

# Advisor Corner

This issue's Advisor Corner, along with the articles on pages 7 and 8, relates to the November/December topics of the Roadmap for the DECA Year. One of the hot topics at this time of year, anticipating the expenses of attending conferences, is fund-raising. You will find several successful fund-raising reports in the *Dimensions* article on projects to benefit the MDA (Muscular Dystrophy Association). Running a school store is the perfect DECA fund-raiser, since it addresses the marketing functions you teach in class. Since this option is not available to some advisors, here are several suggestions with tips that span quite a range of other possibilities.

1. A simple, yet effective type of fund-raiser is a sales project that becomes a traditional feature of your local community. **Lucinda Mason** of **Demopolis High School** in Alabama has run just such a successful repeat sales activity as part of her fund-raising plan. Judging that people might enjoy a fresh doughnut with their Saturday morning cup of coffee, the chapter instituted a Saturday "Doughnut Day" when they would deliver boxes of doughnuts directly to people's homes. Now the community looks forward to this treat, and doughnut day has become an institution. It earns the chapter a nice profit while giving the chapter good PR in the community.
2. A more involved, and more lucrative, fund-raiser that is gaining in popularity is a golf tournament. **Dennis Sweetapple's** chapter at **Spanish River H.S.** in Florida has started holding tournaments and judges it a great success (their Learn and Earn Project). Dennis says the first year is the hardest,

because every contact and task takes effort. But once again, through the magic of repetition, the second year is easier. His advice is to use the golf pro at the course you choose to run the actual golfing. Most of Spanish River's profit came from members selling advertising to local businesses. Dennis says businesses can write advertising off completely, unlike other donations. With a small, limited number of golfers the first year, the chapter netted \$4,600 in profits. The ads were 24-inch by 36-inch signs with 3 lines of copy, professionally printed. The print shop owner was impressed enough with the project to place her daughter in the marketing education/DECA program the following year, and gave the signs free of charge as a DECA parent. In the second year of the tournament, approaches to advertisers produced a 75 percent return rate.

3. **Liz Doyle** at **Santiam Christian Schools** in Oregon chooses another way to make advertising work as a fund-raiser for the chapter. The chapter produces a 4-page insert for the school system's newsletter highlighting its members' successes in national level competitive events. Members sell advertising for the insert and end up earning money for projects and activities while at the same time advertising their chapter and thanking their supporters. Says Liz, "The income we make PAYS our way to Nationals each year. Last year we earned \$8,500 and had money left over to help our chapter this year."

Remember that a school store is the ideal way to earn funds for your chapter's program while also teaching basic marketing skills. But if that option is not open to you, successful advisors can always find a way!

## Appreciation

For the fund-raising ideas in this Advisor Corner, we send our thanks to Lucinda Mason of Demopolis H.S. in Alabama, Dennis Sweetapple of Spanish River H.S. in Florida and Liz Doyle of Santiam Christian Schools in Oregon.

To connect with more fund-raising possibilities, turn to the list of Sales & Marketing Companies on page 10. These are companies that have officially signed up with DECA to offer fund-raising opportunities. They know us.