



HONOR BAND IN THE ROSE PARADE

FUNDRAISING TOOLKIT

REMEMBER: EVERY LITTLE BIT HELPS!

You can't expect a single company or group to write a check to cover your full trip cost. Just remember, small amounts added together can still help.

"Once I realized that there were several community members that were willing to contribute smaller amounts, I was able to fundraise so much more! I eventually paid for my whole trip by \$25 gifts at a time."

1ST - SHARE YOUR STORY

Customize the press release and then contact local news organizations to tell them your story. Help the community get behind you and your fundraising efforts.

2ND - SOCIAL MEDIA

Set up a special social media profile so supporters can follow your progress in preparing for the trip, and your journey once you arrive in California. You could post photos of being measured for the uniform form in anticipation of wearing the uniform, Boomerangs of practicing your marching fundamentals, and of course photos from California of all the great experiences you will have!

3RD - TRACK YOUR PROGRESS

Set deadlines for your fundraising goals, and organize how you will monitor your work - seeing your accomplishments is motivating!

4TH - GET YOUR COMMUNITY INVOLVED

Request assistance from your booster program, local businesses & service organizations (Kiwanis, Lions Club, Rotary Club, Tri Kappa, etc.) - remind them you are representing the community on a national stage.

5TH - FUNDRAISE!

- Get creative – design a graphic and team up with a local or online business to sell your design on t-shirts or car decals (i.e. bonfire.com)
 - Be sure not to use any copyrighted logos including Music for All, Bands of America, or the Rose Parade
- Team up with a Direct Sales consultant to host an online fundraising party
 - Thirty-One, Mary Kay, Color Street, Pampered Chef, etc.
- Host an online auction with a free website like charityauctionstoday.com
 - Get item donations from local businesses to auction off
- Work with a local restaurant and do a "Dine to Donate" night
 - Find a list of restaurants in your area on Groupraise.com
- Garage Sale
- Car Wash
- Partner with a chain business that offers fundraising coupons
 - Texas Roadhouse, Crew Carwash, Applebee's, etc.
- Script fundraising (rebates from gift cards)
- Organize a-"Thon" - music, walking, running, rocking, etc.
- Have a Shoe Drive - <https://funds2orgs.com/>
- Get creative - what other ideas do you have?

6TH - FOLLOW UP

Be sure to send a thank-you note for each donor. The holidays are a great time to send an additional card or email to remind them to follow your journey & look for you in the parade on New Year's Day.

SAMPLE DONATION REQUEST LETTER



[Insert Date]

[Insert First and Last Name of Supporter]

[Insert Address]

[Insert City, State, and Zip]

Dear [Insert Supporter's Name],

I have been given an incredible, once-in-a-lifetime opportunity to participate as a member of the Bands of America Honor Band at the 2022 Tournament of Roses® Parade in Pasadena, California on January 1, 2022. There are more than 300 participants from across the country who have been selected to represent their schools and communities as members of the Honor Band. I have worked hard for this opportunity by actively practicing and participating in the [Insert High School Name] school band program committing thousands of hours to make myself a stronger player, leader, and person. This incredible opportunity happens once every 4 years and has been provided to me by Music for All, one of the largest and most influential national music education organizations in the United States.

While I am excited to have been chosen for this elite ensemble, the costs are substantial for my participation. Please help me realize the dream of participating as a member of this elite ensemble with a personal donation. With your help along with other generous contributors, my goal is to raise \$[fundraising goal].

Should you have any questions, please contact me at [phone number/email address].

Thank you in advance for your consideration and I look forward to hearing from you soon.

Sincerely,

[Name of Honor Band Student]