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

**Notes: Advertising and Fundraising**

*Directions: With a partner, brainstorm pros and cons associated with advertising and fundraising.*

|  |  |  |
| --- | --- | --- |
|  | **Pros** | **Cons** |
| **Advertising** | **My Ideas:**  **Notes:** | **My Ideas:**  **Notes:** |
| **Fundraising** | **My Ideas:**  **Notes:** | **My Ideas:**  **Notes:** |

***Maximizing Profits***

* Advertising
  + Sales campaigns
    - Sales zones - \_\_\_\_\_\_\_\_\_\_\_\_\_\_ businesses to contact
    - Sales kits — Each student should take a kit that includes:
      * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: Ad rate page, advertising policies
      * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
      * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — a written agreement that includes:
        + \_\_\_\_\_\_\_\_\_\_ business name and address, point of contact
        + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ name and logo
        + Space for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ directions
        + In-house \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Behavior
    - Be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Act and dress professionally
    - Be \_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Go in pairs!
    - Be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Go to them, they won’t come to you
  + Senior/Recognition Ads
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with senior parents early
    - Determine \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ based on your regular ad prices
    - Define how \_\_\_\_\_\_\_\_\_\_\_\_\_\_ photos and words per ad size are allowed
    - Prepare \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for parents before finalizing the ads
* Fundraising
  + Planning
    - Create a \_\_\_\_\_\_\_\_\_\_\_\_\_\_, including expenditures and expected revenue
    - Get the \_\_\_\_\_\_\_ out through announcements, emails, social media posts
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ anyone outside the staff well in advance for permission, contracts
      * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ space at your school or in the community
      * Sign an actual \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with a DJ if planning a dance
      * Solicit basket \_\_\_\_\_\_\_\_\_\_\_\_\_ from advertisers for a silent auction
      * Clear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with parents if in need of parent help