# Outreach and Fundraising 101

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### Outreach

#### **How to Begin an Outreach Project**

- Figure out an authentic need in your community
- See what you and your team have the time and resources to do
- Create a plan (including a timeline, budget if needed)
- Contact the necessary people (if you want to volunteer in a school, can contact principal, if you want to do legislative outreach, can talk to your local legislator)
- Execute your project
  - Make sure to take photos, write up a summary of what you did afterward





#### Community

#### Local city

- Participate in community events
- Work with local businesses (will touch on more in fundraising)

#### School System

- Held an after-school camp
- Hour of Code activity
- TJ STEAM Night
  - Promoted in morning announcements, which helps make our community aware of what we do

#### FIRST Community

- FRC help mentor, provide work/practice space, these workshops!
- FTC provide work space for our local team
- FLL help organize and run tournament

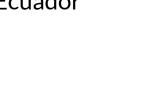
#### Legislative



- Have been working on for the past 2 years, hope to again this year
  - Bill would help provide funding to STEAM education/activities in underprivileged schools.
- Contacted legislators (in the past, worked with Delegates Kathy Tran and Hala Ayala)
  - Legislators are very open to bill, especially from constituents
- Helped introduce, provide support for, and testify for bills

#### **International**

- Mainly executed by individual team members
- Team helps plan, provide funding, etc.
- In the past have done outreach in India, Nepal, and Ecuador





## Why is outreach an important thing to do?

- Rewarding
- Helpful for FIRST
- Good for the community
- Establishes your team
- Helps recruiting

## Fundraising

#### **Overview**

- Go over the different types of fundraising with examples from Team 1418
  - o Team 1418 examples will be in red
- Some general guidelines to follow
- A look at the FIRST Fundraising Toolkit Resources library

#### I. Corporate

- Look for company links within your team-parents, former mentors, alumni etc.
- Appeal letters to sponsors-<u>link</u>
  - Details the allocation of money
- Sponsor Day
  - Tangibly shows where money is going





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#### II. Community

- Reach out to your school and through local newsletters/bulletins
  - Morning Announcements
- Reach out to local businesses-they are willing to help out!
  - Cyclebar
  - Baroody Camps
- School Board/FCEF
- Community events-coincides with outreach
  - Memorial Day



#### III. Team

- Brainstorm ideas during meetings-there is no such thing as a bad idea!
- Parents!
  - Pumpkin Patch
- Gift boxes



#### General Guidelines

- Stay organized
- Don't be afraid to advertise
- Brainstorm ideas + write them
- Sustainability is key
- Reflect on strengths/limitations of each fundraiser-improve them!

# A Look at the FIRST Fundraising Toolkit

#### Conclusion

Simplicity is key!

## Your Turn!