

New
Jersey **4-H**

Leader Training Series



GUIDELINES FOR 4-H FUNDRAISING

Raising Funds for Club Support



County-Wide Fundraising

Adapted by Ginny Powell, Regional 4-H Agent, North from: Fund Raising and 4-H Club Treasuries, NJ 4-H Leader Training Series, 1994, written by Keith Diem; Important Information on 4-H Treasuries, 1998, adapted by TC Buchanan, 2000.

Fundraising is one of the major ways to help 4-H clubs financially support their activities. By raising funds as a group, a club can help to make sure its activities are affordable for all club members. There are several things to keep in mind as your club plans a fundraiser. See the (*Checklist for 4-H Fundraiser* in Appendix) for additional information.

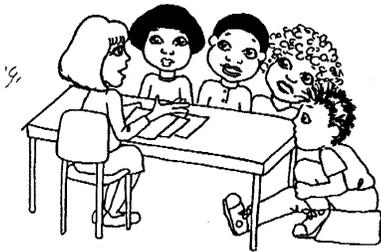
The 4-H Youth Development Program is a non-profit educational organization. Therefore, your club should be concerned with money only to the extent that it is needed to provide supplies or cover expenses incurred in running an active group for youth. Unless the club has a special long term goal, each year it should only raise enough money to provide funds to support that year's activities. Fundraising is a means to having a successful club, and should neither become the club's primary activity nor a measure of a club's success.

Many 4-H programs have county-wide fundraisers to benefit the entire 4-H program in the county. Some counties need such fundraisers to maintain a 4-H center, fairgrounds, provide awards or special programs. Your club should fully support any county-wide fundraising efforts before creating any of its own. Not only do many county-wide fundraisers often share a portion of the profits with each club that participates, but forcing 4-H families (and the neighborhood!) to participate in too much fundraising is not wise and may result in negative 4-H public relations. Like most things, it is probably better to do a few fundraisers very well than to attempt too many unsuccessfully.

Setting Goals

Fundraising should be done to meet a specific goal. Such goals might be to help members go on a club field trip, purchase a 4-H/American flag set for the club, sponsor a club recognition banquet, or to fund a community service project. Whenever possible, however, people should “pay their own way.” Examples are where each member pays for his or her own club T-shirt or brings a dish to a pot-luck club dinner. In other words, reserve *club* fundraisers for *club* needs and not for individual members’ needs. Or, at most, the club might consider providing “incentive” by paying a portion of a member’s expense, such as for 4-H summer camp, or toward the cost of a club jacket. Whatever the goals for the fundraising event, the club should approve the goal and what event will be held. *Members* should work to carry out the club’s goals, with the leader’s guidance.

Start Small



Make sure your club fundraiser provides a learning experience and can be easily accomplished by the club. Start small and build on small successes. Fund raising can be a good way for members to learn organizational and business skills. It can also be fun. Consider whether to do fundraising as individuals (such as selling calendars to friends and family) or as a total club (bake sale, car wash, etc.). Consider doing a fundraiser that doesn’t require a great investment in advance. The less money your club must invest, the less money it can lose if the fundraiser isn’t successful. Good examples are bake sales, car washes, service auctions (where members sell their services to clean garages, mow lawns, etc.) In any case, organize and publicize your event well.

Safety

To ensure safety for 4-H’ers and leaders, no one should solicit door-to-door. Individual solicitation should be done from family and friends, and only under the direct supervision of adults.

Make sure that fundraising activities meet the legal requirements of the local municipality, county, and state. Certain fundraisers such as raffles, games of chance, yard sales, etc. may require permits or may not be legal in certain municipalities. Before you spend too much time planning an event, you should check with the municipal office of the location where the fundraiser is to be held to make sure you are following the proper procedures.

Informing the County 4-H Office

It is important to have fundraising coordinated on a county level. This will help to make sure there are not too many clubs approaching the same donors. The leader should inform the 4-H

staff of what club fundraisers are planned by completing the *4-H Fundraising Proposal*. (See Appendix for form.) The office can then check to make sure that the club's plans do not overlap with those of another club. (For example, if a club decides to sell candy and another club in the same area has already planned to do the same thing, it could overlap and affect the success of both clubs' sales). The county 4-H staff can also confirm that your event is truly a 4-H fundraiser if someone from the public calls to ask. (Otherwise, unfortunately, an individual not associated with 4-H could illegally raise money in the name of 4-H. If such cases are reported, they can be stopped.) The county 4-H staff can also help by providing ideas and publicizing the event.

Handling the Funds

All funds raised become part of the club's treasury and should be handled in accordance with the guidelines provided in the information sheet *4-H Club Treasuries*. It is important to keep accurate records of the funds raised, as the club's treasury will be audited. Accurate records and notes will also help the club evaluate the success of the fundraiser and help in planning for future events.

Fundraising Success

Your club's fundraising effort can be successful if all members work together towards common, agreed upon goals. Members will feel success if they take an active part in the entire process of planning and implementing the fundraiser. They should see and reap the benefits of the money they worked to raise. Be realistic, have a plan for the money raised, and have fun!

If Your Club Disbands

In accordance with laws governing non-profit organizations, if your club disbands, all money in the club treasury and any other club property can only be given to another non-profit organization—not to individuals. New Jersey 4-H policy states that 4-H club funds attained in the name of 4-H must be given to your county-wide 4-H organization (such as 4-H Association, Leaders' Association, etc.) or county 4-H office to be used for 4-H program purposes. To arrange this, contact your county 4-H office.

Reference: The 4-H Name & Emblem – Guidelines for Authorized Use, USDA, Extension Service; Tax-Exempt Status of 4-H Organizations Authorized to Use the Name and Emblem, USDA, Extension Service, Program Aid Number 1282

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