

## Advisor Corner, March, 2004

### Carol Bolin on Fund-raising

In her remarks on using a business advisory committee, **Carol Bolin**, advisor at the Career and Technology Center at Fort Osage in Missouri, cautioned against soliciting funds from business advisory committee members. Her concern was that these generous volunteers had their limits and should not be asked to give too much to the chapter. "Look for other [financial] resources," was her advice.

Here are some resources Carol uses for fund-raising. They are varied enough to suggest several plausible approaches.

1. Her state offers a fund-raiser—selling catalogs—that her chapter participates in.
2. Carol has tapped into an opportunity offered by Simon Malls, a national firm with malls scattered across the country. The Simon Youth Foundation sponsors an event called "Evening of Giving" at their malls during the holiday season. Nonprofit organizations can sell tickets to shoppers interested in going to the mall and shopping at discount prices. The mall is closed to all other shoppers for that evening. ([www.simon.com](http://www.simon.com))
3. The chapter's main fund-raiser is also their Learn and Earn Project. Carol's members operate a gift-wrapping

business at the mall her classroom is located in. They call the project "All Wrapped Up." Part of their profit comes from selling advertising for the T-shirts they wear while they wrap the gifts. Businesses can place their name, phone number and address on the T-shirts that the members wear making them "a walking advertisement." Remember one of the principles of fund-raising: businesses can tax deduct advertising fully, but not charitable donations. So they are more inclined to advertise than to give outright. Done well, chapters that solicit advertising and provide value to the advertisers will find themselves with a lucrative fund-raiser that easily renews itself the following year.

Carol requires that 50 percent of the money the chapter makes in the gift-wrap project be given back to the community as charitable donations. Her members find this difficult, but she feels that the message is important and emphasizes DECA's call to civic consciousness. Her policy has the effect of getting increased support for her program from the community, and besides, Carol believes it's the right and responsible thing to do. What a great lesson!