

# 合気手琉空手会

**Aiki Te Ryu Karate Kai Honbu Dojo – Desk Reference of Shihan Franz**

**Topic: Fundraising 101 – You can't live without this**

Every Sensei has faced it. You get a student who really wants and needs to learn what you offer but they have no funds, are from a broken home or simply have no means to afford your classes. You turn them away feeling terrible, but wait there is a solution.

The Honbu Dojo holds three fundraisers per year to help us keep our costs down, replace or buy new equipment and to put money into a fund to offer scholarships. Keep in mind that you must **QUALIFY** your scholarship students because there are a lot of people out there who will take advantage of you for offering this.

Here are the three fundraisers we hold, how we do it and the average results that we make after expenses. If you have a competition team or desire to ever have one then you will absolutely need to be a master at fundraising.

## **Break-A-Thon**

1. This is the most expensive fundraiser you could ever do but the best one for the students.
2. You will need to get at least \$2000 in business sponsors to cover the cost of the wood. Think of it this way...however much you get in sponsors is how much wood you will have to break.
3. Plan on spending around \$250 of your money in advertising and recognition gifts for your students and sponsors.
4. This will need to be organized at least a month in advance and you will need several volunteers to seek sponsors, set up and tear down as well as wood cutting and stacking.
5. Each student will go out and seek donations on a sheet to hit a specific goal. We use \$50 for basic students and \$100 for advanced students. Figure the average around \$70 multiply by your active student count and that will tell you the amount of funds you could make.
6. The day of the event you will want to get media involved, students and do it in a public place so people can see it. Have flyers to promote your school. Make a great intro speech and do a small demo. This is a great way to let people know and see what you do.
7. Our results have always been around \$3,000 for our fund.

## **Kick-A-Thon**

**Basically this is the same as above but with kicks thrown in a certain amount of time. Donations are based on total number of kicks, or flat pledges. You will still need sponsors and plan on this event costing you around \$450 to \$600 to hold. Our typical profit for this event is around \$2,500 for our fund.**

## **Tournament**

**This is a very time consuming process but a wonderful way to promote your school if done correctly.**

- 1. You will need to know how to run a tournament first.**
- 2. You will need to prepare and send out flyers at least three months before the event is scheduled to happen. Get a good mailing list from internet, schools you know or call a friend who promotes and see if they are willing to share their list.**
- 3. Pick a local charity that you will donate 50% of the proceeds to. This way you can get more support and sponsors since it will be tax deductible for the non-profit you choose. Get the charity involved in helping with promotion of the event.**
- 4. DO NOT SPEND a lot of money on awards since this is charity event. We use medals that are custom made for us and cost around \$2.00 each.**
- 5. Get a local group to handle selling food. We have had Boy Scouts, 4H and Booster clubs do it in the past. You split the profits 80% for them, 20% for you or you can do what we do and just let them keep all proceeds.**
- 6. Plan on spending around \$2000 to hold this event. You will need to get this covered by sponsors so that the tournament can be a good proceed producer for your charity and your dojo.**
- 7. Have at least 10 volunteers assigned to head up committees and DO NOT procrastinate in anything you do as it will harm the tournament.**
- 8. Use the tournament as a training tool. Have the judges comment, instruct and help the competitors so that people will learn and enjoy their experience. This is why they will return the following year.**
- 9. Send Press Releases to all major news channels, TV and newspapers. Invite them to attend as special guests and include two VIP passes in the release.**
- 10. Run the tournament quickly, have preset volunteers for rings and make it a great time!**

**There are other fundraisers you can do such as movie nights, picnics and outings as well. We are in the process of working on a trip to Okinawa for select students as ambassadors of USA which will not only make us a little money but help our students appreciate the history of our art. This one costs us nothing but is very time consuming to create.**