



RECYCLING & RAISING MONEY

To Build A
Colorful New Playground
In Your Community



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CHECKLIST

- ❑ Establish a fund-raising committee, and select a strong leader as chairperson.
- ❑ Contact your Recreation Creations, Inc. sales representative for assistance. Your representative can evaluate the space you have available and help you select playground equipment that will fit your needs.
- ❑ Determine the *total* amount of money to be raised. Be certain to include the cost of ground preparation and safety surface, as well as installation.
- ❑ Review *all* potential funding sources - corporations, foundations, service clubs, small businesses and individual donors.
- ❑ Select fund-raising projects that best suit your organization.
- ❑ Prepare a visual presentation and fact sheet for distribution.
- ❑ Contact your local recycler/recycling collection center for support. We've found that recyclers like the program because it creates widespread community involvement in recycling. Participants in the program actually see the results of their recycling efforts.
- ❑ Announce plans for the new playground to the students. Have the students help set a goal of the number of bottles they can each collect. For example, if each student collects only 35 bottles from family and friends and you have 450 students, you'll collect 15,750 jugs.
- ❑ Invite parents to a fund-raising kick-off gathering. Announce fundraising projects.
- ❑ Follow up with a letter to parents, sent home with the students.
- ❑ Release news story to the media.
- ❑ Contact your local funding sources.
- ❑ Look for opportunities to show progress as your campaign progresses, such as a prominently displayed wall chart with number of bottles collected and dollars raised. Continue to send news release updates to the local media and letters to parents.

YOUR COMMITTEE

You'll need several key people for a successful campaign, but, most importantly, you'll need a strong and energetic leader.

If you're lucky, you'll find a leader with experience and contacts in the business community. If you don't have contacts in the beginning, by the time the campaign is finished he or she will.

Include in your committee someone who will be responsible for the logistics of collections and for making the initial contact with the recycler.

Find at least two people who will assist in making presentations to corporations, foundations, service clubs and individuals. Select two more to head up fund-raising projects and one person to be responsible for public relations.

Your committee should include at least one teacher or other representative from the school, along with someone who is able to deal with future construction supervision needs when the equipment arrives.

Include someone who can assist you in developing grant proposals necessary to secure state or federal funding. Both municipalities and schools can apply for this funding.

ESTABLISHING THE BUDGET & TIME LINE

Review your equipment options. Your Recreation Creations, Inc. representative will help you develop a playground that is best for your area. Your representative will also make you aware of any site preparation costs and help you budget a completed playground so there are no last-minute surprises.

Do not run your fund-raising program over too long a period of time.

With up-front planning, your actual fund raising/bottle collection can be completed within 45 days.

PREPARING FOR THE PRESENTATION

If you are planning to build a complete playground, have a visual prepared to show the existing area. Include actual photos, if available, especially if old equipment is being replaced. Your Recreation Creations, Inc. representative can help you show off your proposed playground with a computer-designed drawing.

Prepare a fact sheet to accompany your playground visual.

Include the total cost of your proposed playground.

Who will use the playground? (Include demographics of area.)

A description of the play/learning activities on equipment selected.
How the recycling program works.
What funds are already committed (if any).
Is there a demand?

CONTACT YOUR LOCAL RECYCLER/RECYCLING CENTER

(See your phone books Yellow Pages.)

Arrange for a personal visit. Do not try to explain your program on the phone.

When you meet, explain your program. Tell them about your playground and why you need new equipment.

Let them know that you plan to emphasize the importance of recycling throughout the school and this vital message will also be carried home.

Perhaps you'll want to make your recycler one of your official sponsors.

Make sure you explain the public relations opportunities. Local newspaper, radio and even TV cannot resist dozens of small children delivering thousands of jugs to a recycler on a Saturday morning to help build a playground.

The fact that the playground itself features recycled material is a bonus!

HELPFUL TIPS IN PREPARING JUGS FOR RECYCLING

Remove and dispose of all bottle tops.

Thoroughly rinse all jugs inside and out.

Flatten jugs by stepping on them. (They'll tend to pop up again, but flattening will help you put more jugs in less space.)

Put jugs in paper bags for storing rather than plastic garbage bags. Garbage bags will hold any rinse water left in the jugs, making transfer to the recycler messy. Paper bags will allow the jugs to dry.

STORING JUGS

Have children keep them at home until a specified day. It's easier for a family to store 30-40 jugs at home for a week or two than for you to store 8,000 to 10,000.

You may prefer to set up space at school to collect the jugs so that children can watch the number grow. **HOWEVER**, it will take quite a bit of space, and you'll want to be certain that the jugs have been thoroughly washed before bringing them into the building.

When a collection day is set, make an important event of it. It can be a weekday at school where children bring in their jugs and a recycling truck comes to pick them up or it can be a weekend, with parents meeting at the recycler at a specific time.

Special arrangements may need to be made for children who travel on school buses. Obviously, not all children can carry their jugs in a single load. We suggest that you stagger their days (*on Monday, children whose last names begin with A through F; Tuesday, G through M; Wednesday, N through S; and Thursday, T through Z*).

NOTE: For parents delivering quantities of jugs to the recycler, we understand that a regular minivan will hold approximately 350 bottles and an extended van, nearly 450. That information comes from Trenton, Michigan, where a successful milk/water jug recycling program was worked in the spring of 1992.

ASKING A FOUNDATION FOR FINANCIAL SUPPORT

There are many community-based and private foundations who, if properly approached, will support the purchase of play equipment for children in school. Begin your foundation proposal by providing a summary of your project and its need:

A playground is not a frivolous expenditure.

Playgrounds are fitness centers, encouraging children to exercise and to learn to play together.

Playgrounds teach physical skills.

Playgrounds help keep children off the streets.

Children need safe equipment.

Foundations will be interested in the uniqueness of a recycled playground and in the recycling awareness you are creating.

Many foundations have a simple request form for you to fill out. (See example - on next four pages.) Do not ask for the full amount needed to build your playground. Ask for a percentage, such as 2 for 1. (*For every \$2 you raise, they match with \$1.*) Some large foundations can do the reverse, matching every \$1 you raise with \$2. Smaller foundations may contribute only \$1 for every \$10 raised.

TRY THE SAME APPROACH WITH LOCAL COMPANIES

The material you have prepared for your foundation proposal will be useful in presenting to local businesses.

Depending upon the size of the business you are approaching, select a percentage; such as for every \$2 raised, a company might contribute \$.50; or for every \$500 raised, a company might contribute \$50.

Be prepared to explain in detail why a playground will benefit the community and, ultimately, the business you are approaching.

WRITE LETTERS TO FORMER STUDENTS

Generally, within your community, there are former students who have achieved success in business. It may take some detective work to locate these students, but the effort will pay off in funds collected.

ASK LOCAL SERVICE CLUBS FOR THEIR SUPPORT

Approaching a service club may bring gifts-in-kind and volunteers, as well as a donation to buy equipment.

Try to arrange to make a short presentation during a regular club meeting. In any presentation, written or oral, emphasize the importance of safe playground equipment and the need for the equipment you are proposing.

Explain the recycling program. A service club may want to take on the Good Earth Program as a short-term project. The publicity and goodwill earned for your organization and the club would be excellent.

Follow up your presentation with a formal letter of request. Clubs will take action on a written request.

PROPOSAL SUMMARY

Date of Application:

Grantee Organization:

Name:

Address:

Phone:

IRS 501 (C) 3 Tax Exempt No:

General Objectives of the Organization:

Summarize Your Project Proposal: (In the space below, please briefly summarize the proposed project. Identify the problem or need to be addressed, the project's objectives and a proposed strategy for achieving them.)

Amount Requested From Foundation: \$

Total Project Cost:

GRANT APPLICATION

Please complete each of the following grant application sections.

Introduction

What qualifications and experience does the applicant possess? (Document past program accomplishments and show evidence of client and community support. How does this project relate to the organization's purposes and goals?)

Problem or Needs Statement

Define and document the problem, need or issue which the applicant seeks to address. (Identify affected groups. In the applicant's opinion, what causal factors contribute to the problem? What would happen if the problem was left untreated?)

Program Objectives

Describe the predicted outcomes of the grant in measurable terms. (Who will be better off and how, at the end of the grant period?)

Methods

Describe the sequence of activities needed to accomplish program objectives. (Include a time line or milestone chart if appropriate. Is this the best approach to achieve program objectives? Why?)

Evaluation Plan

Describe how you will measure the progress and ultimate success of the proposed project. (In determining the merits and priority of an application, particular attention will be given by the Foundation's Grants Review Committee and Board of Trustees to: the seriousness of the problem, adequacy of the proposed action, degree of potential benefit to the community, and capability of the organization and its personnel to achieve expected results. The Foundation requires a written, year-end evaluation report from all its grantees.)

Future and Other Necessary Funding

If this will be an ongoing project, how will the applicant support it in the future? Is it necessary to complete the project budget now, where will it come from?

Alternative Funding

If this Foundation does not approve your request for funds or you do not receive sufficient funds from other sources, what alternative plan will you follow?

Proposal Budget

Present a realistic line item estimate of project costs. (If project costs exceed grant request, indicate how grant dollars would be spent.)

When Will We Hear Back From the Foundation?

The Foundation will acknowledge receipt of your application within two weeks so that you will know it is here and being considered. We often meet with organizations to obtain additional information and will be in touch if it appears that a meeting would be productive.

GOVERNMENT FUNDING

Other possible sources of funding for playground equipment include state and federal grant moneys. There are two basic approaches you can use to check these out. First, you can search through available federal and state financial-assistance catalogs found in the reference section of many public libraries.

Once you identify a potential funding source, you need to make direct contact with the governmental agency that is seeking the grant applications and obtain further information. The second approach is to ask your state legislator or congressional representative for assistance in identifying available governmental grant moneys.

Regardless of the approach you take, you will need to be persistent. When you actually apply, make sure you complete the grant application *exactly* as directed by the grantor. There are qualified grants writers who, for a fee, will assist you through the entire grant-development process.

CAN'T FIND A LOCAL SOURCE FOR RECYCLING JUGS?

Call the Partnership for Plastics Progress

1 -800/243-5790

(in Washington, D.C., call 223-0125)

and you'll be directed to your nearest plastics-recycling center.

PLANNING MEDIA EVENTS

To kick off your campaign, plan a photo opportunity for the press. Prepare a large poster drawing of a milk jug. Have students agree on the number of jugs they'll collect, then have them sign up on the big jug poster. Invite the newspaper to cover. Saving jugs to buy playground equipment that features recycled materials *is news*.

It might even be a story your local television station would cover.

Do your homework before inviting the media. Prepare a complete fact sheet.

Your fact sheet should include:

A brief description of your project.

Playground items to be purchased.

Total dollars to be raised.

Number of jugs to be collected.

Fund-raising projects planned.

Dates of campaign.

Names of fund-raising chair/committee.

Members.

LOOK FOR PHOTO OPPORTUNITIES

The press is anxious to use photos of people who are involved in local activities. But they want more than just people standing in a row. Plan action in your picture. Introduce your fund-raising project, but do it dramatically. Include children as often as possible.

Parents and children delivering a huge quantity of jugs to the recycling center is a good visual.

Children standing in an empty play area surrounded by empty jugs is a good visual, too. Daily newspapers would rather take their own photos, but if you have access to a competent photographer, you may want to supply your own photos to neighborhood and shopper papers.

Basic introductory news release ideas appear on the following pages. If you're planning to raise a substantial amount of money, be certain you keep the press informed (both newspaper and broadcast) as your program progresses.

NEWS RELEASE FORMAT FOR BROADCAST

STUDENTS AT _____ SCHOOL WILL BEGIN COLLECTING PLASTIC MILK AND WATER JUGS AS PART OF A CAMPAIGN TO HELP RAISE FUNDS FOR NEW PLAYGROUND EQUIPMENT. THE PROGRAM WILL EMPHASIZE RECYCLING AND HELP BOTH STUDENTS AND THEIR PARENTS BECOME MORE AWARE OF THE IMPORTANCE OF PROTECTING OUR ENVIRONMENT.

THE PLASTIC-JUG COLLECTION PROGRAM IS BEING CONDUCTED IN CONJUNCTION WITH RECREATION CREATIONS, INC., A MAJOR MANUFACTURER OF COMMERCIAL-GRADE PARK AND PLAYGROUND EQUIPMENT. THE FIRM IS DEDICATED TO PRESERVING THE ENVIRONMENT. RECREATION CREATIONS, INC. PRODUCES A LINE OF PLAYGROUND EQUIPMENT MADE FROM RECYCLED PLASTIC . JUST ONE OF THEIR LARGE STRUCTURES IS MADE FROM 20,000 PLASTIC JUGS AND SAVES 20 TREES.

THE PROJECT IS DESIGNED TO PROMOTE RECYCLING IN THE COMMUNITY AND TO ENCOURAGE EVERYONE TO BECOME INVOLVED IN HELPING TO CLEAN UP THE ENVIRONMENT. A FUND-RAISING PROGRAM WILL BE CONDUCTED ALONG WITH THE RECYCLING EFFORT TO RAISE FUNDS FOR THE NEW PLAYGROUND EQUIPMENT, _____ DIRECTOR OF THE _____ RECYCLING CENTER, EXPLAINED THAT HE WILL WORK WITH THE SCHOOL AND STUDENTS TO HELP MAKE THE PROGRAM A SUCCESS.

“THIS IS AN EXCITING PROGRAM,” SAID _____ PRINCIPAL (OR PTA PRESIDENT) OF _____ SCHOOL. “WE EXPECT

OUR STUDENTS TO COLLECT _____ USED MILK AND WATER JUGS FOR RECYCLING. THE TOTAL PLAYGROUND COST WILL BE APPROXIMATELY \$_____. WE EXPECT TO COLLECT THIS AMOUNT THROUGH OUR MAJOR FUND-RAISING DRIVE. THE NEW PLAYGROUND IS SCHEDULED FOR COMPLETION BY _____. IT'S A TWOFOLD PROJECT TO BUILD INTEREST IN RECYCLING AND TO RAISE MONEY FOR OUR NEW PLAYGROUND.”

NEWS RELEASE FORMAT FOR NEWSPAPER

Recycling program to help get new playground for area school.

The importance of recycling and the role it can play in protecting our environment will be brought home to students of _____ school as they collect used plastic milk and water jugs to help raise funds for new playground equipment.

optional: [The plastic-jug collection program is being conducted in conjunction with Recreation Creations, Inc., a major manufacturer of commercial-grade park and playground equipment, as well as several are businesses. Those area businesses include: _____.
*Each area business has pledged a certain amount for each jug collected.] See ‘**Sponsorship Opportunity Form**’ to follow.*

Recreation Creations, Inc. officials stated that their company builds large play structures featuring posts and decks made from recycled plastic jugs. Some of their large structures are made from 20,000 plastic jugs and saves 20 trees.

The program is designed to promote recycling in the community and to encourage everyone to become involved in helping to save our environment. A fund-raising program will be conducted along with the recycling effort to help pay for the new playground equipment.

“This is an exciting program,” said

_____ principal (or PTA president)
of _____ school. “Recycling is big news “ and it’s time everyone got involved. We’re particularly pleased that portions of our new playground will be made from recycled plastic milk and water jugs. The equipment is bright and colorful and will last for years.

Also the plastic components are vandal-resistant and are not subject to the weather damage associated with wood equipment. Best of all, our students be actively involved in a program that helps clean up the environment and saves trees.”

Members of the _____ school playground committee are: (list chairman and members)

Students hope to collect _____ used milk and water jugs for recycling. The total playground cost of \$_____ is expected to be collected through the school’s fund-raising drive. The new playground is scheduled for completion by (date)

_____ (director of local recycling center) of _____ said that he is very pleased with the recycling program being conducted by local students. “We’ll work with the school and the students any way we can to help make their drive to collect plastic jugs a success. We need more programs like this to get everyone involved in recycling.”

Sponsorship Opportunity Form

_____ would like your help in raising funds to purchase a new playground. We are going to be collecting plastic milk and water jugs to be recycled, and would like to give you the opportunity to be a sponsor. The recycling effort will start on _____ and finish on _____. We hope to collect _____ plastic jugs

There are two ways that you can help; First, pledge on per jug basis. Second, to Commit a one time pledge.

Cut here and return

We, _____, would like to sponsor your playground project.

Please complete one of the following:

We pledge to give _____ for each plastic jug collected.

We would like to help with a one-time pledge of _____.

s games. Most everyone on your committee will have ideas. For reference, see your local library for a book called *Money-Raising Activities for Community Groups*, Musselman/Associated Press. There's a section on Kidway - games for children. Games like "Barracuda Ball" can be fun for children of any age.

GARAGE SALES

Almost everyone has had a garage sale sometime in his or her life. If you have one at home, you usually wind up saying, "I'll never do that again." Garage sales are a lot of work. But they can be exceptional fund-raisers, particularly if you ask a number of people in your group to bring their household items to a single spot for a fund-raising event. For instance, the garage sale can be held on the spot where the playground is going to be built. In "snow country," the sale can be held in the school gymnasium or an inside recreation area.

Plan to have the items to be sold delivered to an inside location at least a day before your sale. Have several people on hand to price and label the goods to be sold. On the morning of the sale,

be prepared to start early. Even if your sale is advertised to start at 8:30 a.m., buyers will begin to arrive almost an hour early.

You'll need several workers that day and, a checkout table. Make sure you start out with adequate change. You don't want a five-dollar sale to get away because you don't have change for a ten-dollar bill.

If you think you want to hold your sale for more than one day, check local regulations. Some cities will not allow a garage sale to be conducted over more than a three-day period in any one location. There are also regulations about sign placement. Most cities prohibit attachment to utility poles.

You can advertise your sale, but you can also get free publicity. Since your sale is for fund-raising and your cause is a good one, newspapers will often consider the event newsworthy. Contact your local paper several days before you begin to collect goods to encourage them to photograph committee members preparing to mark items for sale. Also, check your local shopper so that you will know their closing dates for news stories. You may have to write your own copy and submit your own photo, but, generally, a shopper will print the material exactly as you give it to them.

When you advertise your sale, you don't need to run a large ad. Garage sale ads are generally grouped together in the classified section of the newspaper. Be certain to give directions to find your sales location if it is in an out-of-way spot.

SPECIALTY SALE

Another well-received and profitable program is the SPECIALTY USED SPORTS EQUIPMENT SALE! Parents are asked to donate equipment their children have outgrown - bikes, skates, skis, tricycles, sleds, and games. Sales are 100% profit, and families are happy to clean out the garage, basement or attic. Ties in well to our recycling theme.

PENNY JAR

Find a large glass container. Invite children to bring in pennies and other loose change to help earn new playground equipment. The penny jar is especially important in schools where children are not allowed to participate in fund-raising activities. Add some excitement on the last day of the campaign. Have children guess how much money is in the jar. The child with the closest guess wins a small prize, such as a gift certificate from a local fast-food restaurant.

CAR WASHES

These are easy to do, but totally dependent on picking a good-weather day.

Find a good location. A gas station with plenty of room will generally give you the best visibility. Some successful car washes have also been run in shopping centers and next to pizza parlors. Either will have a good traffic count and plenty of parking-lot room for you to work.

You'll need one or two hoses, long enough to do a van. You'll also need plenty of buckets, cloths, soap and a window squeegee. Make at least two big signs (one for each approach to your wash area). Spell out who's doing the wash, the cause and the cost.

Have a thank-you note prepared and a description of your project to hand to each person using your car wash. These same people may wish to make a more substantial contribution, either personally or through business connections.

This is an excellent program for your dad's club or PTA/PTO to undertake.

FAMILY PHOTOS

Offer the opportunity to local photo studios first. Generally, your package price will be more favorable when working with a studio that processes and prints their own studio photos.

The idea is to offer low-cost family sittings. The cost of the sitting should include one 5x7 or 8x10 color print. If the family chooses to order more prints or prints in other sizes for other family members, they can.

The studio will be interested in your program because you will be their sales person, and they will be willing to share their profit with you.

When selecting a photographer, look for a portrait rather than a commercial photographer (though some do both). See sample photos and ask others about the reputation of the studio you are considering. Often the studio your high school uses for senior portraits will be interested in the opportunity to shoot full family groups.

If a local photographer can't be found, there are national studios, such as Olan Mills, with local photographers, prepared to execute a program for you.

Once you have selected a photographer, promote the planned photo sessions throughout your school. Be prepared to handle scheduling of portraits, and be sure to call the day before a scheduled sitting to remind the family.

Competition may be strong in some communities because of large retail chain stores that offer discounted photo sittings. Check your area carefully to be certain that the family photo session will work for you.

PLAN A CHILDREN'S CONCERT

Combine vocal and instrumental groups into a one-hour concert. Schedule your concert for early evening or on Saturday.

Children participate by playing the piano and other instruments or by joining together in singing, dancing or reading poetry. You might even have a contest for an original poem or essay on caring for our environment by protecting our forests and lakes. Charge \$2 - \$3 per person, \$1 for children. Have audience members also bring an empty jug for admission. Sell popcorn to raise additional dollars. However, making money is secondary to exposing parents to the need to purchase new playground equipment and how recycling can save dollars.

Display sketches or photos of the equipment you want to buy, along with a goal and progress chart.

Add a short skit about saving trees and recycling.

CHILDREN'S FASHION SHOW

Contact clothing stores within your immediate shopping area and invite them to participate in your fund-raising fashion show. Concentrate on clothing for children, but add a few things that would interest parents, too.

Stores will provide information about the clothing or even their own narrator.

A local restaurant will often let you use a room if you purchase coffee and cookies or dessert. If you can't make an arrangement you can afford, consider holding your fashion show in a church. Churches welcome programs that use their fellowship rooms, and women's circle groups within the church will prepare food for very little money.

Sell tickets in advance. Secure gift items to use as door prizes. Prizes can range from the centerpieces on the tables to civic theatre tickets. Local groups are generally happy to give away a pair of tickets just for the publicity. Other welcomed prizes include books, stationery, and children's toys...all items that individual stores in your area would be glad to contribute to a worthwhile cause.

AN OCTOBER FAVORITE

Try a HALLOWEEN HAUNTED HOUSE. If an old house isn't readily available, section off part of the gymnasium and get help from the Dad's Club or another organization to build a maze. Incorporate prerecorded spooky music and laughter, along with some semi-scary areas in the maze. Invite children and parents from all schools within your community. Sell cider, hot chocolate and donuts. Have games to play and give awards for the best costumes.

Pre-sell pumpkins and give awards for the most original pumpkin-face cutout.

THANKSGIVING

Fall is an excellent time for a TURKEY RAFFLE. See *500 Ways to Raise Money for Charity - Putting the Fun in Fund Raising*, P.T. Drotning, Contemporary Books.

Actually, the weeks prior to Christmas are the best time to solicit individual, corporate and foundation giving. Either it's because they have funds they must dispose of before the end of the year or are simply caught up in the spirit. It's a time when people generally feel the most generous.

CELEBRITY SUPPORT

Phyllis Diller created a humorous fund-raiser the COMEDY TENNIS CLASSIC, using top stars in the field of comedy. While most of us can't bring in the stars, we can invite the Mayor and other well-known citizens to play a match at a fund-raiser for a project involving children.

PERCENTAGE OF SALES

Check with your local automobile dealers. Some will give you a percentage of the lube and oil changes completed in a specified period of time in exchange for the publicity generated by your group.

SAVE RECEIPTS FOR DONATIONS

Some restaurants and grocery stores will donate a portion of a specific day's total proceeds to your good cause. Some will even allow you to collect receipts for a period of time, turn them in for a donation. With an entire school saving receipts or purchasing goods at a particular store, the amount will grow quickly.

Make certain you publicize your receipt collection program in advance. The store or restaurant will appreciate the publicity, and your proceeds will definitely be greater.

NATIONAL PROGRAMS HELP YOUR PROJECT

Some national companies already have programs prepared for you to use in your local campaign.

Tupperware says there's no organization too large or too small for a fund-raiser with Tupperware-brand projects. Profits are high with these proven quality containers, and every item has a lifetime warranty. There's nothing to sort or separate or return if unsold.

You don't buy products in advance; all you do is gather orders and payments and return them to your Tupperware consultant. Your profit check is presented on delivery day. Contact your local

representative for information, or call Tupperware's toll-free fund-raising/party sales number: 1-800/858-7221.

Domino's Pizza is another national company providing fund-raising opportunities. It offers several programs that have proven profitable to schools. For additional information contact your local Domino's retail outlet or call 313/930-3300

SELL YOUR PLAYGROUND...Literally!

Prepare fancy certificates for one-square-foot plots of your playground area. Deed these small sections of land to contributors. With a playground area of only one thousand square feet, you can easily raise \$10,000 in contributions with a charge of \$10 per certificate. This is the kind of program that works well with a challenge grant from a foundation or corporation. Invite the first five or six land buyers in for a publicity photo. Once you've decided on your project or projects, check with your local chamber of commerce to see if your event will conflict or complement any other area activity.

WRITING A FUND-RAISING LETTER

The chances are that, whatever fund-raising program you select, you'll still need to write a good fund-raising letter. There are some simple basics to follow.

When you write, explain who you are and what your organization is. Describe the need for your project, who will benefit, your goal, how the recycling program works, the time frame and how the recipient of your letter can help.

Enclosed a self-addressed envelope and a visual of your plan, if available.

Personalize your letter for best results. A follow-up phone call will increase your return.

ANSWERING LEGAL QUESTIONS

There are a number of state laws governing fund raising. There may also be other restrictions in your area. To avoid future problems, contact your chief of police or district attorney for printed regulations. You can also contact your secretary of state or attorney general for published statewide laws. Specific addresses are available through your local newspaper or library.

Remember: A product sold for a specific dollar amount, rather than a contribution, is taxable and must be reported, even if yours is a tax-exempt organization.

Don't guess! ASK! It's easy to comply when you know the rules.