

## INTRODUCTION

The fund-raising events and activities in this book reflect years of experience creating events, making money, and saving money. We made plenty of mistakes in our fund-raising efforts, but we never got discouraged. I learned that it takes a year or two to get an event to run smoothly. You have to have patience, be creative, listen to other people, and be open to suggestions.

If you are just starting out, your school or parents association (PA) may not have much cash. Some of the events described in this book require money to pay for things upfront, like food or a rental hall for your auction. In each chapter that has an event or activity requiring a significant outlay of cash, I created a special section at the end called "Just Starting Out?" This section outlines ways to start the event without much money. We have stripped the event down to the basics to get it going. As your financial reserves grow, you can add on any of the more costly activities.

## A RESERVE FUND

I can't stress enough the importance of putting some of your profits aside to form a reserve fund. Back in the day, we created a healthy reserve fund over the years. There have been times when we had to dip into that fund and were so grateful it was there. And when we did dip in, we worked hard to replace the money.

A reserve fund is essential to any fund-raising plan that is going to grow and be a stable source of funds for school improvement year in and year out.

If you save half the money your parents association earns, you will quickly build a reserve fund. Plan to have a year's budget in reserve. If you're budgeting to take in \$10,000, your goal for a reserve fund would be the same -- \$10,000

You can accomplish this by budgeting to spend only half of what you make. Put the other half in a special fund that earns interest so the money will grow over time.

If you need more money during the year, have a quick and easy fund-raiser, like a bake sale, instead of dipping into the funds you have put away. This is the only way you will have enough money to throw a major event that requires a significant cash outlay. Save your money for a rainy day and build your financial power.