



# New Jersey 4-H *Head + Heart + Hands + Health* Leader Training Series



## ***Guidelines for 4-H Fundraising***

### **When is Fundraising Appropriate?**

See *4-H Club Treasuries*, including “Obtaining a 4-H Club Treasury” before attempting any 4-H fundraising. Your 4-H club or group must have a 4-H Charter, EIN (Employee Identification Number), and be certified to be part of the National 4-H Group Exemption Number (GEN) 2704 directly from National 4-H Headquarters. In doing so, this will authorize your club or group to receive tax deductible donations and grants from private and corporate donors under the 4-H nonprofit status. *Your club may not engage in fundraising or collection of dues until you have obtained all of the above.* Refer to the *4-H Charter Policy* and the *Treasuries and Fundraising of 4-H Clubs and 4-H Affiliated Groups Policy*.

### **When is Fundraising Appropriate?**

The purpose of fundraising is to support 4-H club goals and help all members participate in events that might not be affordable otherwise. In addition, it can be an effective way to increase teamwork, leadership skills, and financial literacy. Members should discuss and decide all fundraising issues under the guidance of club leaders. Since members’ parents are often needed to support the effort, it may be a good idea to include them in the discussion. Funds should be targeted for a specific goal and expended in the same 4-H year. Your County 4-H Office can make an exception to this policy if your club has a specific, long-term goal. Raising money should not be the club’s primary activity and is not a requirement for club success.

### **County-wide Fundraising**

Many 4-H programs have county-wide fundraisers to benefit the entire 4-H program in the county. Some counties need such fundraisers to maintain a 4-H center on fairgrounds, or to provide awards or special programs. Your club should fully support any county-wide fundraising efforts before initiating its own. Consider the fact that many county-wide fundraisers often share a portion of the profits with each club that participates, but it may also be a burden for 4-H families (and the neighborhood) to participate in excessive fundraising. It might even result in negative 4-H public relations. Communicate with the county 4-H staff regarding all fundraising plans.

### **Setting Goals**

Fundraising is a means to reach a specific goal. Such goals might be to help members go on a club field trip, purchase a 4-H/American flag set, sponsor a club recognition banquet, or fund a community service project. Whenever possible, however, people should “pay their own way.” Examples might include members buying their own club T-shirts or members bringing a dish to a pot-luck club dinner. Reserve *club* fundraisers for *club goals* rather than individual needs. An exception might be providing an “incentive” to members—by paying a portion of a member’s expense for 4-H summer camp or 4-H conferences. Whatever the goals for the fundraising event, the club should approve the goal and the event to be held. *Members* should work to carry out the club’s goals with the leader’s guidance.



## Start Small

Make sure your club fundraiser provides a learning experience and can be easily accomplished by the club. Start small and build on small successes. Fundraising can be a good way for members to learn organizational and business skills. It can also be fun. Consider whether to do fundraising as individuals (such as selling calendars to friends and family) or as a total club (bake sale, car wash, etc.) Consider doing a fundraiser that doesn't require a great investment in advance. The less money your club must invest, the less money it can lose if the fundraiser isn't successful. Good examples are bake sales, car washes, and service auctions (where members sell their services to clean garages, mow lawns, etc.) In any case, organize and publicize your event well.

## Safety

To ensure safety for 4-H'ers and leaders, no one should solicit door-to-door. Any fundraising activities should be under the direct adult supervision.

## Legal Issues

Make sure that fundraising activities meet the legal requirements of the local municipality, county, and state. Certain fundraisers (such as raffles, games of chance, yard sales, etc.) may require permits or may not be legal in certain municipalities. Before you spend too much time planning an event, you should check with the municipal office of the location where the fundraiser is to be held to make sure you are following the proper procedures.

## Informing the County 4-H Office

Using the official 4-H Name and Emblem is a privilege reserved for Chartered 4-H Clubs and affiliated groups such as advisory councils or leaders' associations. 4-H clubs must submit a *Fundraising Worksheet* to inform the County 4-H Office of fundraising plans in advance to avoid conflict with other 4-H fundraising efforts and program goals. If the 4-H staff determines there is a conflict with other efforts or program goals, or is not informed of the fundraising plans, he or she may choose to deny support or permission for the fundraiser. The county 4-H staff can also help by providing ideas and publicizing the event.

## Handling the Funds

All funds raised become part of the club's treasury and should be handled in accordance with the *4-H Charter Policy* and the *Treasuries and Fundraising of 4-H Clubs and 4-H Affiliated Groups Policy*. It is important to keep accurate records of the funds raised and expended and provide an Annual Financial Review to the County 4-H Office. Accurate records and notes will also help the club evaluate the success of the fundraiser and help in planning future events. Use the NJ 4-H publication *New Jersey 4-H Club Treasurer's Record Book* as the official record of the 4-H club treasury.

## Fundraising Success

Your club's fundraising effort can be successful if all members work together toward common, agreed upon goals. Members will feel success if they take an active part in the entire process of planning and implementing the fundraiser. They should see and reap the benefits of the money they worked to raise. Be realistic, have a plan for the money raised, and have fun!



## If Your Club Disbands

If your club disbands, the leader must immediately notify the county 4-H staff. All assets shall be assigned to the county 4-H program through the appropriate county 4-H advisory group, designated by the club and approved by county 4-H staff. Under no circumstances are 4-H funds or property transferred, divided, or distributed among individual members, parents, or adult leaders. This should be appropriately described in the club or group by-laws.

*Revised by Gloria Kraft and Ginny Powell.*

### **Adapted from original titles:**

*Guidelines for 4-H Fundraising* by Ginny Powell

*Fund Raising and 4-H Treasuries* by Keith G. Diem

*Important Information on 4-H Treasuries* by T.C. Buchanan

### **References**

New Jersey 4-H Policies - [nj4h.rutgers.edu/policies](http://nj4h.rutgers.edu/policies)

National 4-H Headquarters Policies and Regulations - [national4-hheadquarters.gov/library/4h\\_polregs.htm#factsheets](http://national4-hheadquarters.gov/library/4h_polregs.htm#factsheets)



## *Did You Know...*



In 1945 Congress passed the Bankhead-Flanagan Act which recognized 4-H as 1 of 9 Extension responsibilities and provided additional support.

*For more information on New Jersey 4-H, please visit [www.nj4h.rutgers.edu](http://www.nj4h.rutgers.edu).*

Cooperating Agencies: Rutgers, The State University of New Jersey, U.S. Department of Agriculture, and County Boards of Chosen Freeholders. Rutgers Cooperative Extension, a unit of the Rutgers New Jersey Agricultural Experiment Station, is an equal opportunity program provider and employer.