



6 WAYS TO RAISE MONEY FOR A NEW STEWART SCHOOL SIGN

1. Sponsorship



Turn your new sign into a fundraising tool! Think about where your school is and what types of consumers see your sign every day. Your sign can be used as an advertising tool for local businesses. Approach these businesses explaining that sign advertising is the least expensive, yet most effective form of advertising for the small business. Here is an example you can use to explain that the cost per impression on an LED sign is a fraction of that of traditional advertising: *Your school sells advertising space on your sign for \$1,000 per sponsorship. If this advertisement is seen 30 times a day over a period of 6 months, the cost to the business will be \$0.19 per impression!*

>> [Learn how other Stewart customers acquired sponsors](#)

Many restaurants offer fundraising nights for schools in their area. Whether it is a dinner night at Carraba's or a pancake breakfast at Applebees, restaurants often offer these opportunities to schools to raise money while bringing in new business for themselves. Most times, all your school would have to do is advertise the event on a flyer and sell the tickets. When participants eat at the restaurant, a percentage of their total bill will be given to the school. Restaurants typically offer 10% of each bill to be given back to the school, so if you have 200 families show up and spend an average of \$50, that is \$1000 towards a new school sign! And all you had to do was pass out flyers!

2. Food Nights



3. Our Partnership



Your school is most likely already participating in fundraisers like those that sell cookie dough, Christmas decorations, jewelry, etc. Stewart School Signs offers a solution for fundraising that directly impacts the cost of your sign. For every unit sold with our partner Creative Fundraising Solutions (CFS), \$1 is put towards the cost of a new sign. Your school will not only earn profits as you currently do with other fundraising companies, but you will also be accumulating money dedicated solely to the purchase of a new sign. If 500 students sell 20 units each, that is \$10,000 towards the cost of your sign on top of what your school earns from CFS!

>> [Learn more at www.stewartsignsfundraising.com](http://www.stewartsignsfundraising.com)

4. Grants

Many school districts have an Education Foundation with which your school can apply for a grant. We have found that the strongest selling point for winning a grant is explaining how vital communication with parents, students and the community is for your school. Study after study has shown that a school sign is the most effective form of communication and that is vital to the success of every child's education.



5. Buy Out

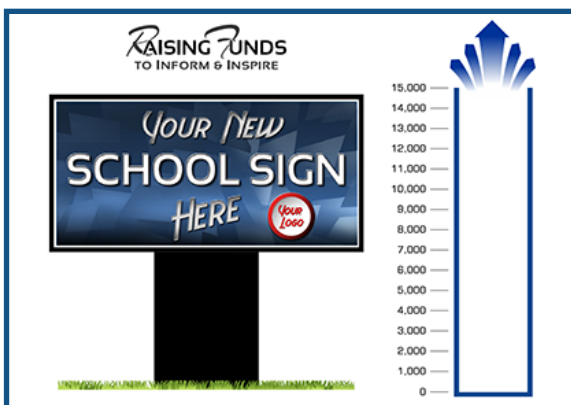


We often hear from PTO / PTA representatives that parents want to participate in fundraisers but are too busy. Between working, household chores and errands, we all know what it is like to run out of time for small activities like selling cookie dough. One great way to overcome this obstacle is a buy-out program. For any fundraiser your school runs, offer parents the opportunity to donate a lump sum instead of participating. By offering parents the option to donate \$20 instead of multiple hours of their time, they will feel they have contributed to the school with no effort. If 200 students choose this, that's \$4,000 before the fundraiser even begins!

6. Online Giving

Collect funds through donation websites like the ones listed below. You are given a unique link that you can use in your publications which makes it easy for people to donate 24/7 from anywhere!

- GoFundMe.com
- Fundly.com
- YouCaring.com
- PayPal.com
- GiveForward.com
- SignUpGenius.com



** Remember

During every fundraising event, make sure to display a poster or rendering of the new school sign you are raising money for! Many times we find that students, parents and the community are not aware of the school's goal to buy a new sign. Place posters around your school showing everyone what the new sign will look like as well as how and where to donate money towards the purchase. Your school is much more likely to receive donations if everyone is aware of the end goal and how it will benefit them.



Contact us today: 1-800-237-3928
www.stewartsigns.com