



Fundraising Strategy

The Fundraising program is designed to raise funds for the organization and to provide an opportunity for parents to reduce their Choir fees upfront. We offer several Fundraising campaigns during the year. Families can choose to participate in any or all campaigns, or they can choose not participate in any of the Fundraising initiatives.

Credits earned by each family (net of product costs) are tracked and recorded on their membership accounts as they are earned. The minimum fundraising amount per level is shown below and can be used to reduce tuition fees upfront. Fundraising amounts above the levels shown below can be used to offset any other Choir fees.

To take advantage of upfront tuition reduction by participating in fundraising, the following is the minimum fundraising target for each registered Chorister:

- Dolce: \$200
- Viva: \$250
- Brava: \$250

The Calgary Girls Choir has carefully considered its chosen fundraisers. Our strategy is to:

1. *Offer a variety of products/opportunities for participation*, with adequate notice being given for families who wish to plan ahead as to how they will reach their fundraising target, and allow them to exceed their target to raise extra funds.
2. *Maximize the value received for a given campaign*, while balancing how often we run them. We understand that it is difficult for families to be constantly selling fundraising products. Fundraisers are also executed by volunteers. For these reasons, we assess each proposed fundraiser to ensure it is set up to give the most “bang for buck” in both sales and volunteer hours.
3. *Maximize participation by assessing the ease of selling the product*. We consider both the end cost and convenience to the purchaser, ensuring that purchased products are actually a savings to the purchaser (Teamfund) or provide a convenience (Skip the Depot).

Fundraising Program Details

- There will be several fundraisers coordinated on behalf of parents to help them reduce their tuition and other program costs.
- Fundraising is optional and can be opted into at the time of registration.
- A post-dated cheque or credit card hold for the minimum fundraising amount is required with registration unless the opt-out option was chosen.
- Any fundraising shortfall will be billed to families in early April.
- Families should plan to meet their fundraising requirements based on the campaign schedule shown below.
- Families are encouraged to use these campaigns to earn additional credits after the minimum suggested has been reached. Any extra Fundraising profits earned through CGC campaigns are allocated 75% to family credits and 25% to Choir operations.
- Fundraising credits above the minimum amounts shown above will be applied to Chorister member accounts as they are earned and can be used towards any outstanding account balances, any CGC camps or tours or to the following year's tuition, but they may not be used retroactively to generate refunds of prior years fees.
- Fundraising credits can only be used to offset Choir fees and cannot be cashed out or refunded (except to siblings in the Choir), even upon withdrawal from the Choir.

2022-2023 Planned Fundraising Campaigns

- Co-op gift cards (9% credit on sales) – 3 times (September, February, April)
- Team Fund food products (range of 20-24% credit on sales) – 2 times (Spring and Fall)
- Indigo gift cards (15% credit on sales of gift cards) – open all year
- Skip the Depot bottle collection - (dependent on consumption) open all year
- Fundscrip gift cards (% varies by vendor) open all year
- Tru Earth eco products (minimum of 20% on sales) open all year

2022-2023 Ad-Hoc Fundraising Campaigns

- Spring and Summer Fundraisers – TBD
- Extra fundraisers are embarked upon when the Choir is planning on touring. These provide opportunities for families to reduce Tour costs.
- When appropriate, the CGC has a raffle campaign (such as WestJet, 50/50's, and Wine Raffles) throughout the year to assist with Choir events and opportunities.