

*FIRST* Team  
Fundraising &  
Sponsorship

# It takes a village to make a *FIRST* Robotics team truly successful

- ▶ More than just a teacher and some students
- ▶ Support from every discipline
- ▶ Support from every level
- ▶ Support from parents
- ▶ Promote promote promote!!!
- ▶ By drawing attention to your team, you raise money



# Raising Awareness in the Community

- ▶ Fundraisers
  - Look at it not just as an opportunity to make money, but also to get the word out and provide a service to the community.
- ▶ Display your “product”
  - Bring “bots” to fundraisers, march in parades, build a display booth
- ▶ Work with other city departments, Senior Center, for something that benefits them



# Aspects to Consider

- ▶ Have a goal–how much? by when?
- ▶ Make a believable plan–the team needs to believe the goal is reachable before it will commit the time to reach it
- ▶ Build excitement–prizes, contests, ultimate prize
- ▶ Warrant involvement
  - everybody involved, parents involved
- ▶ Target your Fundraisers



# Fundraising Ideas

- ▶ Rummage sale
- ▶ Car wash
- ▶ Cookie dough or pastry sale
- ▶ Letter writing campaign
- ▶ Yard work/house clean up by team
- ▶ Spaghetti dinner for community
- ▶ Snack sale at events



# School Support

- ▶ Get students involved with classmates and school staff
- ▶ Go to school events
- ▶ Volunteer to host school events
- ▶ Host Robotics events at school so students have an opportunity to learn more about robotics



# Sponsors

- ▶ Sponsors offer connections
- ▶ Respect a sponsors time
- ▶ Large companies can offer funding
- ▶ Thank them in person and by letter



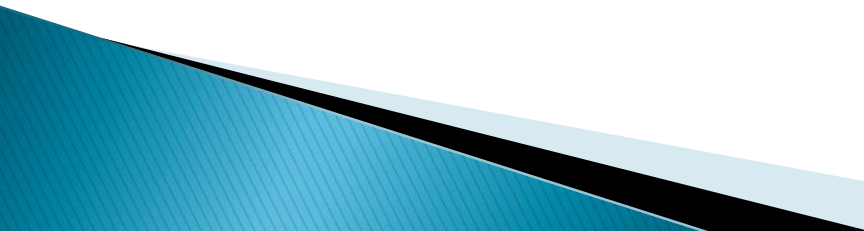
# Types of Sponsors

- ▶ Families and Friends
- ▶ Schools and School Organizations
- ▶ Cities and Communities
- ▶ Local, Small Businesses
- ▶ Large Corporations
- ▶ Each has different reasons and expectations for sponsoring



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# Business Sponsorship

- ▶ Use their name in your *FIRST* info
  - ▶ Advertise them in your pit/on robot
  - ▶ Ask for giveaways with logo, flag
  - ▶ Advertise on T-shirts and posters
  - ▶ Create certificates
  - ▶ Get them invited as VIPs or judges especially at local, regionals
  - ▶ Invite them to come to a special night during build season, your Open House, your team party or banquet
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# Parent Involvement

- ▶ Students can't do everything
- ▶ Important for traveling to competitions
- ▶ Have parents sign up to help at events
- ▶ Have parent meetings to tell what your robotics team is all about



Good luck and welcome  
to the *FIRST* family!

We are all here to help each other!

See you at the competition!

