.O. Box 307, Boscobel	25
Dairyland Diamonds 4-H	Platteville	100
Dearth Livestock Inc.	509 Mound St., Blanchardville, WI	50
Eastman Cartwright Lumber	Lancaster	50
Family		30
Fitzgerald Inc.	P.O. Box 148, Elkader, IA	100
Glasbrenner Insurance	1515 Elm St., Boscobel	30
Grant Co. Roundtable	916 E. Elm, Lancaster	500
Grant County Leaders	Lancaster	500
Happy Clovers 4-H	Potosi	30
Jim's Building Center	4427 Hwy 18 E., Fennimore	25
Kowalski-Kieler	P.O. Box 220, Dyersville, IA	25
Mary Schwer		25
Maury and Martha		100
Mr. Citizens Bank		50
Oak Hillclimbers		50
Reddy Ag Service	P.O. Box 38, Stitzer	50
Richard Lofthouse	220 Lincoln Ave., Fennimore	25
Robert/Paula Stauffacher		50
Spectrum Brands	100 Rayovac Ct., Fennimore	100
Stitzer-Go-Getters	Stitzer	300
Tax Works, LLC	1134 WI Ave., Boscobel	50
WI IFYE/4-H Association Scholarship	Madison	300
Wingville Clovers	Montfort	25
<b>TOTAL DONATIONS</b>		<b>\$2,905</b>

Dana's Bake Sale Funds		
Purchaser	What	Amount
Johnny Mitchell	Stitzer Spagetti	30
Sandy Klug	CA Pie	15
Ladies	Cookies	5
Jim Hughey	Stitzer Spagetti	7
Laura Maier	Pecan Pie	15
Quincys	Cookies	3
Budacks	Cookies	10
Victoria Kohout	P Pie	15
Dawn Haase	CA Pie	15
Larry Vesperman	P Pie	15
Sandy Klug	CA Pie	15
	CA CC	25
Jenny Belscamper	CA Pie	15
Cathy McPhail	P Pie	15
Marcia Rupp	CA CC	25
Tom Schmitz	CA CC	25
Laurie Schuler	2 CA CC	100
Blackburns	Pie	15
Sue Funk	CA Pie	15
Colleen	CA Pie	15
	P Ple	15
Beth	CA Pie	15
	P Pie	15
Ellis	P Pie	15
Joan Bartz	P Pie	15
Sue Rotramel	CA Pie	15
Jo Reynolds	CA CC	25
Rick Rech	CA Pie	15
	P Pie	15
Dennis Patterson	CA Pie	20
Jack Wiederholt	P Pie	15
Maxine Wachter	2 CA Pie	30
Neil and Lisa Riley	P Pie	15
<b>TOTAL BAKE SALE REVENUE</b>	-	<b>\$620</b>
<b>Overall Total:</b>		<b>\$3,525</b>
<b>Total fee for '06 Australia trip</b>		<b>\$3,939</b>
<b>Amount Dana paid</b>		<b>\$414</b>

# Sample Template for Donation Solicitation



Your name

Your address

City, State, Zip code

Month, Date, Year

Dear prospective donor,

I have recently been selected by Wisconsin and National 4-H to serve as a representative for an international 4-H Youth Exchange to country. During my # week-long homestay, I will learn about the culture, economics, politics, and the 4-H program in country by living with my host family and participating in daily life. In turn, I can teach my host family and other acquaintances I meet about 4-H in the U.S., and our people, traditions, culture, and government.

I have been in the name of local club 4-H club for # years. My 4-H interests include leadership, cultural arts, dairy, photography, and woodworking. A highlight of my 4-H involvement has been \_\_\_\_\_.

A requirement of my participation in the Wisconsin 4-H International Program is to fundraise a portion of the expenses involved. I have worked and continue to work to set aside money for this trip. As part of the program, I am encouraged to fundraise at least \$1,000 that will go towards trip expenses. I am planning to raise part of my fundraising through \_\_\_\_\_, and am also contacting local businesses to ask for their support. I hope that you will consider providing support for this program.

Upon my return from country, I would be thrilled to share my experience through a presentation or article with you.

Contributions to this program may be made payable to Sample County Leader's Association and sent to the following address:

Your County Cooperative Extension

Attn : Your Name

Address

City, State, Zip

If you have any questions feel free to contact me at anytime. You can reach me at work at 715-273-3531 ext. 663 or at home at 715-426-6703. I also have access to e-mail, my address is [staude98@hotmail.com](mailto:staude98@hotmail.com). Thank you for your support in this important youth experience of international cooperation and understanding.

Sincerely,

*Your signature here*

Your name

Your e-mail

## Sample Template for Thank You Letter to Donors



Your name

Your address

City, state, zip code

Month, date, year

Dear name of donor,

I would like to take this opportunity to THANK YOU for your generous support to the International 4-H Youth Exchange program, and my upcoming trip to Finland. Through the generosity of people like you, I have been able to raise almost all of the money I need for my experience.

My current itinerary has me leaving Wisconsin on June 20<sup>th</sup>, and then leaving the U.S. on June 21<sup>st</sup>. I am really looking forward to my exchange experience, and am particularly eager to \_\_\_\_\_. My departure date is approaching swiftly!

I will be excited to share my experience with you upon my return to the United States. I have also created a web-site highlighting my trip. Please take some time to visit it and learn more about 4-H, Finland, and me. The address is: \_\_\_\_\_.

Once again I would like to thank you for your donation and support. Please continue to keep me in your thoughts during the upcoming months. I look forward to sharing my experiences with you.

Sincerely,

*Your signature here*

Your name

Your e-mail



## **Good luck with your fundraising campaign!**

As you develop a fundraising plan, please let us know when questions or concerns arise. Contact [wi4hinternational@extension.wisc.edu](mailto:wi4hinternational@extension.wisc.edu), or call us at 608.262.2491, and we will be more than happy to help you think and plan.



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON



#### **4-H PLEDGE**

I PLEDGE MY **HEAD** TO CLEARER THINKING,  
MY **HEART** TO GREATER LOYALTY,  
MY **HANDS** TO LARGER SERVICE,  
AND MY **HEALTH** TO BETTER LIVING,  
FOR MY CLUB, MY COMMUNITY,  
MY COUNTRY AND MY WORLD.

Wisconsin 4-H is a leader in developing youth to become productive citizens and catalysts for a positive change to meet the needs of a diverse and changing society. Extension's mission is to connect people with the University of Wisconsin. Thanks to joining forces with UW-Madison, we'll strengthen each other through exchanging experience and research statewide. No matter what you're trying to accomplish in Wisconsin, you'll find the support you need as we continue to bring our home state together, community by community.