**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Case Studies: Advertising and Fundraising**

*Directions: Answer the before reading questions, then read and annotate the attached case studies about fundraising possibilities and strategies for creating advertising procedures that mimic real-life advertising practices.*

**Before Reading**

1. You are the editor of your newspaper or yearbook and it is the end of the year. Unfortunately, you did not bring in as much money as expected and you have to make up a $1,000 deficit in order to break even. What would you do in order to make up the money? Come up with at least three ideas below.

 1.

 2.

 3.

**During Reading**

3. As you read, annotate the ideas according to the following system:

* Put a plus sign (+) next to any idea that you think would work well in your context and explain WHY in the margin next to that paragraph.
* Put a minus sign (-) next to any idea that you think would NOT work well in your context and explain WHY in the margin next to that paragraph.
* Put an exclamation point (!) next to anything that surprises you and explain WHY in the margin next to that paragraph.
* Put a question mark (?) next to anything you are unsure about or would like to discuss with others and explain WHY in the margin next to that paragraph.

**After Reading**

4. Of the ideas you read, which do you think are MOST effective? Why?

5. Which are LEAST effective? Why?

6. Which ideas would be MOST effective at your school? Why?

**Case Studies**

***Washington High School, Washington, Iowa***

**Student section T-shirts** — We designed and sold T-shirts for our winter sports student section. It was a fair bit of work, but we made $300.

**Glow bracelets** — We've sold these at football games a couple of times, both times we ordered from Windy City Novelties, and once we sold them for $1, once for $.50, and we made the same amount of money both times, we just sold half as many $1 ones. We sold around 200 at a game.

***R.B. Hayes High School, Delaware, Ohio***

**Intermediate school Homecoming dance —** We host a dance after school for the fifth and sixth graders on the day of the Homecoming football game, from 3:15-5 p.m. We hire a DJ for $50 and order pizza and juice for the kids. Newspaper and journalism students serve as chaperones and crowd control. Tickets are $5, and we sell them before school starts on the day of the dance. Our intermediate building is about 800 students, and we usually sell between 500-600 tickets. This year, after paying for our expenses, we made almost $2,000.

***Pleasant Ridge High School, Easton, Kan.***

**Pie-in-the-face —** Every year we do a fundraiser that has something to do with a journalism student getting “pie-ed” in the face. We choose one journalism student from each grade to be the one to get “pie-ed” if their class meets certain criteria. We’ve approached it from two angles. The first time we did this, we tallied up the percentage of how many students in each class (freshman, sophomore, junior, senior) had bought a yearbook. Then, we said each class who had more than 75 percent of students purchase a yearbook by a given date would get to see their journalism student get “pie-ed.” This was quite effective in driving yearbook sales up at the end of the year; we sold probably 20 more yearbooks in the last two weeks of school. The second time, we did a penny war during Scholastic Journalism Week. The journalism students sat a table during lunch with jars that had a photo of each journalism student who could get “pie-ed.” The class that gave the most money got to see their person get “pie-ed” at an assembly we put on during the week to raise awareness about student journalism and reveal the yearbook cover.

**Social media posts** — We sell tweets and Facebook posts for $2 each to school organizations, including clubs and sports teams, as well as advertisers in the community. We have a large social media following and our followers often share or retweet these posts.

***Harrisonburg High School, Harrisonburg, Va.***

**Brick project** — I used fundraisingltd.net to do a personalized brick sales fundraiser and made over $6,000. You can set the parameters! The company offers a zillion options and you can work to beautify your campus by selling bricks in memory /honor of students/teachers/alumni or simply supporters of the community. Use the bricks to build benches or planners outside, to line a sidewalk, or to decorate an area inside your building. Easy and a cool community service project at the same time!

**Lonaberger basket BINGO** — Use this trendy event to attract your community into your school for a Saturday evening of fun! Find a Longaberger Basket consultant to order 25 baskets that are popular at that time, then have your kids get businesses to sponsor those baskets (pay the cost of them). Kids can then fill the baskets with a theme item (like a chocolate lover’s basket, a reading basket full of books, a Christmas basket full of ornaments, a college student’s basket full of dorm room supplies – you get the idea). Sell food, have raffles in between rounds and make it a lively evening! We do 25 games for $25 and made over $3,000 last fall! I’ve seen the Vera Bradley variation on this, too.

**Use your talent to make money** —

* Set up a portrait studio and sell your photos
* Use your design talents to do brochures or small magazines for others
* Use your web design skills to help small businesses create a web presence

***Lake Central High School, St. John, Ind.***

**Concentrate on Ad Sales** — This is a big one. When kids face debt, they want to throw a bake sale. I had to reason with them that if they had a goal of each raising $250, they would need to sell one or two ads each. Translate that to a bake sale and we’re making 500 cupcakes PER PERSON. Translate that to suckers or wristbands and now you’re talking 1,000 each. If they really think about the time involved, you can convince them that ads aren't so awful to sell.

**Send back your overrun** — Companies usually will give you about 10-20 extra yearbooks that they printed. You’ll see them show up on your bill. You can send them back and not pay for them.

**Raise the price of your book** — Just $5 will get you some decent cash.

**Make sure you’re charging enough for your ad space** — Divide your total cost by the number of pages in your book. Whatever you get, double it. That’s your full-page ad price. Whatever you do, don’t sell ad space for less than what you are paying per page.