



## Chapter 3

# FINANCIALS & FUNDRAISING



For additional chapters or for more information  
visit [www.teamrush27.net](http://www.teamrush27.net)



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# 3.1 BUDGET



A team’s participation in *FIRST* Robotics is not inexpensive. Teams might raise and spend approximately \$30,000 – some of which will go to defray student travel. To provide an idea of what team costs are, here are a few budget line items:

<i>FIRST</i> registration	.....	\$5,000
<small>(Entitles team to robot kit, one Regional competition or two District competitions in Michigan)</small>		
Michigan Championship competition registration fee (if qualify)		
or a second Regional competition	.....	\$4,000
World Championship registration fee (if qualify)	.....	\$5,000
Playing field (lumber, carpet, field objects, etc)	.....	\$500
Robot construction	.....	\$3,000
Team uniforms (printed T-shirts)	.....	\$1000
Administrative costs (video, copying, mailing, etc)	.....	\$500
Additional start-up costs (tools & misc.)	.....	\$3,000
		<u><u><b>Total \$22,000</b></u></u>

**Championship Travel estimates** – typically all competitions require travel  
(does not include gas costs)

Lodging	.....	\$68 per individual
<small>\$135/night per room x 2 nights /4 students to a room</small>		
1 dinner meal out.	.....	\$15 per individual
Breakfast continental hotel provided	.....	free per individual
2 lunches – parent chaperones coordinate	.....	\$8 per individual
<small>e.g. two bag lunches or pizza tailgates</small>		
1 dinner – parent chaperones coordinate	.....	\$8 per individual
Charter bus to championship	.....	\$100 per individual
<small>(\$5,000 seats about 50)</small>		
		<u><u><b>Total per person for 2 days = \$400 per individual</b></u></u>

*A 20 member team travelling 3 days & 2 nights can total= \$8000*

The above costs are based on our team’s experience, some teams spend more and some teams have found ways to spend less.



### PURCHASING PROCESS

Once you have funding you will need to develop a method of how the team will make purchases and every team need an individual who will manage this process.

Purchasing methods we have experienced:

- Team/School credit card
- Team member personal credit card
- School Purchase Orders (PO's)
- Team Sponsor PO's
- School or Sponsor issued checks

*TIP: How the team will make purchases needs to be determined weeks before any purchases are made due to any type of approvals which may be required by the school or by a team sponsor.*

*Also, it should be noted that orders may need to be made (ie. online orders) after normal business hours. So, make sure your purchasing process is robust enough to allow for purchasing anything, any time a day, 7 days a week.*

## 3.2 FUNDRAISING IDEAS



Specific suggestions for raising money to cover your budget are found in the remainder of this section. Other methods can be found in the Sponsorship and Regatta chapters.

### CORPORATE SPONSORSHIP PACKET

Annually, **Team RUSH** mentors and parents send **Team RUSH** Sponsorship Packets to local and statewide businesses in an effort to solicit sponsors. Please review Chapter 5 for details on how this process can be done.

### STUDENT LED “COLD CALLING”

Contact your local Chamber of Commerce and acquire a list of your community’s local and regional businesses. If the Chamber isn’t available to assist, create a detailed list on your own. The list should include small business as well as large businesses ... from “Julie’s Flower Shop” and “Herb’s Brake Repair” ... to the Chrysler/Ford/GM Dealerships.

Divide the student team members into 2-person cold calling teams. Take the business list and divide the total list evenly among the student teams. Challenge the student teams to solicit funds from the local business for the team. Require each 2-person student team to raise a minimum amount of \$250.

Present this to the student team members as a Team Challenge, possibly inspire the students with cash or monetary awards for the top money raising teams.

Use the Fundraising Training information found in the Regatta chapter to help the students in formulating a plan to contact these companies before they begin their cold calling.

To the right is a small sample of a student teams master tracking chart. Contributions can range from \$50 to \$1000. Cold calling does work and is a great learning experience for the students in fundraising, business communication and the art of “closing the sale”.

<b>Smith's Disposal</b>	3	\$	1,000.00
<b>NABO (needs to be added)</b>	3	\$	200.00
Nowak and Fraus	3	\$	150.00
<b>Independence Pool &amp; Spa</b>	4	\$	100.00
Patti Engineering	5	\$	100.00
<b>Campbell's Lawn Maintenance</b>	5	\$	100.00
City of the Village of Clarkston	5	\$	100.00
Toyota of Waterford	5	\$	50.00
Crest Homes	5	\$	50.00
Family Treasures Photography Studio	5	\$	50.00
Maritime Tax and Accounting	6	\$	50.00
The UPS Store	6	\$	50.00
Tom Middleton	6	\$	50.00
<b>Spotlight Dance Center</b>	7	\$	100.00
CAT	7	\$	50.00
Bella Commercial Cleaning	7	\$	50.00
TCF Bank - Sashabaw (GIFT BASKET)	7	\$	50.00

### RETURNABLE CAN DRIVE

This is a simple, yet profitable, fundraiser that students continue throughout the year. Some mentors and parents have set up the collection of returnables from the companies where they work – the students pick them up. On average, the students bring in \$1000 per can drive. Be sure to ask for returnables ...students have had people donate canned food!

### PARENT’S NIGHT OUT (PNO)

This has become a semi-annual fundraiser for **Team RUSH**. PNO is a night out for the parents of elementary age kids. To quote a few of our participants “This is SO much more than fundraising!”. Parents drop off their kids at a local school and **Team RUSH** chaperones them through organized activities in a secure locked in environment.

Activities which can include:

- Gym – basketball, volleyball etc.
- Swimming (if a Pool is available, need certified Lifeguards)
- Movie room
- Crafts room
- Music room – Guitar Hero, Dance Dance Revolution, etc
- Others

We have held PNO over several years and continue to add more and more robotics related activities. We have incorporated:

- FRC Robot demonstration – allowing kids to operate the robot
- FLL Lego robotics activities – building and programming
- Segway riding – Kids experience the feel of riding a Segway

The student chaperones main goal (after safety of course) is get their young charges excited about *FIRST* and the importance of STEM

We have even had a local band “Flashback” play music for our “dance segments”. They also held a “Music workshop” for the attendees. At the end of the night we have “Dancing with **Team RUSH**” to get them ready for their future FRC competitions!

We have found the best times to be the weekend before Halloween and a few weeks before Christmas. Be sure to check with the local elementary schools to make sure they do not have conflicting events on the date you choose. Also, don’t forget to have attendees’ parents fill out a Permission Slip for them. See Items 19 - 21 on the next four pages.

For in-depth information and help in developing and coordinating this fundraiser contact [Toolkit@teamrush27.net](mailto:Toolkit@teamrush27.net).



# PNO POSTER

CHS ROBOTICS TEAM "TEAM RUSH" PRESENTS  
AN EVENING ROBOTICS EXPERIENCE FOR YOUR KIDS!

## PARENTS NIGHT OUT

**FRIDAY NIGHT  
NOVEMBER 20th  
6 pm to 9:30 pm**

WHERE: SASHABAW MIDDLE SCHOOL  
FROM: 6 p.m. to 9:30 p.m.  
COST: \$15 per child  
SECURE CHECK IN CHECK OUT



Food, beverage & snacks for sale  
individually or at the discount  
\$2.50 "meal" price.

Parents drop off their kids in a safe  
environment. Our Team of watchful  
an educational and fun filled  
RUSH fundraising event with



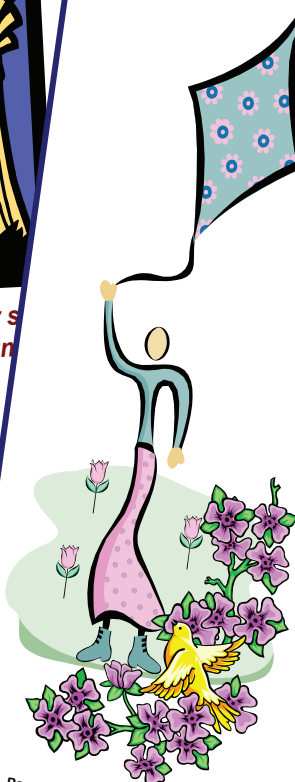
## CHS ROBOTICS TEAM "TEAM RUSH" PRESENTS ANOTHER PARENTS' NIGHT OUT

Register at Team RUSH website at [www.teamrush27.net](http://www.teamrush27.net)

**FRIDAY NIGHT  
JUNE 5th  
6 pm to 9:30 pm**

WHERE: SASHABAW MIDDLE SCHOOL  
FROM: 6 p.m. until 9:30 p.m.  
COST: \$15 per child  
SECURE CHECK IN CHECK OUT  
FEATURING: *Demo of our Robot!!* Activities,  
Gym time, DDR and "Dancing with Team RUSH"

**NEW! Making MUSIC &  
LEGO Robotics Activity**  
\$2.50 meal and other snacks &  
beverages for sale through the night.



QUESTIONS? Email [info@teamrush27.net](mailto:info@teamrush27.net)

PLEASE REGISTER IN ADVANCE  
we will use this information to speed up check-in

To register log on to [www.teamrush27.net](http://www.teamrush27.net)  
(Parents Night Out Registration)

Parents drop off their Kindergarten thru 6th graders and our Team of watchful High School students and adults  
entertain them in a "locked-in" and secure environment. Parents get a night out! Permission slips will be  
emailed to you when you register; slips & money will be collected at the door on the night of the event.  
This is another Rock Solid Team RUSH fundraising event with all proceeds going to CHS Robotics Team)

# PNO PERMISSION SLIP

## TEAM RUSH - PARENT'S NIGHT OUT PERMISSION SLIP TO ATTEND

**PLEASE FILL OUT AHEAD OF TIME AND BRING APRIL 4th  
ONE PERMISSION SLIP NEEDED FOR EACH CHILD ATTENDING**

STUDENT'S NAME \_\_\_\_\_ DATE \_\_\_\_\_

ADDRESS \_\_\_\_\_ HOME PHONE \_\_\_\_\_

CITY \_\_\_\_\_ ZIP \_\_\_\_\_

Make checks payable to: Clarkston Community Schools

EMERGENCY CONTACT \_\_\_\_\_ PHONE \_\_\_\_\_

DOCTOR'S NAME \_\_\_\_\_ PHONE \_\_\_\_\_

MEDICAL INFORMATION (ALLERGIES, MEDICATION, ETC.)

\_\_\_\_\_

IF NECESSARY, PREFERRED HOSPITAL \_\_\_\_\_

*The undersigned, on behalf of himself or herself as the participant, or as a parent or guardian on behalf of him/herself and said participant (hereinafter collectively referred to as "the Undersigned") hereby assumes all responsibility for the Undersigned while he/she/they is enrolled in and/or participating in and/or present during and/or coming to or from activities sponsored by or conducted on or in the property of the Clarkston Community Schools School District or of any of its co-sponsors, licensees or lessees, and the Undersigned, in consideration of said participation, hereby agrees to indemnify and hold harmless the Clarkston Community Schools School District and all of its past and present Board Members, Employees, students, Volunteers, Co-sponsors, Licensees and Lessees, and all of their heirs, successors, agents and assigns, (hereinafter all collectively referred to as "the District") of and from all liability of and any nature and kind (including but not limited to liability for personal injury or property damage, or damages, actual costs, and actual attorney fees incurred and/or paid to avoid, settle or satisfy a claim) arising out of or resulting from, whether in whole or in part, said activities or the actions and/or omissions of the Undersigned or the District. In the event of any injury to any of the Undersigned, permission is hereby given to the District to authorize that first aid and medical attention be given to the Undersigned who is injured. The Undersigned represent(s) and warrant(s) that the individual on whose behalf this document has been signed is in good physical condition and health and able to participate in the activity which may be the subject hereof and the Undersigned acknowledge(s) and agree(s) that said activity may be injurious and will likely require the assistance of unscreened and/or untrained volunteer coaches and other such volunteers and individuals. Photographs may be taken by the District at activities, and unless the Director of Administrative and Personnel Services of the Clarkston Community Schools School District receives a signed, written objection from the Undersigned, photographs may be reproduced for publication. The Undersigned hereby knowingly and voluntarily waive any notice of any liability for which indemnity may be sought by the District and the Undersigned agree that the obligation to indemnify shall survive the end of any participation which gave rise thereto.*

Parent/Guardian  
SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



# PNO COORDINATOR GUIDELINE



## PARENTS' NIGHT OUT ("PNO")—CORE DATA A Rock Solid Fundraising Initiative

In 2006 Team RUSH parents, students and mentors attempted their first *Parents' Night Out*. Held in December we had a "holiday" theme.

A parent can coordinate the event with a sub team of about 5 team leaders. All students participate on the day of the event to "chaperone" groups of elementary age kids. Food sales figures are vastly disparate so not being quoted until further experience and data give this are more clarity. We have planned another event around the holidays scheduled for December 14th. We believe that once we have a base of "elementary parent/student participants" familiar with PNO we will have an easier time running these for our fundraising needs off and on through the year.

<b>WHAT IS IT?</b>	From 6 p.m. to 10 p.m. parents drop off their <b>K thru 6th</b> graders for our Team of watchful High School students and adults to entertain in a "locked-in" and secure environment. Parents get a night out! Along with a parent coordinator who works with Mrs. Hughes – this event requires 5 parent team leaders.
<b>RESERVE SPACE</b>	Immediately after the date is determined reserve space. Minimally, to get the desired location, do this up to three months in advance. Space required is variable – suggest at a minimum: cafeteria, gym stage, LGI rooms, the front lobby for check-in/out, and a few classrooms for crafts etc..
<b>TEAM LEADERS -- PARENT VOLUNTEERS</b>	There are five teams needed. <ul style="list-style-type: none"> <li>• Check in/out (security)</li> <li>• Food</li> <li>• Crafts</li> <li>• 1<sup>st</sup> to 3<sup>rd</sup> Activities</li> <li>• 4<sup>th</sup> to 6<sup>th</sup> Activities</li> </ul>
<b>PRICE POINT</b>	\$15 currently. We are strongly considering upping to \$20.
<b>ADVERTISING</b>	One of the 2007 goals is to advertise earlier. This was a weakness in our 2006 efforts. We send district wide E-blasts several times before the event. We also send flyers home to each elementary school household (given to the schools sorted by teacher. <b>Timing goal: 3 weeks prior to the event is the latest</b> the first communication should go out.
<b>RUSH Contributors</b>	Mentors, students and other parents are critical to the success of each PNO event. Each Team Leader is assigned the number of parents they will need based on previous experience. We recruit parents via email and at a parent meeting if feasible. We had <b>6 parent leaders and assigned about 30 other parents/mentors</b> : <ul style="list-style-type: none"> <li>• 2 leaders + 6 on the front desk</li> <li>• 5 greeters at door and then reassigned</li> <li>• 1 leader + 2 on food</li> <li>• 1 overall leader 1 leader + 1 crafts</li> <li>• 1 leader + 5 for 1<sup>st</sup> – 3<sup>rd</sup> (included masks, gym &amp; activities)</li> <li>• 1 leader + 5 for 3<sup>rd</sup> – 6<sup>th</sup> (pumpkins, gym &amp; activities)</li> <li>• We need as <b>close to complete student participation</b> as feasible. The same is true for <b>mentors</b>.</li> </ul> <p>We also will need close to full <b>student</b> participation. We hope to have at least <b>26 to 28 students</b>. We would be able to handle between <b>130 and 140 children by assigning 5 to each RUSH student</b>.</p>
<b>SIGNS</b>	Generously created and provided by a parent
<b>ACTIVITIES – Halloween Specific</b>	<b>TRICK or TREAT</b> For Oct 07/08 -- very successful. <b>MASKS -- No Costumes.</b> Instead we have ordered an assortment of craft "masks" from Oriental Traders that the children can make before they



## PNO COORDINATOR GUIDELINE CONTINUED

	<p>Trick or Treat. We worked on these in the cafeteria.</p> <p><b>DOORWAY DÉCOR</b> We had each RUSH student decorate a door and ended up really awesome participation. There were at least 22 doors. Each “doorway” had a treat basket or bucket filled with candy from the RUSH parents 2 bags of candy donations.</p> <p><b>PUMPKIN Painting:</b> This seemed to be well managed and received. The pumpkins were put on paper plates with their names to day. Craft paints and brushes were donated – pumpkins had to be purchased though we wanted them to be donated..</p>
<b>OTHER AREAS</b>	<ul style="list-style-type: none"><li>• Crafts were a hit if students remember to go there</li><li>• In 2006 because it was the holidays we asked each RUSH parent to bring a roll of gift-wrap and we offered “free gift wrapping”. Not a big hit but possibly because of the late/lack of advertising. Do we try this again? If yes – parents are asked to bring tape and rolls of wrapping paper.</li><li>• <b>GYM time</b> -- Valuable input that this was chaos – need more defined gym activities. Need to discuss and plan – should have more parent supervision</li><li>• <b>FOOD</b> – Chris is going to do a further analysis of the numbers prior to our meeting to aid our discussion. Sold pizza, pop or juice and a cookies</li><li>• <b>CHECK IN</b> – specific input on separate sheet.<ul style="list-style-type: none"><li>○ Need to speed this up. Some waited over ½ hour.</li><li>○ 6 people at desks form 3 lines per age group.</li><li>○ Are permission slips filled out? We needed a separate area from check in for parents that did not bring the slip.</li></ul></li><li>• Have open cafeteria (food and music) time earlier as well as at end. The kids seemed to love the band/music/dancing, especially with the RUSH kids there.</li><li>•</li></ul>

### FLOWER BULB SALES

During the fall, the team has an annual flower bulb sale through Van Bourgondien. Visit <http://www.dutchbulbs.com/resources/fundraisers> for more details.

### LITTLE CAESARS PIZZA KIT SALES

Another annual door-to-door fundraiser the Team organizes through Little Caesars. Visit <http://www.pizzakit.com/> for more details.

### PIG CONTEST

This is an annual favorite! Each student on the team decorates a plastic piggy bank and collects donation through the week or month. Prizes are awarded to the BIG PIG (the one with the heaviest pig and the most cash), the LEAN PIG (the lightest pig with the most money) and the most creative pig. Students collect on their own and then bring their



pigs to the Open House where they are displayed for Sponsors and Family members in attendance to view and “contribute” to their favorite. Pound for pound, it is a fun activity!

### RUSH CAFÉ

This is coordinated by a parent and is a stash of pop, water, baked goods and snacks that are kept on hand for students, teachers, mentors, and parents to purchase throughout the school year. Other school students/faculty are frequent purchasers during the day and after school. Everyone loves this convenience and you keep the cash!

### MAGIC SHOW

**Team RUSH** tried this for the first time in 2008. We reserved the Performing Arts Center at the High School and had the potential to sell 1,000 tickets. We hired a professional magician to perform a 1 ½ hour magic show. We negotiated with the magician that they would keep 60% of the proceeds and the team keeps 40%. We nearly sold out the first year so we held this again in 2009. We have the potential to make about \$1,200 on this event – more if we sell punch and cookies on the night of. We utilize Magic Stu. [www.magicstu.com](http://www.magicstu.com). *See Item 22 “Magic Show Poster” on the next page.*

# MAGIC SHOW POSTER

## BACK BY POPULAR DEMAND!

International Star of Magic

# The Magic STU

**Appearing At:**  
Clarkston High School  
**Performing  
Arts Center**

6093 Flemings Lake Road, Clarkston, MI 48346

Advanced Tickets: \$8-Students, \$12-Adults  
At The Door: \$10-Students, \$15-Adults

**Friday, December 11th**  
**7:00 p.m.**

For Tickets  
logon to  
[www.teamrush27.net](http://www.teamrush27.net)

Proceeds from this event go to  
**CHS Robotics Team**



[www.magicstu.com](http://www.magicstu.com)



### LETGO MY LEGO CAMP

Each summer, **Team RUSH** sponsors week long LEGO camps where our students teach FLL kits to middle school aged students. **RUSH** team members participate and lead teams of students where they design and build a LEGO robot that they compete with at the end of the camp. Contact [toolkit@teamrush27.net](mailto:toolkit@teamrush27.net) for additional guidance on LEGO camps.



### FOOTBALL CLEAN-UP

By contacting the High School maintenance manager we found that cleaning up the stadium after home football games was a task they were willing to hand off to **Team RUSH**. Earning \$300 per game – this brings in \$1,200. There is student sign up in advance for each of the home football games – parents are asked to participate as well. The more people the faster the clean-up. Homecoming is a bigger job so we have full team participation.

Tools you will need: protective gloves for everyone, several leaf blowers and many school provided trash bags. Students go out before the game and make sure trash areas are well set up – some go around during the game and remove/replace full trash bags. Many students and parents are already at the game so participation isn't typically a problem.

### REGATTA

Since the **RUSH** Regatta has become a major force in our financial sustainability over the years we have included an entire chapter on the “Regatta” in this Toolkit. Please review Chapter 4 for details of this event.



# NOTES