**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