

Promotion & Fundraising OBJECTIVES

FUNDRAISER	PROMOTION	OBJECTIVES
JAN TCY MEMBERSHIP CAMPAIGN More members = more funding Show you believe in TCY	TCY PROGRAMS Group programs TCY history story	\$ _____ Memberships \$ _____ Donations # of _____ Students
FEB TCY SCHOOL CAMPAIGN Reach more kids Provide better service	TCY GRADUATIONS Online Belt Rank list Volun. Victory dinner Founder birthday	# of _____ Graduations \$ _____ School Campaign \$ _____ Product Sales
MAR TCY SCHOOL CAMPAIGN Curing obesity Provide healthy lifestyle	TCY ONLINE TCY curriculum T.C.BEGINNER book	\$ _____ Product Sales \$ _____ School Campaign # of _____ Students
APR TCY SCHOLARSHIP DRIVE Help the poor students Equal opportunity provider	TCY SCHOLARSHIPS Youth at risk stories TCY rehab history Kung Fu FAMILY	\$ _____ xx \$ _____ Scholarship Drive \$ _____ Product Sales
MAY TCY SCHOLARSHIP DRIVE Student supplies Student computers/online expenses	TCY TOURNAMENT Student supply needs Chinese traditions Computers for kids	# of _____ Graduations \$ _____ Scholarship Drive # of _____ Students
JUN TCY TOURNAMENT DRIVE Push Hands Tournament TCY Demo Team Volunteer Victory Dinner	TCY PUSH HANDS TCY Push history Push Hands Basics Volun. Victory dinner	\$ _____ Prod \$ _____ Tournament Drive \$ _____ Product Sales
JUL - 0 -	TCY PRODUCTS Books: Music: Online Classes	\$ _____ Prod \$ _____ Donations \$ _____ Product Sales
AUG - 0 -	TCY SEMESTERS TCY Belt Ranking TCY Online Testing Graduation Ceremony	\$ _____ Prod \$ _____ Donations \$ _____ Product Sales
SEP TCY DEMO TEAM SUPPORT Push Hands Tournament Volunteer Awards	TCY DEMO TEAM Championship Ranks Volunteer Awards Push Hands SHIRT	\$ _____ Prod \$ _____ TCY Demo Team # of _____ Students
OCT TCY DEMO TEAM SUPPORT Demo Team TRAVEL Demo Team TROPHIES	TCY DEMO TEAM Travel to tournaments Performer spotlights November summary	\$ _____ Prod \$ _____ TCY Demo Team \$ _____ Product Sales
NOV TCY ANNUAL CAMPAIGN TCY = best school TCY Staff achievements TCY Donor AWARDS- last chance	TCY TOURNAMENT Annual Meeting New Trustees Awards dinner	# of _____ Graduations \$ _____ Annual Campaign \$ _____ Product Sales
DEC - 0 -	TCY SUCCESS Annual Summaries Thank yous Next semester = Jan	\$ _____ Memberships \$ _____ Donations # of _____ Students

STUDENT EXPENSES**ADMIN EXPENSES****INCOME TOTALS**

Web Fees	\$ _____	Admin	\$ _____	\$ _____	Memberships
Student Grants	\$ _____	Committees	\$ _____	\$ _____	New Trustees
Teaching Exp.	\$ _____	Fundraising	\$ _____	\$ _____	Donations
Cost of Goods	\$ _____	Promo/Ads	\$ _____	\$ _____	Student Fees
Tourn/Team	\$ _____	Tourn/Team	\$ _____	\$ _____	Products
TOTAL student	\$ _____	TOTALadmin	\$ _____	\$ _____	TOTAL INCOME

RATIOS:

$\frac{\text{Student \$}}{\text{Bus \$}} = \text{Benefit to students}$

$\frac{\text{Bus \$}}{\text{Student \$}} = \text{Administration cost}$

$100\% - \text{Total Expense} = \text{Profit}$