

HEALTHY FUNDRAISING SOLUTIONS

AMERICA'S
HEALTHIEST
SCHOOLS

Foods and beverages sold at and by schools and afterschool programs should reinforce the healthy habits that we all seek to instill in youth, setting them up for lifelong success. Fundraisers can be successful and engage students, the community and the school building in meaningful ways without undermining healthy eating messages. Here are four steps to successful fundraising:

STEP #1

UPDATE YOUR WELLNESS POLICY SO THAT FUNDRAISERS MUST BE ACTIVITY-BASED, SELL NON-FOOD ITEMS OR ONLY SELL FOODS THAT MEET THE USDA'S SMART SNACKS IN SCHOOLS NUTRITION STANDARDS.

STEP #2

TALK WITH YOUR PTO, PRINCIPAL, COACHES, SCHOOL AND BOOSTER CLUBS, PARENTS AND FOOD SERVICE STAFF ABOUT THE IMPORTANCE OF OFFERING HEALTHY FUNDRAISING OPTIONS AND PROVIDE THEM WITH EXAMPLES.

STEP #3

ENLIST STUDENTS TO RESEARCH AND DEVELOP HEALTHY, PROFITABLE FUNDRAISING IDEAS AND INCLUDE THEM IN THE PLANNING PROCESS.

STEP #4

DEVELOP A BUDGET AND PLAN FOR THE SCHOOL YEAR.

CREATIVE FUNDRAISING IDEAS



GET KIDS MOVING

Host a walk-, run-, bike-, dance-, skate-a-thon or a 5K color run

Hold a jump rope or hula hoop competition

Organize a Zumba, dance or yoga night

Create a team sports tournament for youth and their families

Visit an ice skating rink

Hold a field day at school and encourage youth and families to form teams and compete



SPARK CREATIVITY

Host a talent show

Hold a yard sale or auction where youth, staff and parents donate items

Organize a student art or craft fair

Ask local businesses to donate:

- products or services to an auction
- event tickets to a raffle

Sell school-branded promotional items such as t-shirts or water bottles

Hold a coin drive competition between classrooms



SUPPORT HEALTHY EATING

Hold a "Taste of Your Town" event and invite local chefs to donate healthy dishes

Host a healthy cooking class and ask a local chef to donate his/her time

Create a healthy family meal night

Sell healthy snacks made by youth after school

Sell cookbooks with healthy recipes donated by community members

Hold a youth healthy cooking competition and ask local grocery stores to donate food