

and Sponsorship

Fundraising for Science Olympiad Teams

John Ogden

Michigan Science Olympiad Coaches Workshop

December 5, 2015

johnogden5@gmail.com

Objectives for today

- **I want help you think systematically about “fundraising” and be effective at doing it**
 - **What I believe is based on:**
 - my efforts to raise funds for Macomb Science Olympiad
 - my efforts to raise funds for Michigan Science Olympiad
 - my wife’s efforts to raise funds for her High School team
- **I also want to learn what has been successful for you**
 - Next year, this session can be better

People shy away from “Fundraising”

- **They don’t like rejection**
 - It is a sales task; you can’t take “no” personally
- **They don’t want to impose on others**
 - Avoid programs which depend on coercion
- **They don’t know where to start**
 - We will discuss that today
- **It takes time**
 - No one ever gets into Science Olympiad to spend time fundraising
 - Hopefully today will reduce your time requirements
 - It does get easier
- **“Pay to Play” can avoid it**
 - How to balance it with your other expectations

Fundraising vs. Sponsorship

Fundraising

- What do “customers” get?
 - Usually a product or service
- Your profit margins
 - Typically are 25%-50% for products
- Product examples:
 - bagels
 - pizza kits
 - candles
 - candy
- Service examples
 - Bottle Drive
 - Working at the recycling center
 - Hosting a mom-to-mom sale

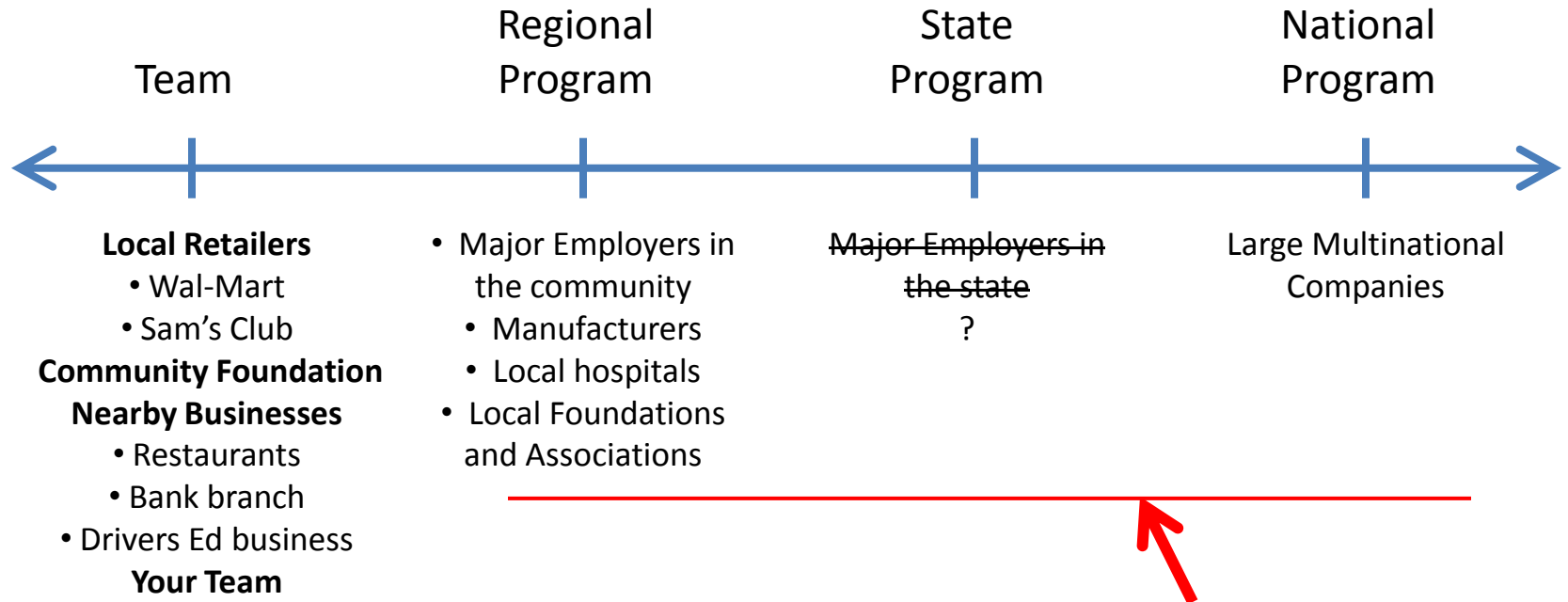
Sponsorship

- What do sponsors get?
 - Usually recognition
- Your profit margins
 - Close to 100%
- Examples:
 - Your school (PTO, boosters)
 - Local businesses
 - Who does business with the school? Who is nearby?
 - Local foundations, associations
 - See the MI community foundation list
 - Parents’ employers or businesses

Focus Here

The Sponsorship Spectrum

Are you in their "community"?



- **Sponsorship is about finding the right match**

- STEM-related activities are in demand
- The key is to find organizations who want to support you
- Generally, target the right size of organization

Size matters less than whether you are in their community!

Key Sponsorship Asset: 2-page Summary

Page 1: a high-level summary of SO, your team budget, and the “ask”

Page 2: a form they can complete to confirm sponsorship



Be a Sponsor of Eisenhower High School Science Olympiad!

Science Olympiad is a team competition that requires knowledge of science topics and engineering skills. It captures the kind of interest, enthusiasm, and commitment for science that is typical of athletic programs. The program is designed to increase student interest and test scores in science, while strengthening problem solving and teamwork skills.

The Eisenhower team has a long history of strong performance at this competition, and typically qualifies for the State competition.

There are 23 exciting events, such as:

- Anatomy & Physiology** - This year focuses on nervous, immune and integumentary systems.
- Astronomy** - Math and physics relating to stellar evolution and supernovas.
- Disease Detective** - Students apply principles of epidemiology to a published report of a real-life environmental quality health situation.
- Dynamic Planet** - Studying glaciers this year.
- Forensics** - Students identify polymers, solids, fibers, and other materials in a crime scenario.
- MagLev** - Students construct a vehicle that will levitate down a magnetic track.
- Mission Possible** - Students design, build, test and document a “Rube Goldberg-like” device that completes a required final task using a sequence of consecutive tasks.



Our team budget is estimated to be about \$2000. We primarily spend that money on study materials and construction materials for events where we have to build something, like Mission Possible.

Your help makes a difference! A contribution of any amount will help us provide the resources that these students need to do their best.

We would be pleased to acknowledge your sponsorship on our team shirt.

Thank you for your consideration.

Who do I contact for more information?
Susan Ogden, Head Coach
586-739-4391
susanrogden@att.net



Sponsor Information Sheet

Contact Name _____

Company or Organization Name _____

Street Address _____

City _____ State _____ Zip _____

E-Mail _____

Phone (s) _____

Indicate the best time of day, and method for us to contact you. _____

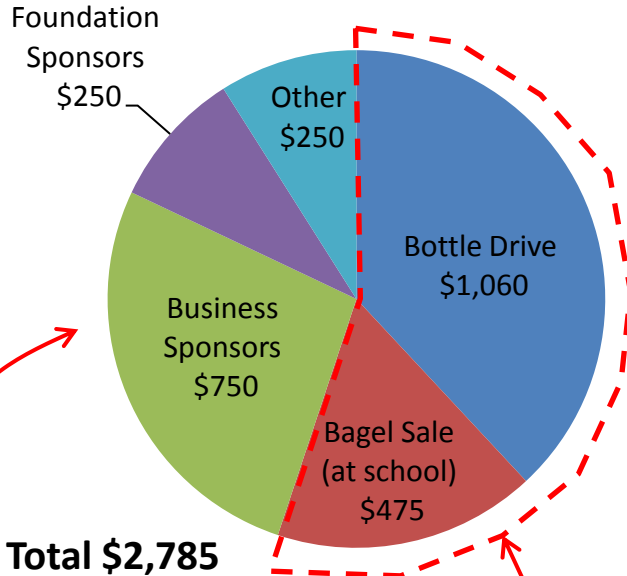
Sponsorship Amount: _____

Checks should be made payable to: Eisenhower High School, and may be mailed to:

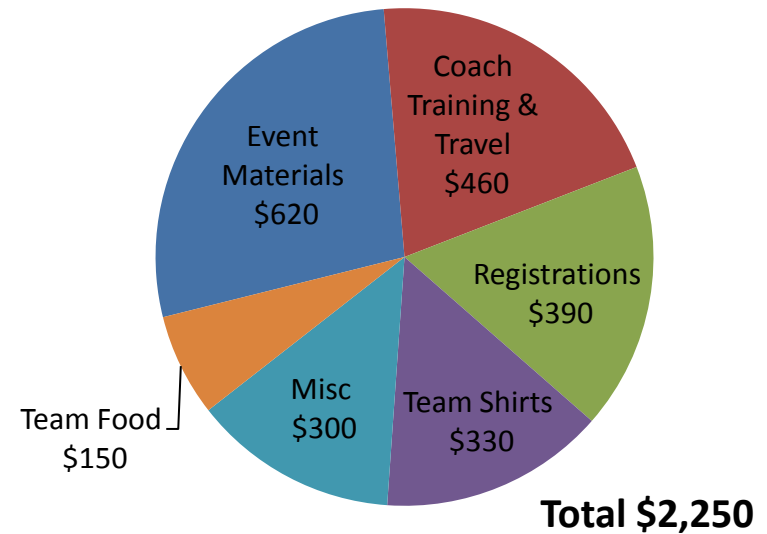
Eisenhower Science Olympiad
4109 Morningview
Shelby Township, MI 48316

Example Finances of a Team

Team Revenue



Team Expenses



Your story

We are doing these (~\$1,500)

We need sponsors to provide the remaining \$750 (\$2,220-\$1,500)

Your hope

To get at least \$750 from sponsors

Overachieving the target can reduce risk for the future (here \$500 carries over)

Not all come to fruition; ask many sources in parallel (~2-3x)

Choices on What and When and Who

What activities to choose?

- High payback-to-effort ratio
- The students can help
 - This can also be team building
- Low financial risk for poor results
- Can some produce funds that are not controlled by others (i.e., the school district)

Who does this work?

- How can parent(s) help?
 - Do they have sales or marketing skills?
- What can you delegate?

When should things happen?

- Summer/Fall
 - Set your budget
 - Update your info assets
- Fall
 - Run fundraisers
 - Solicit sponsors
- Winter
 - Focus on science 😊
- Spring
 - Send “thank-you” notes

Resources that are available on the MiSO Website

“Funding Your Team” page

- **School Aid Grant Funding**
 - It is unclear how the state funding mechanisms will change for next year; it is unlikely that a stand-alone grant program will persist. We hope to find a mechanism to support teams in the new program.
 - We will continue to follow this development and keep things updated.
- **Local Foundations and Businesses**
 - [Family foundations in your community](#)
 - [List of community foundations](#)
 - [Sams/Walmart](#) (just one example)
- **Other Fundraising Ideas**
 - [50 Successful School Fundraising Ideas](#)
- **Example Solicitation assets**

What are your good ideas and successes?

- ?