



Pop Warner Little Scholars, Inc.
586 Middletown Blvd. Suite C-100 ▪ Langhorne ▪ PA ▪ 19047
Phone: 215-752-2691 ▪ Fax: 215-752-2879
www.popwarner.com



MEMORANDUM

TO: All Pop Warner Administrators
FROM: Trevor Scholl, National Recruiting & Marketing Coordinator
RE: **Fundraising Memo**
DATE: November 2009

As we all prepare for the Pop Warner Super Bowl and National Championships in December, it's important to emphasize the need for your association to fundraise year-round. Here are some of our national fundraisers and tips on successful fundraising that can help you raise money for your team/squad to realize its championship dream!

Pop Warner National Fundraisers

Since grant funding is never guaranteed, Pop Warner National would like to emphasize the importance of year-round fundraising to all of our volunteers. We would like to highlight our national fundraisers, which have helped Pop Warner groups across the country raise money for their programs.

Brax Spirit Cups



Brax allows your organization to purchase officially licensed NFL, MLB and select NCAA team spirit cups to sell as a fundraiser. A set of four cups of your favorite sports team sells for \$12, with your organization keeping \$4 from every sale!

To learn more about fundraising with Brax Spirit Cups, please visit www.spiritcups.com, or call 888-825-9339.

ESPN Coaches Fundraising Program



The ESPN Coaches Fundraising Program allows Pop Warner groups to keep **75%** of every two-year subscription (52 issues) of ESPN The Magazine sold through the fundraiser!

To learn more about fundraising with ESPN Coaches Fundraising Program, please visit <http://proxy.espn.go.com/coaches/index> or call 888-530-ESPN.



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Delectable Girl

Delectable Girl Fundraising

Delectable Girl is the first company to offer prestige quality skin care and cosmetic products specifically for fundraising. Reach your fundraising goals faster by selling products women and girls love - like quality lip glosses, body butters and sugar scrubs! Profit from both in-person and internet fundraising. Earn ongoing residual fundraising income from repeat online customers.

To learn more about fundraising with Delectable Girl Fundraising, please visit www.delectablegirl.com or call (866) 363-9355.



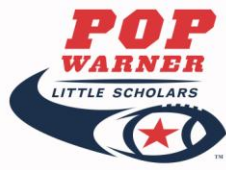
Modell's Team Weeks Program

Sporting Goods retailer Modell's is offering Pop Warner groups the opportunity to earn money for their programs through their Team Weeks Program. Leagues can apply for and receive custom coupons for **10%** discount off all merchandise purchased at Modell's. If your organization spends \$1,500 or more during your shopping period, your group receives a donation check from Modell's in the amount of **5%** of your purchases during that shopping period!

To learn more about fundraising with the Modell's Team Weeks Program, please visit http://www.modells.com/corp/index.jsp?page=teamweek&clickid=body_teamweek_txt or stop by your nearest Modell's Sporting Goods retailer.

Additionally, many of our officially licensed vendors can offer items for you to sell and earn a profit. Please visit

<http://www.popwarner.com/admin/licensees.asp?lable=licensees> and click on the following link to obtain information on our current licensees



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Licensing Resource Group Website:

<http://software.trademarkonline.com/Forms/LicensedManufacturerList.aspx>

At this site, please type in Pop Warner and click on Search. Then, click on Pop Warner Little Scholars, to see the current list.

These, by no means, are the only sources of fundraising available to Pop Warner groups. We encourage all of our Pop Warner leagues and associations to seek safe, fun and profitable fundraisers in addition to the ones offered on the National level.

FUNDRAISING

Tips for Successful Fundraising

Selling products as a fundraiser is a valuable source of revenue. Product sales can be very profitable if the necessary ingredients are present:

- Adequate number of homes and businesses.
- Desired product.
- Product priced for high perceived value.
- Adequate number of participants and volunteers to organize, transport, and sell the product
- Advance planning to allow sufficient time for a successful campaign.
- Ability to re-order products as needed.

Consider selling products your own families make, such as baked goods. Try to obtain permission to sell in a mall or shopping center or to collect money for your organization at that locale, or you can take door-to-door orders for delivery of items you are selling. Service-oriented fundraisers such as car washes and fundraising events like golf tournaments can be extremely lucrative fundraisers and a lot of fun.

Avoiding Fundraising Pitfalls

Some issues to guard against are: food, candy or confection delivered stale, and anything which is not climate-proof at time of delivery. Chocolates delivered in summer months must arrive in refrigerated packing and require refrigeration while awaiting sale. Order sensible quantities and refill only as necessary.

Many outside companies use charts to encourage large orders. Typically, a chart reads: "If you need \$1000, order X-amount of cases; if you need \$2500, order Y-amount of cases; and if you



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need \$5000, order Z-amount of cases”. Be realistic about quantities ordered. Reputable companies may take back unsold merchandise, but storing, mailing

and otherwise handling it may prove cumbersome. Avoid suppliers who do not give a written “take back” provision in the literature. Remember, opened cartons usually cannot be returned. Freight charges eat up profits. Determine who pays freight both inbound and outbound (on returns) before committing. Ask questions. The written clauses are binding, no matter what the sales representative says. Attempt to develop a good working relationship with the supplier. Order realistic quantities and pay invoices in a timely manner, to maintain the relationship.

Sales require volunteer participation in large numbers. Sales between November and the beginning of the following August are difficult without year-round group activities. Often the majority of sales are to parents, immediate neighbors and relatives, so quantities ordered should be carefully considered. Research the products available, be realistic about the size of the territory to be covered, and count carefully the number of participants you will have.

SPONSORSHIPS

Introduction

Sponsorship is an excellent method of securing partial or total funding for your organization. Sponsorship typically involves an entity providing cash, goods or services in exchange for exclusivity, an affiliation with your organization, some publicity or other consideration. For example, many businesses may donate significant funds in exchange for goodwill, such as placing that business’ name on signs or jerseys. Teams may be named for sponsors, and the sponsor’s name may appear on the back of jerseys.

There are two types of sponsorships, cash and value-in-kind, and many sponsorships contain elements of both. While cash sponsorships involve an entity paying a fee to your organization, value-in-kind sponsorships are budget relieving donations that relieve the organization of having to purchase something they need. Value-in-kind sponsorships can be service-related or product-related. Examples of value-in-kind sponsorships include a local printing shop offering free printing in exchange for signage at your games or a food supplier providing exclusive items for the snack shop. Many businesses would rather trade than give cash, so keep the door open to the thought of in-kind sponsorships.

National Sponsorship Program

On a national level, Pop Warner has various national sponsors and partners which are the preferred providers for certain goods/services. Thus, local organizations may not enter into agreements with other providers of these goods/services that would interfere with the



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national relationships. National Sponsors are committed to offering you quality products/services at affordable prices and may be able to assist you in running your programs, fundraising, and providing fun products and contests for the participants. Please refer to www.popwarner.com or contact the National Office for information on current National Sponsors. The National Office is also available to assist you in drafting and submitting sponsorship proposals.

Event Sponsorships

Events such as jamborees, competitions, scholastic banquets, bowl games, golf tournaments, barbecues, picnics, etc. are a fun and valuable source of revenue and help

foster community support for your organization. Ticket sales, merchandise sales, 50/50's, raffles and silent auctions held at these events are relatively easy to organize and quite profitable.

Event sponsorship packages may include a tiered structure with different levels like "Gold, Silver, and Bronze". Typically, a basic bronze level is offered at the lowest price (i.e. \$500 to put your sign up at the event), an upgraded silver level is offered for additional money (i.e. \$1000 for signage, insertion on the event flyers, advertisements and giveaways) and a Gold Level would be the most expensive (\$1500 to include all previous level offerings and a hospitality area, and Title Sponsorship Branding: the Marriott-Santa Clara Pop Warner Golf Tournament).

Note: One caution about using the word "advertisement". The IRS has made a case to designate advertising revenue from sponsorships as unrelated business income. This means that you may be required to pay taxes on advertising revenues even though your association falls under the National Pop Warner 501(c) (3) umbrella for tax exemption. Be wary of the word "advertising" and use words such as "acknowledgement" or "promotional page" when dealing with this issue.

We hope this fundraising and sponsorship guide assists you with securing financial support for your Pop Warner organization. Please contact us at the National Office if you have any questions.

Have a safe and fun 2009 Pop Warner Season!