



## Fun and Healthy Fundraising Alternatives

Health Education and Resource Team  
(HEART)

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**Most schools and school-related groups do fundraising activities. Here are some alternatives to selling candy and other 'junk' foods that can be good for your bank account and your health!**

### Creative Things To Sell

- ♥ Balloon bouquets
- ♥ Bath accessories, cosmetics
- ♥ Batteries
- ♥ Books
- ♥ Bumper stickers
- ♥ Calendars
- ♥ Candles
- ♥ Christmas trees
- ♥ Coffee cups, mugs
- ♥ Cookbooks
- ♥ Coupon books
- ♥ Crafts
- ♥ Earthquake kits
- ♥ Emergency kits for cars
- ♥ First aid kits
- ♥ Flowers, bulbs, plants
- ♥ Giant coloring books
- ♥ Gift baskets
- ♥ Gift certificates
- ♥ Gift items
- ♥ Gift wrap, boxes, bags
- ♥ Greeting cards, stationary
- ♥ Holiday wreaths, ornaments, mistletoe
- ♥ House decorations
- ♥ House wares
- ♥ Jewelry
- ♥ Magazine subscriptions
- ♥ Music, videos, CDs
- ♥ Pet treats, toys, accessories
- ♥ Raffle donations
- ♥ Stuffed animals



### Healthy Foods To Sell

- ♥ 100% fruit juice pops
- ♥ 100% fruit leathers
- ♥ Fresh vegetable baskets
- ♥ Frozen bananas
- ♥ Frozen low-fat yogurt pops
- ♥ Fruit & yogurt parfaits
- ♥ Fruit and nut baskets
- ♥ Fruit smoothies
- ♥ Lunch box auctions
- ♥ Trail mix

### Things that Promote the School (with School Logo or School Spirit)

- ♥ Buttons, pins
- ♥ Calendars
- ♥ Cookbook with recipes from students, teachers, parents
- ♥ Customized stickers
- ♥ Hats
- ♥ License plates or holders
- ♥ Lunch bags
- ♥ Pencils, pens
- ♥ School art drawings
- ♥ School Frisbees
- ♥ School spirit gear
- ♥ Spirit/seasonal flags
- ♥ Stadium seats/cushions
- ♥ Student directories
- ♥ T-shirts, sweat shirts
- ♥ Water bottles
- ♥ Yearbook/book covers

## Activities that Support Academics or Physical Activity

- ♥ Bike-a-thon
- ♥ Dance contest
- ♥ Jog-a-thon
- ♥ Jump rope marathon
- ♥ Math marathon
- ♥ Read-a-thon
- ♥ Spelling bee
- ♥ Walk-a-thon



***Forget the candy sales . . . Get creative! You will be surprised how much money you raise AND how much fun you can have doing something new!***

## Creative Activities or Services

- ♥ Art show
- ♥ Auction
- ♥ Bowling night
- ♥ Car wash
- ♥ Carnivals
- ♥ Conference
- ♥ Craft fair
- ♥ Dances (kids, family, father/daughter, Sadie Hawkins)
- ♥ Family/glamour portraits
- ♥ Festivals
- ♥ Flea market
- ♥ Fun runs
- ♥ Game night
- ♥ Gift wrapping
- ♥ Golf tournament
- ♥ Lunch with favorite teacher or administrator
- ♥ Magic show
- ♥ Movie night
- ♥ Newspaper space, ads
- ♥ Raffles
- ♥ Recycling cans/bottles/paper
- ♥ Rent a special parking space
- ♥ Rent-a-teen helper (rake leaves, water gardens, mow lawns, wash dog)
- ♥ Science fair
- ♥ Singing telegrams
- ♥ Skate night
- ♥ Talent show
- ♥ Treasure/Scavenger hunt
- ♥ Workshops/classes

## Resource Ideas on the Web

*(please note: these are not endorsements)*

- ♥ Neatitems.com
- ♥ Efundraising.com
- ♥ Itsmyartwork.com
- ♥ Fudraisingbeads.com
- ♥ Nudayfundraising.com
- ♥ 123fundraising.com
- ♥ Qsp.com
- ♥ Westernfund.com
- ♥ Currentfun.com
- ♥ Dulcprinting.com
- ♥ Nutritionandkids.net
- ♥ Stockpins.com
- ♥ Treasurebooksandgifts.com
- ♥ Fundraisingdepot.com
- ♥ Stretchablebookcovers.com
- ♥ Common-threads.com
- ♥ Fun-raising.com
- ♥ Parntersforkids.com
- ♥ Fundraisingbatteries.com
- ♥ Vistamark.com
- ♥ Brickstonegraphics.com

Adapted from the Santa Clara County Public Health Department Nutrition & Wellness Unit and California's Project Lean



## Appendix B: Non-Food Rewards

Kids naturally enjoy eating nourishing foods and being physically active. Schools and teachers can provide them with an environment that supports these healthy behaviors by using non-food rewards. Here are effective alternatives – from outstanding educators across the country – to offering food as a reward to individual students or entire classes.

Read a book.  
Sit by friends.  
Read outdoors.  
Teach the class.  
Have extra art time.  
Enjoy class outdoors.  
Have an extra recess.  
Play a computer game.  
Read to a younger class.  
Get a no homework pass.  
Sing a silly song together.  
Make deliveries to the office.  
Listen to music while working.  
Play a favorite game or puzzle.  
Earn play money for privileges.  
Walk with a teacher or principal.  
Eat lunch outdoors with the class.  
Be a helper in another classroom.  
Eat lunch with a teacher or principal.  
Start and maintain a vegetable garden.  
Dance to favorite music in the classroom.  
Get a “free choice” time at the end of the day.  
Listen with a headset to a book on audiotape.  
Have a teacher perform special skills (i.e. sing).  
Be first in line when the class leaves the room.  
Have a teacher read a special book to the class.  
Take a trip to the treasure box (filled with stickers, pencils, erasers, bookmarks, etc.).

**Additional online resources for non-food reward ideas:**

**Connecticut Team Nutrition**

[www.state.ct.us/sde/deps/Student/NutritionEd/Food As Reward HO1.pdf](http://www.state.ct.us/sde/deps/Student/NutritionEd/Food%20As%20Reward%20HO1.pdf)

**Michigan Team Nutrition**

[www.tn.fcs.msue.msu.edu/foodrewards.pdf](http://www.tn.fcs.msue.msu.edu/foodrewards.pdf)

**New England Food and Dairy Council**

[www.newenglanddairycouncil.org/PDF/alternativefoodrewards.pdf](http://www.newenglanddairycouncil.org/PDF/alternativefoodrewards.pdf)

**Texas Department of Agriculture**

[www.squaremeals.org/vgn/tda/files/983/1034\\_NonFoodRewards.pdf](http://www.squaremeals.org/vgn/tda/files/983/1034_NonFoodRewards.pdf)

## Appendix C: Healthy Fundraising

### Fundraising Alternatives

Many new school fundraising strategies are being developed with school financial needs and concerns about student nutrition in mind. Instead of candy, schools are selling:

- Fresh and exotic fruit, like cases of citrus fruit
- High quality potatoes, onions, or other produce items
- Nuts and trail mix
- Popcorn

Schools are also selling an ever-expanding variety of non-food items such as:

- Gift wrap
- Magazine subscriptions
- Garden seeds
- Candles
- Discount coupon books
- Raffles of gift baskets
- Plants and flowers
- School spirit items

Schools are also utilizing a wide variety of traditional and non-traditional fundraising events such as:

- Car washes
- Walk-a-thons, bike-a-thons, jog-a-thons, skate-a-thons, etc.
- Family game nights
- “Hire a student day” for odd jobs (with proceeds going to the school)
- 3-on-3 basketball tournaments
- Silent auctions
- Talent shows

### Additional online resources for healthy fundraising ideas:

#### Connecticut Team Nutrition

[www.state.ct.us/sde/deps/Student/NutritionEd/Healthy\\_Fundraising\\_Color.pdf](http://www.state.ct.us/sde/deps/Student/NutritionEd/Healthy_Fundraising_Color.pdf)

#### Montana Office of Public Instruction

[www.opi.state.mt.us/pdf/MBI/fundraiser.pdf](http://www.opi.state.mt.us/pdf/MBI/fundraiser.pdf)

#### Parents Advocating School Accountability

[http://pasaorg.tripod.com/nonfood\\_fundraising.pdf](http://pasaorg.tripod.com/nonfood_fundraising.pdf)

# Appendix E: Marketing

## Promoting Healthy School Meals: Marketing strategies that work

There are many reasons to do promotions for school food and nutrition programs. First and foremost, the students, faculty, and staff are customers. They have choices to make in deciding what to purchase and what not to purchase. Promotions are powerful marketing tools that have a direct, meaningful impact on customers and their purchasing decisions.

Promotions do not necessarily have to promote one particular product or event. After all, nutrition is something to promote all of the time. Some effects promotions might have:

- Show customers that the school food and nutrition department cares about them.
- Get customers excited or interested in the programs so that they keep participating
- Highlight specific services or products.
- Introduce new items on a continual basis, for instance to highlight a new recipe on the menu. Perhaps one new item might be featured each month.
- Introduce or reinforce an identity or a marketing theme, such as National School Lunch Week or School Breakfast Week.
- Celebrate a nutrition and health awareness event, such as National 5 A Day Month or National Diabetes Month.
- Establish a distinctive image or “brand” for the school food and nutrition department.
- Reinforce the school food and nutrition departments’ role in the total school environment through promotions around special school activities and events.

Keep in mind that promotions do not make a poorly run operation better. If promotions are poorly planned or done at the wrong time, they may create problems or make problems worse.

### Measure Your Promotion Success

Promotions are designed to cause **action**. Ultimately, a promotion is designed to change some attitude or belief and/or cause customers to buy something. For instance, a promotion may be designed to convince students that the fruits and vegetables on the school salad bar are good for them or just that they want to eat breakfast at school. National School Lunch Week and School Breakfast Week, for example, are designed around annual themes to promote the value of school meals to the entire school community. A promotion may strive to influence students to buy the reimbursable meal in general or to try a new product in particular.

Because promotions are supposed to change attitudes or behaviors, the effect of promotions should be evaluated -- that means that they need to be measured. How might a promotion be measured? That depends on what the goals of the promotion are. In general, the school nutrition department might measure:

- Sales, overall or of a particular product
- Participation
- Customer satisfaction
- Customer attitudes or customer perceptions

Reference: [www.asfsa.org/newsroom/sfsnews/promotemeals.asp](http://www.asfsa.org/newsroom/sfsnews/promotemeals.asp)

### Additional Marketing Resources

<http://schoolmeals.nal.usda.gov/Training/lesson10.pdf>