

Patron Book Fundraiser 10/05/10-12/28/10

The patron drive is our team's biggest fundraiser, and brings in anywhere from \$8,000 to \$18,000 every year. **The goal for this year's patron drive is \$15,000!** There is a list of past patrons on the website. All of the documentation that we use to create our student packets is posted on the website at <http://www.penfieldrobotics.com/team/fundraising.php>. The students will receive a packet with a patron letter, a sponsorship form, and a Team 1511 pamphlet that they leave with each patron visited, as well as this set of directions and some hints.

Important Dates

- Patron Drive Kickoff: 10/05/10 (at team meeting) Students attending will receive packets and have an opportunity to select businesses
- Patron Drive Business Signups: Every Tuesday Meeting with Melinda Mlodzienski
- Patron Drive Review (checkpoint 1): 10/26/10 (at team meeting) All students must have signed up for at least 5 businesses and at least visited ONE of them.
- Patron Drive Midway: 11/16/10 (at team meeting) All students must have visited half of their required businesses 3(new)/5(returning) OR raised \$500. Returning students must have signed up for 10 businesses.
- Patron Drive Third Checkpoint - 12/14/10 (at team meeting) All students should have made initial visits to all businesses 5(new)/10(returning) or raised \$250 (new) /\$500 (returning).
- End of Drive – 12/28/10 - All Students achievements **MUST** be complete by this date.
- Final Submission - All paperwork and sponsor forms are due by Jan 4th, 2011 (BEFORE Kick-off)

What Patrons Get:

Patrons get an ad in the Patron book, which is distributed throughout the community (and each patron receives a copy) and will be listed on our team website. Ads will be of 1 line \$10, ¼ page \$25, ½ page \$50, full page \$100 or more. In addition, patrons who donate \$200 or more get their name on the T-shirt, \$500 or more gets their name on the robot. A donation of \$5,000 or more is considered a team sponsor and is listed as part of the team name. Students may wish to ask friends or family to donate money towards ads/well wishes for the patron book, but it is encouraged that the majority of patrons should be community businesses. (Note anything over \$200 from a family donation does not get mention on the T-shirts or Robot, unless the family donation comes from a family business).

What Students Must Get (Part of Achievables):

Each student is responsible for going to enough patrons to raise the incremental amounts of money that they need for the trips. Each New Student is to select and visit 5 businesses or obtain \$250 in donations. Each Returning Student is to select and visit 10 businesses or obtain \$500 in donations. Students are encouraged to travel together, however (for example), if two returning students travel together, they must obtain a total of 20 businesses or \$1,000.

NOTE: Returning students get to maintain their business connections, and will be allowed to sign up for ALL of their past patrons. No new students will be able to sign up for our previous patrons unless they are marked "OPEN" by a student graduating or leaving the team.

How it Works:

A starting list of businesses in the local area will be created for the team. Students can choose from this list or from their contacts or knowledge of the area. This list will be maintained at the

team meetings and possibly online. Each student may sign up for up to 5 businesses at a time to go present their materials to. They may add businesses to the list if desired, but must never sign up for any more than 5. Once they have presented their materials at 5 businesses, they may select 5 more, and so on. Each student is responsible for presenting the materials to a business. They may wish to travel with another team member and divide up the funds/numbers, or travel with a parent for professional assistance. The student is responsible for informing the business of the mission of the team and FIRST, and for mentioning that the money will go towards traveling to competition.

The Letter:

A few people from the team wrote up a letter that can be posed to local businesses by the students in order to raise money for the students' travel to competitions. This letter includes information about the team and what the patron receives for donating different levels of money. The letter is NOT to be used instead of a visit, but in addition to the visits or to assist in scheduling a visit. It is very important that the student SIGNS the letter before going to the businesses.

The Money:

All of the checks and monies are payable to the Penfield High School Robotics Team and deposited in the team account established with the high school.

Donations:

Students receiving donations that the team can use instead of cash, will be given monetary credit towards the patron drive at the **value of the item to the team** as approved by the adult team leaders. This means if the team can sell a \$100 item for \$50, it is worth \$50 to the team. A \$25 gift certificate will likely be given \$25. There may be some wish list items that a company can provide instead of cash.

What If's:

*If any student has extenuating family circumstances which prevent him/her from doing the patron drive or being able to pay the balance of the remaining money not fundraised by the team, the student has contributed significantly to the team, and it is determined by adult team leadership that this student should travel to competition, and there are adequate team funds, the team may pay for the remainder of this students travel. This will only be done in extreme cases.

If a student becomes ineligible for the team due to grades or any other circumstances, the money and sponsors will go to the team as a whole.

Approximate Costs per Competition

Just for information, and incentive to raise funds, here are the approximate costs of travel to send students to competition. If adequate funds ARE NOT raised by the team, additional payment may be required of team members wishing to travel. This is for each competition SEPARATELY, and these are only approximates based on 40 students traveling to each competition. The estimates may vary depending on the attendance.

Rochester**	\$25
2nd Regional	\$250
Championship	\$600

**Note the cost for Rochester is only if we have to provide bus transportation