

Outline: Student Expectations – Fundraising

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## 1 Student Expectations - Fundraising

Fundraising is a key aspect of Downingtown Area Robotics\*, and the organization could not survive without it. Additionally, fundraising and its related communication, networking, and public relations skills are of key importance for engineers and many other professionals. Best of all, these activities (like pancake breakfasts and sponsor demonstrations) are lots of fun for the team to do together!

All students are required to participate in team fundraising in order to maintain **active member status**. Requirements are split into both community events and sponsor recruitment, each of which is described below. **In addition to the minimum level of participation, further involvement will lower students' out-of-pocket expenses (also described below). Additionally, students who do not meet the "active member" requirements described in this document will incur further out-of-pocket expenses and limit their opportunities on the team.** No student will be denied team membership or opportunities based solely on their financial situation.

*\*Question – Are these requirements for all of DAR or just FRC?*

### 1.1 Community Fundraising

Both new and returning student members are required to earn a minimum number of community fundraiser credits each quarter. Community fundraisers include events like pancake breakfasts, car washes, etc. Returning members are also expected to help organize at least one fundraiser per year. (See Returning Student Organization Requirements for details). For these purposes, “new members” are those students who joined (for the first time) during the quarter in question. Earning extra credits is encouraged both to help the team and pay for student travel. Credits carry over until the student graduates (or otherwise leaves the team).

#### 1.1.1 Quarterly Credit Requirements

*Question – I chose the split (either quarterly or biannual) method as opposed to larger teams' annual methods because we have fewer regular perennial fundraisers to organize around. They also have a better culture for this set up, and thus need fewer milestones. Also, many (if not most) of them have a more annual join cycle/deadline, as opposed to our steady trickle. We may also have to consider prorating the fewer division we have. Quarters seem to work out decently with our new member cycle, I think. Still, it does have a complexity factor, and I'm not totally convinced.*

Also note - if we're looking at a few hundred dollars per student, the quarterly requirements are likely to be less than \$100 each. That makes them pretty easy to meet, a probably means a lot of carry over between quarters.

Suggestions: (150 for returning students, 115 for new student total over the year)

Post-Steering Team Meeting Edit: I guess this isn't high enough for FRC? Is the "account" just for actual travel costs, or is it team fees and the price we charge for travel (cover mentors, gas, etc)

Credit Requirement	Q1: 8/1-9/30	Q2: 10/1-12/31	Q3: 1/1-3/30	Q4: 4/1-7/30
New Student	45	20	15	35
Returning Student (total 200)	50	35	20	45

Credit Requirement	H1: 1/1-7/30	H2: 8/1-12/31
New Student	50	65
Returning Student (total 200)	65	85

Credit Requirement	Q1: 8/1-9/30	Q2: 10/1-12/31	Q3: 1/1-3/30	Q4: 4/1-7/30
New Student	$x_{N1}$	$x_{N1} \geq x_{N2}$	$x_{N2} \geq x_{N3}$	$x_{N1} \geq x_{N4}$
Returning Student	$x_{R1} > x_{N1}$	$x_{R1} \geq x_{R2} > x_{N2}$	$x_{R2} \geq x_{R3} > x_{N3}$	$x_{R1} \geq x_{R4} > x_{N4}$

I realize these aren't actually quarters in the mathematical sense.

Question – When should quarters/halves start? I tried to choose them to line up with fluctuating recruitment and the season schedule. Q1 starts a bit before school in the fall. Q2 starts on the U.S. fiscal year and includes an the third month because December's pretty much a wash. (At least it is given the choice between Aug-Sept & Oct-Dec versus Aug-Oct & Nov-Dec.) Q3 runs most of the season, though it misses the Championships, and Q4 covers the "off-season" (bit of a misnomer). I don't know whether that's reason for smaller or larger  $x_4$ . We may want to do Jan-Apr & May-Jul instead.

$$\sum_{i=1}^4 R_{Ni} x_{Ni} + \sum_{i=1}^4 x_i \left( S + \sum_{j=1}^3 R_j \right) = \text{however much we want}$$

$S_R$  = number of returning students at the beginning of the year (Q1)

$R_{Ni}$  = rate of new students (students/quarter  $i$ )

Or something like that. Without looking at numbers (which I think we could), I'd expect the rates to be something like  $R_{N1} \geq R_{N3} > R_{N2} \geq R_{N4}$ .

### 1.1.2 Returning Student Organization Requirements [essentially 1511 in quarterly form]

Every returning students is required to help organize at least one fundraiser every **four** quarters. Thus, the first fundraiser must be organized within **five** quarters (15 months) of joining. (See Levels of Contribution for the benefits of organizing more.) Organization teams can be from **2-4** students, depending on the size of the event. The organization group will be responsible for all publicity, announcements, forms, estimates, sign-ups, etc.

### 1.1.3 Splitting Credits [previously discussed - Foster]

Fundraising credits are awarded based on participation in fundraising efforts. Credits are split between students who contribute to the fundraiser, based on their level of contribution. For instance, if thirty students work equally on a fundraiser that *nets* (note this is after any costs are deducted) \$3,000, each will earn 300 credits. If two students work equally to bring in a \$2,000 community sponsor, both will earn 1000 credits. Note that grants/major corporate sponsorships fall under a different category.

#### 1.1.3.1 Levels of Contribution

DAR's fundraisers require significant student leadership and organization. **Thus, students who volunteer to create/lead fundraisers will receive more credit for that fundraiser than students who**

participate to a lesser extent. Credit division will be determined by the adult mentor in charge of the fundraiser.

## **1.2 Sponsor Recruitment** *[this is very Patron Drive-like]*

Many of the corporate sponsorships DAR pursues are not determined during the quarter they are proposed. Moreover, success is much more unpredictable than with community fundraising.

Thus, to ensure students receive credit for their hard work, grants and corporate sponsorships are counted separately from community fundraising credits.

### **1.2.1 Quarterly Requirements**

Both new and returning students are expected to actively seek corporate sponsorships and grants. New students must visit at least **one** company or bring in **\$50** during their first **quarter** on the team. Returning students must visit at least **two** companies or bring in **\$100** per quarter. Company visits will carry over for a maximum of **four quarters**; they **do not** carry over until graduation as with fundraising credits. Returning students will be allowed to maintain their business connections from year to year, however. (They just need to re-visit and/or re-obtain a sponsorship.)

*Question – I still did this in quarters. I'm not sure that we need to, but it does keep things organized. I didn't, however, adjust them based on the season schedule. Not sure we need to. Things to think about.*

### **1.2.2 Choosing Companies** *[Basically verbatim from 1511]*

Downingtown Area Robotics has compiled a starting list of local businesses. Students can choose companies from this base list or add their own based on their personal contacts and/or area knowledge.

Each student may sign up two businesses (from the list and personal knowledge combined) at a time to present their materials to. Once they have presented their materials to these two businesses, they may sign up for up two more, and so on.

Each student is responsible for presenting the materials to the businesses for which they register. They can travel with another team member and divide up the funds/numbers (as per “Splitting the Credits”), or travel with a parent for professional assistance. Mentor help will be available upon request. Students are responsible for informing their businesses about the mission of the team and FIRST, and for mentioning the benefits and recognition that come with sponsorship. See “Resources” for recruitment materials and assistance.

### **1.2.3 Resources** *[Patron Drive]*

Sponsor recruitment is a new experience for many students. Students are encouraged to visit sponsors together, but proceeds and visits will be split equally between partners. For instance, if three students (new or returning) bring in \$300, they'll each receive \$100 in credit. Also, if one returning and one new student visit companies together, they will need to visit at least three (four for two returning students, etc).

Downingtown Area Robotics has many sponsor recruitment materials available for student use. Additionally, the public relations team is available to answer any questions and provide guidance. *[can we teach a class? organize “go visit your company” days?]*

## **1.3 Grant Writing**

All **returning** students are expected to earn **half** a grant-writing credit (GW credit) *[I should pick a different word]* per quarter. Credits are earned by writing or co-writing grant proposals, and credit division is decided by the supervising mentor. For instance, if three students equally co-

write a grant, they'd each receive  $\frac{1}{3}$  of a credit. Credits carry over for up to **four quarters**. New students are not required to earn a grant-writing credit in their first quarter.

*...I feel like this should be longer somehow.*

#### 1.4 Summary of Overall Student Fundraising Requirements

*I haven't quite gotten to the 'make who thing organized' step yet. Also, my nomenclature could use some work.*

	<b>Q1: 8/1-9/30</b>	<b>Q2: 10/1-12/31</b>	<b>Q3: 1/1-3/30</b>	<b>Q4: 4/1-7/30</b>
<b>New Students</b>	$x_{N1}$ credits & 1 visit or \$50	$x_{N2}$ credits & 1 visit or \$50	$x_{N3}$ credits & 1 visit or \$50	$x_{N4}$ credits & 1 visit or \$50
<b>Returning Students</b>	$x_{R1}$ credits & 2 visits or \$100 $\frac{1}{2}$ GW credit	$x_{R2}$ credits & 2 visits or \$100 $\frac{1}{2}$ GW credit	$x_{R3}$ credits & 2 visits or \$100 $\frac{1}{2}$ GW credit	$x_{R4}$ credits & 2 visits or \$100 $\frac{1}{2}$ GW credit

*This actually comes out to be a little less than 1511's yearly requirements for the Patron Drive. Those are 5 business or \$250 for new students and 10 businesses or \$500 for returning. Then again, their new students retain that status for the entire year, so overall this would probably net more if it worked.*

*Question – credit/visit rollover: I'm not really sure how to handle this.*

#### 1.5 Application of Earned Fundraising Money

*Please forgive the nomenclature problem for now. I'll come up with cool names.*

Fundraising proceeds are used to fund virtually all aspects of the DAR budget: from buying robot parts to paying for hotel rooms. As such, a portion of the student's earned credits go towards general team costs while a portion it credited directly to the student's account. This money can be used to offset travel costs (hotels, vehicle gas, etc) **and pay other club fees** *[Are we charging for t-shirts/uniform items next year, etc?]*

- **y%** of a student's required credits go towards the general team account.  
*Post-Steering Team Meeting Edit: Do we want to vary this based on where they get the money from? (100% for parents, 95% for extended family, etc?)*
- **(100-y)%** of a student's required credits go directly towards their student account.
- However, credits go towards the team account first. This means if a student doesn't earn all of their credits, they won't get the full **(100-y)%**. They will also lose "active member" status and thus will not be able to travel until they fulfill the requirement. Exceptions are addressed on a case-by-case basis by the mentors.
- Excess credit will be transferred towards the student's account.
- Excess credits are transferred to the general team account upon student graduation.

#### 1.6 Travel Financing

A **\$100** travel deposit is due prior to every away competition. **A \$10 deposit is due prior to each non-away event.** *[Just an idea – would probably help with headcounts. It could be for competitions or non-meeting events in general. Refunds could depend on how much they've earned and how much the event actually costs the team. Need not be \$10.]* The deadline for this deposit will be announced for each event. This constitutes a travel commitment deadline for all team members! Students who earn enough fundraising credits to pay for the travel (after the team **y%**) will receive a refund on their deposit.