

Profitable Key Club Fundraiser Ideas

High school is an important rite of passage for every teenager. And so every parent wants to see their child get the most out of it. While some students participate in social activities like parties and football games, others choose service over socializing. Did you know that the Key Club is the oldest and largest service organization created just for high school students? Its aim is to help them learn about leadership. It acts as a simulation of both government and society to encourage them to become productive members of both.

Today Key Clubs help:

- Build strong moral and ethical character
- Provide service to students, the school, and the community
- Operate to its highest potential

However, to do this it's essential for key club fundraisers to have total school and community support. Driving people to your key club fundraiser bridges awareness and support. This way you can reach your goals quickly and easily. Please take these school club fundraiser suggestions seriously.

Establish Fundraiser Goals For Your School Key Club

Where do you get started? First of all, determine what specific activity you're raising money for. Additionally, you will need to know how much revenue to raise in order to reach your fundraising goals. Some ways to show that you've established goals is to:

- Create a revenue thermometer with check points that shows exactly how close you are to reaching your goal. Furthermore, we suggest you update it as often as possible.
- Additionally, give incentives for students who work hard to surpass their individual goals at every thermometer check point.
- Furthermore, generate support within the school and community by keeping them posted via social media, newsletters and school announcements. Tell them how close you are to reaching or passing your key club fundraising goals.

Advertise Your Key Clubs' Fundraiser

Flyers, sign-up tables, school newsletter announcements, social media, and face to face communication are marketing tools to employ. Use them to advertise your fundraiser to your potential sponsors. Whatever formats you choose to use, make sure it's visible and contains consistent messaging across all your platforms:

- Digital
- Print
- Verbal.

In addition, if your school's Key Club has a reliable email list, it's important to get the word out to them as quickly as possible. Encourage your list to forward the email to their friends. Finally, offer incentives for referrals so they feel compelled to assist with your key club fundraiser.

Get Help From Local Business And Government

While it may be difficult to get your local Governor or Senator to help you spread the word, you might fare better seeking out local lawyers, district leaders, and local business owners to rally behind your cause. While some students may not be aware of all the benefits that Key Club offers its members, many adults in the business and local government arena are fully aware of how important the group's initiatives are for student leadership and civic development. Some ways to generate their support are:

- Email local government and business leaders giving them details about your fundraiser, its purpose, and ask them to inform their immediate network by either forwarding the email or having your group set up a table at a predetermined location to interact with their public.
- Furthermore, ask local business owners if you can speak to their patrons outside their stores as they leave to encourage them to support your fundraising cause.
- Finally, set up fundraising drives with permission at local businesses or government events and functions.

Resources:

<https://givebutter.com/bl>

<https://www.fundraising-ideas.org/find/keyclubs/>

<https://www.formpl.us/resources/fundraising-ideas/clubs-non-profit/>