

# How to Fund a Team

## Division B/C

Georgia Tech Event Workshop Series  
2024-25  
Presenter: Rebecca Xiong



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## SOURCES OF FUNDING

## BUILDING UP NEW TEAMS AND SMALLER SCHOOLS

## MANAGING CLUB FINANCIALS

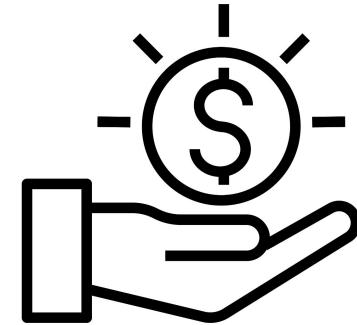
## ADVICE FROM COACHES

## RESOURCES & CONTACTS



# Sources of Funding

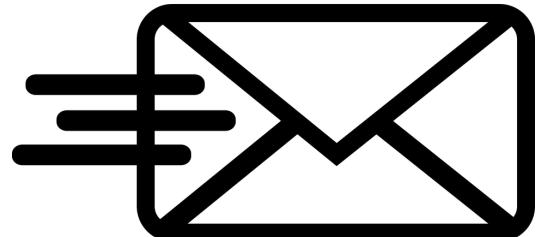
- County/School District Science Office
- Student Fundraising Campaigns
- GA Science Olympiad and GA Department of Education
- School-Specific Funding
- Corporate Sponsors
- Community Groups
- National/Philanthropic Grants
- PTA
- Div A/Elementary-Specific: Georgia Science Teachers Organization (GSTA)



# Letter Campaign

- Each student brings in 10 mailing addresses
  - Small local businesses, family members, friends of family
    - Previous success has been found with these businesses: dental/medical offices, law offices, restaurants, UPS, etc.
  - Personal connections are best
  - No peers/classmates
- Option for partial contribution to individual student's account or general club expenses
- Different donation level incentives/recognitions
- Donation webpage, QR code
- Maintain good donor relations by sending out annual/biannual/periodic newsletter updates highlighting your team's achievements
  - This will encourage recurring donations

**Click for link to**  
**Template Letter**



# Corporate Sponsors

- Hard to get but very impactful source of funding
- Employers of parents of students
  - Previous example: 3M sponsorship at Brookwood from student's parent
- Sponsorship for hosting home tournaments
- Offer advertising incentives
- Philanthropic foundations/organizations
- Timing: If having issue getting responses for donations, try to spread out donation request campaigns near end of school year to prep in advance for next school year (spring), or before the start of the new school year (early summer - fall)

# Other Fundraising Ideas

- Bake sale
- Car wash
- Crafts/handmade goods
- Social media posts
  - Donation bingo board
  - Creative challenges for hitting donation targets: pie a coach in the face, Scioly team flashmob in cafeteria, TikTok challenges/dances, etc.
- Restaurant Partnerships
  - Chipotle: 15% of sales made during an event goes towards the organization





# Building Up New Teams and Smaller Schools

# Starting Small and Saving Big

- Maintain low club dues to remain accessible and build team membership
  - Don't raise dues – try to lower expenses
- Don't have to compete in all events to start – choose the ones that are low-cost
  - Prioritize study events over build events
  - Some builds are cheaper (e.g. Balsa wood is very expensive; Robot Tour and Flight are expensive; Bungee Drop is low-cost)
- Compete in online invitationals
- Partner with local high schools and have student volunteers run your invitational
- Create your own build kits by replicating parts from big science distributors
  - Contact local sales rep for the distributors, potential discounts/promos
  - Source electronic components by dismantling old electronics from Goodwill/used goods stores

# Accounting

- If you have multiple coaches, it's ideal to have one coach be in charge of the financials
- Become familiar with your school's bookkeeper, especially if you are a solo coach
  - School administrators
  - School district financial office



# MANAGING CLUB FINANCIALS

Planning a Budget

# Major Budget Categories

- Revenue sources:
  - Club Dues
  - Donations/Grants
- Main expenditures:
  1. State Tournament Registration
  2. Regional Tournament Registration
  3. Invitational(s) Registration
  4. Materials
  5. Transportation
  6. Food
  7. Team T-shirts



# Advice from Coaches

- Invest in materials/resources that can be reused
  - Building up inventory of reusable materials will decrease further expenses down the line
- Seek the help of parents for donating tools and materials
- Utilize parent volunteers for transportation
- Online invitationals to break in – set up a mock tournament environment in your school in different rooms
- DIY Team T-shirts – e.g. customize with materials from Michael's

# Additional Contacts

- GA Department of Education
  - Keith Crandall, Science Program Manager
    - Phone: 470-607-0442
    - Email: [kcrandall@doe.k12.ga.us](mailto:kcrandall@doe.k12.ga.us)
- Brookwood High School Coaches
  - Justin Harvey ([Justin.Harvey@gcpsk12.org](mailto:Justin.Harvey@gcpsk12.org))
  - Matthew Meek ([Matthew.Meek@gcpsk12.org](mailto:Matthew.Meek@gcpsk12.org))
- Presenter
  - Rebecca Xiong ([rebeccaxiong01@gmail.com](mailto:rebeccaxiong01@gmail.com))
    - Ex-Brookwood HS competitor, Ex-President of UChicago SO, state and regional ES for IL, VA, MI, NY
  - Feel free to reach out if you'd like me to connect you to others/ask questions!

# THANKS!

