
Outreach and Fundraising 101

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Outreach

How to Begin an Outreach Project

- Figure out an authentic need in your community
 - See what you and your team have the time and resources to do
 - Create a plan (including a timeline, budget if needed)
 - Contact the necessary people (if you want to volunteer in a school, can contact principal, if you want to do legislative outreach, can talk to your local legislator)
 - Execute your project
 - Make sure to take photos, write up a summary of what you did afterward
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Community



- Local city
 - Participate in community events
 - Work with local businesses (will touch on more in fundraising)
 - School System
 - Held an after-school camp
 - Hour of Code activity
 - TJ STEAM Night
 - Promoted in morning announcements, which helps make our community aware of what we do
 - FIRST Community
 - FRC - help mentor, provide work/practice space, these workshops!
 - FTC - provide work space for our local team
 - FLL - help organize and run tournament
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Legislative



- Have been working on for the past 2 years, hope to again this year
 - Bill would help provide funding to STEAM education/activities in underprivileged schools.
 - Contacted legislators (in the past, worked with Delegates Kathy Tran and Hala Ayala)
 - Legislators are very open to bill, especially from constituents
 - Helped introduce, provide support for, and testify for bills
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International

- Mainly executed by individual team members
- Team helps plan, provide funding, etc.
- In the past have done outreach in India, Nepal, and Ecuador



Why is outreach an important thing to do?

- Rewarding
 - Helpful for FIRST
 - Good for the community
 - Establishes your team
 - Helps recruiting
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Fundraising

Overview

- Go over the different types of fundraising with examples from Team 1418
 - Team 1418 examples will be in red
 - Some general guidelines to follow
 - A look at the FIRST Fundraising Toolkit Resources library
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I. Corporate

- Look for company links within your team-parents, former mentors, alumni etc.
- Appeal letters to sponsors-[link](#)
 - Details the allocation of money
- Sponsor Day
 - Tangibly shows where money is going



II. Community

- Reach out to your school and through local newsletters/bulletins
 - Morning Announcements
- Reach out to local businesses-they are willing to help out!
 - Cyclebar
 - Baroody Camps
- School Board/FCEF
- Community events-coincides with outreach
 - Memorial Day



III. Team

- Brainstorm ideas during meetings-there is no such thing as a bad idea!
- Parents!
 - Pumpkin Patch
- Gift boxes



General Guidelines

- Stay organized
 - Don't be afraid to advertise
 - Brainstorm ideas + write them
 - Sustainability is key
 - Reflect on strengths/limitations of each fundraiser-improve them!
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A Look at the FIRST Fundraising Toolkit

Conclusion

Simplicity is key!

Your Turn!
