



CVHS Band Donation Drive 2022

The Need:

- Our Band Program is still experiencing unprecedented growth!
- This fundraiser was a huge success last year, and was able to help us provide the needed equipment for this year.
- With our new group of incoming freshmen, we need to do another round of purchasing instruments, marching band uniforms, and other necessary equipment.
- We are also in dire need of a new trailer – with 160+ students registered for marching band this fall, our uniforms and equipment will no longer fit on the trailers we have.

The Concept:

Fundraising is everybody's least favorite thing to do. Most programs sell cookie dough, chocolate, coupon cards, mattresses, etc. and make very little money because some company is making most of the profit. We have a better idea.

Most people want to support schools. They want to support kids. They want to support performing arts programs. And if lots of people support just a little, it can make a big difference. If each student asks everyone they know (think neighbors, relatives, family friends, etc.) to make a donation to our program, we can raise lots of money very quickly without asking for major financial commitments from anybody.

A Band program in Texas did this fundraiser and raised *\$100,000!* We don't need to raise quite \$100,000, but we do have about \$50,000 worth of needs.

The Goal and Plan:

We are trying to raise \$20,000 in the month of May. That seems like a lot of money, but we have about 200 students in our band program. If each student was able to get 10 people to donate \$10, we would reach that goal. Now, not every student is going to be able to reach 10 people, but what we have found is that most people are willing to donate more than that \$10.

Students are welcome to reach out to people in whatever way they see fit: phone calls, emails, social media, text message, postal service, etc. We will provide students with scripts, form letters, social media banners, and instructions for asking people for donations. We will also provide instructions for the people who will choose to donate to the program. There will be a way to track how much income each student brings in, and there are fun prizes students can earn, and incentives to all students if we reach certain milestones. All of this will culminate in an awesome end-of-fundraiser Barbecue and concert on May 21.



Incentives

Individual Prizes:

If you raise:

\$50 – Crimson Regiment Car Decal



\$100 – 3 throws at the dunk tank with Mr. Hall, Mr. Murphy, or Ms. Browne in the seat.

\$100 – Full immediate family eats free at the BBQ.

\$150 – Decorate a staff member's car with car paint

For every additional \$200, you may choose one of the following:



Band Spirit Shirt



*Crimson
Regiment
Baseball Cap*



*Crimson Regiment
Custom Water
Bottle*

How do people donate?

Step 1: Visit www.cedarvalleybands.com

Step 2: click “Donation Drive 2022”

Step 3: Follow the instructions on that page and fill out both the google form and the PayPal link.

All donors will receive a thank you card from the band program in the mail, as well as a receipt for their tax-deductible donation.

Instructions for Students:

Step 1: Make a list of everyone you know who loves you. (Grandparents, extended family members, neighbors, parents of non-band friends, family friends, former teachers, friends of parents, etc). **Please do not contact businesses unless you know the business owner personally.**

Step 2: Decide how you’re going to contact them (phone, email, social media, etc.).

Step 3: Look on cedarvalleybands.com for resources to help you invite them to donate.

Step 4: Extend the invitation. It’s okay if they say no! Just ask someone else! **We are only accepting online donations for this fundraiser. If someone you talk to wants to donate otherwise, talk to Mr. Hall.**

Step 5: Just remember to reach out to as many people as possible. The goal is that we get LOTS of people donating so that nobody has to donate a lot.

