



Zoni Fundraising Guide

2023

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We aim to provide every student with the chance to explore the world, acknowledging that cost is a significant consideration. To enhance accessibility, Zoni Tours provides competitive prices and offers convenient low monthly payment plans. Additionally, many student groups opt for fundraising to financially support their trips.

Fundraising serves not only as a valuable tool to reduce travel costs for students but also as an excellent opportunity for pre-trip bonding. It engages students, their families, and the local community in the enriching educational travel experience. This guide includes a variety of fundraising ideas gathered from our seasoned group leaders, along with details about our available fundraising resources.

Fundraising may initially appear challenging, but by breaking it down into manageable steps, you can swiftly reach your goal. Here are some general steps to follow when launching your tour fundraising program with Zoni Tours.

1. Start Fundraising Early:

- Initiate your fundraising efforts as soon as possible. The earlier you start, the more time you'll have to raise the necessary funds, minimizing tour fees.
- Consider the duration of your fundraiser, the optimal timing for its execution, and research what other groups and clubs in your school do to successfully fundraise.

2. Set Clear Goals:

- Define your fundraising goals. Having a clear goal will guide you in selecting the most suitable fundraiser to meet your financial needs.
- Participants will also have access to individual fundraising pages on onitours.com, allowing them to set personal fundraising goals.

3. Conduct a Meeting:

- Bring together everyone enrolled in the tour to discuss potential fundraising ideas and formulate a plan to raise funds for your trip.
- Utilize the fundraising ideas provided in this document to inspire creativity and jump-start the planning process.

4. Implement Your Plan:

- Take action and start raising funds! Keep your students motivated and focused on their goals by creating a visual representation of your progress.
- Develop a visual map, such as a thermometer or iconic landmarks like the Eiffel Tower, to mark milestones toward your overall fundraising goal.
- Recognize achievements with small rewards, like candy or a movie, at each milestone, and celebrate the culmination with a larger reward, such as a pizza party.



Fundraising Ideas

In addition to more established methods like bake sales, car washes, sponsoring school dances, rummage sales, or running concessions stands at sporting events, previous Zoni Tours groups have devised creative ideas for fundraising. Here are some concepts to kickstart your fundraising endeavors.

1-Day Fundraisers

These quick and effective fundraisers can generate funds in a day or less. Many can be implemented with minimal planning:

- Organize a community yard sale in the school parking lot, renting spaces to families and vendors. Boost profits by selling concessions.
- Host a bake-off bake sale, charging participants a small fee to enter the contest. Winners receive a small prize, and the baked goods are sold.
- Hold a board game tournament and charge a small entry fee.
- Work as cashiers or servers at a local restaurant in exchange for a share of the night's proceeds.
- Wrap gifts during the holiday season at a local retail store and collect tips.
- Bag groceries at a local supermarket and collect tips.
- Manage the coat checks for formal events at area hotels and collect tips.
- Clean up your local sports stadium following a game in exchange for a donation towards your trip.
- Work the concession stand at school or local athletic events, collecting tips and/or a portion of the proceeds.
- Hold a car wash. Many groups report raising thousands of dollars in a single weekend with this proven fundraiser.
- Sell carnations or candy grams on or near Valentine's Day (customizable for various holidays).
- Conduct a community cleanup and have friends and family pledge for each bag of trash you collect.
- Engage parents who are instructors in enrichment classes (such as art, cooking, yoga, or dance) to volunteer to teach a class, charging participants a small donation to attend.
- Sponsor a pancake breakfast at a local restaurant that is normally open only for lunch or dinner (like Applebee's) and charge for tickets.
- Offer a drop-in babysitting night at school, with students (under adult supervision) entertaining children for a few hours while parents have dinner or run errands.



Ongoing Fundraisers

Implement these small fundraisers periodically throughout the school year, as small donations can add up:

- Sell candy or homemade baked goods during lunch breaks or after school.
- Hold a 50-50 raffle; your group splits raffle proceeds equally with the raffle winner.
- Write letters to local businesses requesting donations.
- Ask local businesses to invite customers to round up their bill to the nearest dollar, with the difference going to your group.
- Sponsor a competitive coin drive at school. Every penny adds points to the jar, and silver coins subtract points. Even teams ending up with negative points are sure to have collected a lot of cash!

Special Events

While these fundraisers require considerable planning and organization, they have the potential to earn some groups \$10,000 or more:

- Sell tickets to a “Battle of the Bands” or talent show.
- Host a Dance-a-Thon where students form teams and must dance for 24 hours.
- Coordinate a coffeehouse at the school, inviting student acoustic bands, jazz acts, interpretive dancers, and poets to perform. Sell hot beverages and baked goods to raise funds.
- Plan a school dance or carnival and sell tickets and refreshments.
- Organize a drive-through spaghetti supper or barbecued dinner and sell meals to busy parents on their way home from work.
- Sell meals at school before evening events (like PTA meetings) for parents that didn’t have time to get dinner beforehand.
- Ask local businesses to donate valuable prizes and host a silent auction. Serve dinner to raise even more funds.



Creative Fundraisers

Even if your school has multiple groups that hold fundraisers, you can certainly find a creative fundraiser that hasn't been done yet at your school:

- Sponsor a Flamingo Flocking: community members can pay to have a pink flamingo stuck in a friend or foe's front yard, and recipients can pay to have it moved.
- Organize a dodgeball tournament and charge participants an entry fee.
- Collect pledges for your group to participate in a community service project that benefits the local area, like trail clean-up or painting.
- Sponsor a "Rock-a-thon." Students collect pledges to rock in a rocking chair during a lock-in or after-school event.
- Contact the community relations office of a nearby national sports team and ask if they will sell you a block of seats at a discounted rate. Sell the tickets to your school at face value and have a fun "night at the game" spirit event.
- Apply for scholarships from youth, education, and travel organizations, such as the SYTA Youth Foundation Road Scholarship, which gives groups a chance to be awarded up to \$1,000 per traveler.

Online Fundraising

In the digital age, online fundraising has become an efficient and accessible way for student groups to generate funds for their tours.

1. Crowdfunding Platforms:

Utilize popular crowdfunding platforms like GoFundMe, Kickstarter, or Indiegogo to create a dedicated fundraising campaign for your student tour. These platforms allow you to share your story, showcase your goals, and accept online donations from friends, family, and even well-wishers beyond your immediate network.

2. Engaging Content:

Craft compelling content for your online fundraising campaign. Include a captivating description of your tour, its educational value, and the impact it will have on the students. Incorporate multimedia elements such as photos and videos to make your campaign visually appealing and shareable.

3. Social Media Outreach:

Leverage the power of social media to promote your fundraising campaign. Share regular updates on platforms like Facebook, Instagram, Twitter, and LinkedIn. Encourage your supporters to share your campaign within their networks, expanding your reach organically.



4. Email Campaigns:

Send personalized email campaigns to friends, family, and acquaintances, providing them with the details of your tour and a direct link to your online fundraising page. Clearly articulate how their contributions will contribute to the success of the tour.

5. Virtual Events:

Host virtual events, such as live-streamed performances, Q&A sessions, or webinars related to the tour theme. Use these events to engage with potential donors and encourage them to contribute to your online fundraising campaign.

Corporate Fundraising

Numerous corporations provide specialized fundraising programs tailored for student groups. Previous Zoni Tours group leaders have recommended the following corporate partners:

Boston's Best Coffee

This company offers 1-pot packets of flavored coffee at \$1 each, allowing groups to earn \$.50 per packet. Selling coffee is convenient in parents' workplaces, to neighbors, and to local businesses. The low price per unit makes it easy for people to contribute without feeling obligated to donate more. The small and light packets are also easy to distribute.



Yankee Candles

Candles are an excellent item to sell during the holidays or any time of the year. Groups can earn about 40% of the total sale price on Yankee Candle products.



Krispy Kreme Donuts

Krispy Kreme offers a hassle-free fundraising option with their "fundraising in a box" concept. This is an easy sell for students, as long as they resist the temptation to consume all the donuts themselves.





Cherrydale Farms

Known as “America’s fundraising company,” Cherrydale Farms provides a wide variety of items for sale, from cookies and candy to science project kits.



Little Caesar’s Pizza

Students can sell pizza or cookie dough to raise funds with Little Caesar’s.



ESPN Magazine

Ideal for sports teams or any student group, ESPN Magazine offers a lucrative option where students receive 60% back on all sales.



Hershey’s Chocolate

As the largest chocolate manufacturer in North America, Hershey’s chocolate is consistently popular for fundraising.



Applebee’s Outback Steakhouse, Max and Erma’s, and Uno’s

Contact your local Applebee’s, Outback, Max and Erma’s, and Uno’s directly to inquire about distributing fundraising flyers. For every party that dines and presents a flyer, the restaurant will donate 15% of the check to your group. Depending on the location, the restaurants may offer diners a 10% discount on their meals.



Heart of the Sky Fair Trade

With Heart of the Sky Fair Trade, student groups can sell jewelry, scarves, and other crafts handmade by women in Guatemala at local events. Students can either sell wares in person for 50% of the profit or direct customers to the website for 30% of the profit.

