

# Want to deliver the full [X]perience? Show us the money!

Even as you start your first classes, elect chapter officers, and head into the new year of DECA, the underlying question nags: How can we afford this?

Here's a good idea from advisor **Lucinda Mason (Demopolis H.S., Alabama)**, whose chapter needs to raise money, but who has changed her fund-raising tactics over time in response to new circumstances. We reported earlier on her Doughnut Saturdays. (The chapter took orders for doughnuts and delivered them to homes on a given Saturday morning.) Here's her evaluation of that project: "Doughnuts have been good in the past, but they do require a lot of time and effort because we have to pick them up in Tuscaloosa, a 120-mile round trip. This year we went back to our fruit sale with the FFA chapter. It does very well in our little town (7,500 people), but it does take a lot of time."

The chapter trimmed down its fund-raising when they were able to open a school store, but Lucinda reports that until the store can adjust to the new healthy food guidelines, she will have to find other ways to raise money.

"When we were getting ready to go to ICDC this year, we decided to sell barbequed ribs for \$17.00 a slab. Each student going on the trip had to sell 12 slabs and the chaperones sold 5 each. The students collected the money and gave customers tickets when they sold each slab, so all of the money was in ahead of time. One or two students waited very late to sell their quota, but I told them they had to sell their share or pay for their trip to Disney and Universal. That worked!

"We made \$1,400 pretty quickly and without much effort. I hired the work out, and they delivered the ribs to us at 2:30 on pick-up day. The cook was a man who is well-known in this area. He delivered the ribs wrapped in foil, in coolers, with the sauce in a separate small container. They were cool for easy han-

dling. Students were on hand to take up the tickets and hand out the ribs. The cut-off date for the ticket sales was about a week before, so we could let the cook know exactly how many were needed. We ended up selling about 200 slabs. It was so successful that we plan to repeat the sale in the fall this year and again in the spring."

## **The curriculum connection**

"Of course, we are a marketing class, so I tie any selling project to my curriculum. We take real life situations that students have when out selling and talk about them in class. For example, instead of saying to a potential customer, "Would you like a ticket?" they should say, "We are raising funds to travel to International competition. Would you like to help us out?" With this approach, they often sell two instead of just one. We have in the past done the Learn and Earn Event on fund-raising projects we have completed in the chapter. There have also been some fund-raising projects that work well with the Public Relations Event."