

2022 SADD NATIONAL CONFERENCE

# CHAPTER FUNDRAISING GUIDE



JULY 13-16, 2022  
DISNEY'S CORONADO  
SPRINGS RESORT



# Fundraising 101

At SADD, we know that fundraising can seem intimidating and maybe even a barrier to a chapter's making it to the National Conference. We want to see you ALL in Orlando this summer, that's why we've compiled a list of most effective fundraising activities we recommend for chapters! This list contains suggestions for events, sponsorships, and partnership opportunities for your chapter to explore!

We have also included some tools that may help you reach your goals. Included in this resource guide is a sample letter to a potential donor/sponsor, digital fundraising tools, and sample fundraising post for social media.

# 1



## Community Outreach

# 2



## Events

# 3



## Restaurants to Fundraise

# COMMUNITY OUTREACH

## **Crowdfunding with SADD**

SADD has made donating to your conference fund easier than ever before. With a personalized giving link crafted just for you, friends and family can donate with just a few clicks. Get started with the following steps:

1. Create a personal giving link at <https://interland3.donorperfect.net/weblink/WebLink.aspx?name=E352484&id=44>
2. Personalize your page by adding a personal impact story.
3. Share your link via social media and/or in your community.
4. Secure donations.
5. Send thank-you notes.
6. Remain in touch for future giving opportunities.

## **Local Business Sponsorships**

Local businesses are often eager to help support the work of local organizations, particularly those which are youth-led. It is always worth reaching out to local coffee shops, restaurants, boutiques, convenience stores, etc. to find out if and how they are interested in supporting your chapter. Start by making a list of all the local businesses you can think of that may have an existing connection to your school or to SADD. Then research who would be the best person to reach out to, this could be a manager or the owner of the business. Then think about what that business could do to support your chapter. This could be financial support, sponsoring snacks for meetings and events, or offering some sort of service like acting as a guest speaker or supplying equipment for an activity.

1. Identify local business
2. Call and talk to a manager or the owner
3. Send a follow-up letter or make a phone call
4. Secure a donation
5. Send thank-you note
6. Remain in touch for future giving opportunities

# COMMUNITY OUTREACH

## **Civic Groups**

Your local civic groups can be some of your biggest supporters when it comes to fundraising for your chapter. These organizations are known for supplying local school clubs, organizations, and sports teams with scholarships. Make your pitch for why going to the National Conference is important to your chapter and let them know how much funding you are trying to raise. Here are some groups to look into:

- Lions Club
- Rotary International
- Kiwanis
- BPO Elks of the USA
- Moose- The Family Fraternity

1. Identify a local civic group
2. Call or visit and talk with a leading officer
3. Send a follow-up letter or make a phone call
4. Secure a donation
5. Send a thank-you note
6. Remain in touch for future giving opportunities

## **Car Dealerships**

Here's a great chance to not only fundraise but also show off your traffic safety knowledge. Car dealerships are another great option for asking for funds for the conference. SADD already works with many of the major dealers on the national scale and they are some of our closest partners. Try reaching out to your local dealership and find out whom you should speak to about charitable giving.

1. Identify a local car dealership
2. Call or visit and talk with a manager
3. Send a follow-up letter or make a phone call
4. Secure a donation
5. Send a thank-you note
6. Remain in touch for future giving opportunities

# COMMUNITY OUTREACH

## **Insurance Agents**

Insurance agents are often very interested in supporting causes that promote safety. This has led to SADD working with countless insurance agents, most notably State Farm, across the country. We encourage chapters to find ways to work with insurance agents in their communities. Your chapter can help them promote safety in the community, and they may be willing to help you get to the conference!

1. Identify a local insurance agency or agent
2. Call and speak with an agent
3. Send a follow-up letter or make a phone call
4. Secure a donation
5. Send a thank-you note
6. Remain in touch for future giving opportunities

## **FUNDrive with Savers**

There's no time like the present to earn funds for conference. People are ready to give and give back, so collecting no longer needed clothing and household items from your community should be a snap. Savers will then buy those items and pay your chapter/school directly.

1. Sign-up for the FUNDrive at <https://fundrive.savers.com/>
2. Spread the word about your drive.
3. Collect donations.
4. Submit your items to Savers and collect your earnings.
5. Send a thank-you note to all who participated.

# EVENTS

## Hold a bake sale

Who doesn't love a good baked good? Not to mention that a fundraiser like this will have a low upfront cost, meaning your chapter will get most, if not all, profits back to put toward activities and events for the school year! Have each member of your chapter commit to bringing in a baked good of some sort. Making a signup list for the different items will help prevent too many duplicate treats from being made. Make sure everything is individually wrapped in plastic baggies, anything with common allergens are labeled, and decide on some easy and affordable pricing for all the items. Check with your school's rules on selling items on school property and ensure you have a system in place to have the bake sale staffed during each lunch period.

## Host a trivia night

Hosting a trivia or board game night at your school can be a great way to raise some money for your chapter while also showing classmates that a night of substance-free parties can still be fun! If you decide to go the route of trivia make sure to plan on a theme, it could be classic movies, TV, music trends, anything you can think of! Purchase some prizes or reach out to local businesses to see if they'd be willing to donate some prizes like gift cards or sample products!

## Fundraising Contest

Create a chart that tracks the money raised at school. You can make it a competition between grades to see who can raise the most and offer a prize to the top fundraising class. OR get the school faculty involved and have a number of teachers and staff agree to certain actions depending on the amount raised. For example, if students raise \$1,000 the math teacher has to shave their head, or the English teacher has to wear a wacky outfit for a week. Fun and lighthearted pranks that will motivate students to give.

## Dress Down Days

Do you go to a private school where you have to wear a uniform every day? Reach out to your school's administration and find out if they would be willing to allow for a charitable dress-down day event. The way it works is your chapter will collect small donations from your classmates, in return, they will get a token/wristband/note that shows they have paid to participate in a dress-down day to wear whatever they want to school. You may be surprised how many students are eager to show off their own personal style.

## Sell Candy Grams

Who doesn't like to receive a surprise delivery of candy? Candy grams are a great way of fundraising and are easy to tie in with other holidays and events! End of the year holiday season? Sell candy canes with special messages attached! Prom coming up? Sell chocolates that can also have a special prom-posal! The options are really endless and the only upfront cost to your chapter is the cost of a couple of bags of candy!

# RESTAURANTS TO FUNDRAISE

There are several restaurant chains and franchises that offer partnerships with local non-profits and school groups for fundraising opportunities. Below is a list of companies to look into that might be in your area!

## **Krispy Kreme**

Buy your doughnuts ahead of time and sell by the doughnut or take orders ahead and hand-deliver dozens around your community!

## **Chipotle**

Coordinate with your local Chipotle to set a date and time block where your supporters can visit the location and 33% of their spending goes to your chapter!

## **Boston Market**

Work with your local Boston Market to set a date for your fundraiser and 15% back to your chapter. OR buy Boston Market gift cards with a 12% discount and sell them in the community!

## **Brusters Ice Cream**

The options for fundraising with Brusters are expansive, from Italian Ice and Pie to Brusters Bucks and Scooper Nights. Get up to 50% of the proceeds back!

## **Panera Bread**

Get 20% of sales for your chapter when you schedule an event night at Panera!

## **UNO**

Who doesn't LOVE pizza? When your chapter participates in UNO Dough Raisers your chapter can get up to 20% of the proceeds to benefit your efforts to get to National Conference!



# TIPS FOR SUCCESS!

## **MAKE IT PERSONAL**

People will be most compelled to give to your fundraising page if they know what SADD means to you. Don't just state that you are a member of your local SADD chapter. What impact has SADD had on you personally? What kind of change have you seen SADD make in your community? Why is SADD important to communities across the country? Why is it important that you go to a conference?

## **DON'T ASSUME SOMEONE WILL TELL YOU "NO":**

You won't know until you ask, and you may be surprised by people's willingness to help a worthy cause. You don't have to ask the same person every single day until they donate but following up a week after your initial ask can make a difference.

## **CREATE A SENSE OF URGENCY:**

Make sure that anyone you ask for a donation is aware of the timeline and goal of the campaign, and if you want to set other personal goals make sure they know about those too! If people don't feel like they need to donate NOW it is likely that they will forget and never donate. This is why follow-ups will be important as well as setting deadlines for yourself throughout the month to avoid scrambling at the very end.

# TOOLS TO UTILIZE IN YOUR MESSAGE:

## Power Words & Initiatives

- **Empower Students** - talk about your experiences with SADD students and how they have inspired you.
- **Engage Parents** - Being a parent today is tough. Feel free to mention your own experience as a parent or caring adult to young people in your life.
- **Mobilize Communities** - SADD has a significant impact on a community. Mention how SADD is shaping communities and providing a safe space to teens across the country.
- **Change Lives** - Lives are genuinely changed because of SADD

## Issue Areas

- **Mental Health** - With the COVID-19 pandemic, there has never been a more important time to focus on the mental health of our young people.
- **Traffic Safety** - Our history and where we got our start. Traffic crashes are still a leading cause of death.
- **Substance Abuse Prevention & Awareness** - SADD addresses the opioid crisis and the vaping crisis and continues to fight underage drinking and substance abuse.

Personalizing your message to the audience your communication with is key! If you're targeting a car dealership or car insurance company, share your experiences participating in traffic safety programming.

# REMEMBER!

Is the local business you're reaching out to interested in substance use prevention, talk about activities your chapter has done in relation to underage drinking or vaping. Do not craft one message and use it for everyone!

# SAMPLE LETTER

Dear John,

Now, more than ever is the best time to support our young leaders of today and tomorrow. I stand with SADD, an inclusive, student-led national organization, committed to preventing teens from making destructive decisions, through leadership training and peer-to-peer mentoring.

I am a member of YOUR CHAPTER, and we are fundraising to go to the 2022 SADD National Conference at Walt Disney World in July! The cost of the conference for our chapter is  $(\$399 + \text{COST OF FLIGHT} + \text{HOTEL})$  per student, and we are trying to send # members of my chapter this year. Will you help us get there?

With your support, I will have the chance of a lifetime to attend the 2022 SADD National Conference in Walt Disney World with my peers from across the country to learn life-expanding skills that I will put to use back at home in my school and community. During our time in Orlando we will:

- Learn from the experts! Inspiring keynote speakers, workshop presenters focusing on leadership, advocacy, prevention education, and an opportunity to give back to the local community and earn volunteer service hours in the SADD Gives Back Service Center.
- Connect with peers! This is a once-a-year opportunity to share ideas, learn “best practices,” collaborate on projects, and develop lasting friendships!
- Make an impact! As a participant, I will acquire concrete tools and fresh ideas to bring back to my school and community and utilize and continue making my chapter successful.

Thank you for your support and for helping make our community a safer place by believing in students like me!

Best,  
Your Name

# SOCIAL MEDIA CHALLENGE!



Here is an easy and effective social media fundraising tool! Each member of your chapter will be responsible for completing their own grid. Post the chart to social media or send via email to your friends and family. Each square represents a \$40 donation to your chapter, squares can be split between multiple people or one person can choose to claim multiple squares. Each grid can raise up to \$1,000 toward your registration and travel to get to the 2022 National Conference!

1 \$40	2 \$40	3 \$40	4 \$40	5 \$40
6 \$40	7 \$40	8 \$40	9 \$40	10 \$40
11 \$40	12 \$40	13 \$40	14 \$40	15 \$40
16 \$40	17 \$40	18 \$40	19 \$40	20 \$40
21 \$40	22 \$40	23 \$40	24 \$40	25 \$40

**HELP ME ATTEND  
SADD NATIONAL CONFERENCE!**  
CLAIM A SQUARE TO GET ME THERE!

For more information or to reach the national office, please visit:  
[www.sadd.org](http://www.sadd.org)