

Fundraising Plan 2020

Details	Month	Expenses	Estimated income		
			Low	Average	High
Used clothing – Drop off Shed (\$ 0.08 per pound collected)	Year round	0	800	1,200	2,000
Donations / Survey Responses	Year round	500	17,000	20,000	23,000
Commercial Mailing – April -300 & and November - 800	April November	1,000	4,000	5,000	6,000
Garage Sale	June	200	2,500	3,500	4,500
Residential Mailing – 10,500 Flyer redesigned / recurring donations	April November	12,000	40,000	50,000	60,000
Corporate Grants	Year round	0	13,000	15,000	16,000
Founders Day (popcorn sales)	July	\$100	300	400	500
Windrows Demo	September	-	2,500	3,000	4,000
Other Ideas					
Merchandise with PRS Logo	Year Round				
Health Fair with Penn Med doctors	Twice a year				
Friends and Family CPR and First Aid (NEW) - \$30 per family	Once a quarter	0	300	450	600
Cadet Fundraising					
Car wash	Apr-Oct	50	400	500	600
Restaurants / Barnes & Noble	Year round	0	500	1,000	1,200
Custom First Aid kits (NEW)	One time	1,000	1,500	2,000	3,000
Basketball / Volleyball tournament (NEW)	One time	50	200	300	500
Plainsboro Library – EMS demo (NEW)	Twice a year		200	400	600
Total (approx)		14,850	\$83,200	102,750	122,500

VP FUNDRAISING – Eboard Comments

1. Donation (1/2 yearly mailers) flyers to include recurring monthly payments with end date / ongoing and with both – checking account and credit card
2. Aggressive grants seeking – Jack and Arun to start the process with support from Jegan
3. Merchandising idea was considered worth following up on
4. The plan was approved for execution

CADET FUNDRAISING

1. Volleyball / Basketball tournament
 - Three-on-three (or two-on-two) tournaments; Entry fee of \$10-15 per team
 - Winning team gets 50% of collection
2. Custom First-aid kit

- Order 200 kits @ \$10 = \$2,000
- Sell to PTSA, school clubs @ 15 per kit. They can sell it for \$20.
- Sell at Founders day, national night out, etc @ \$20 per kit.