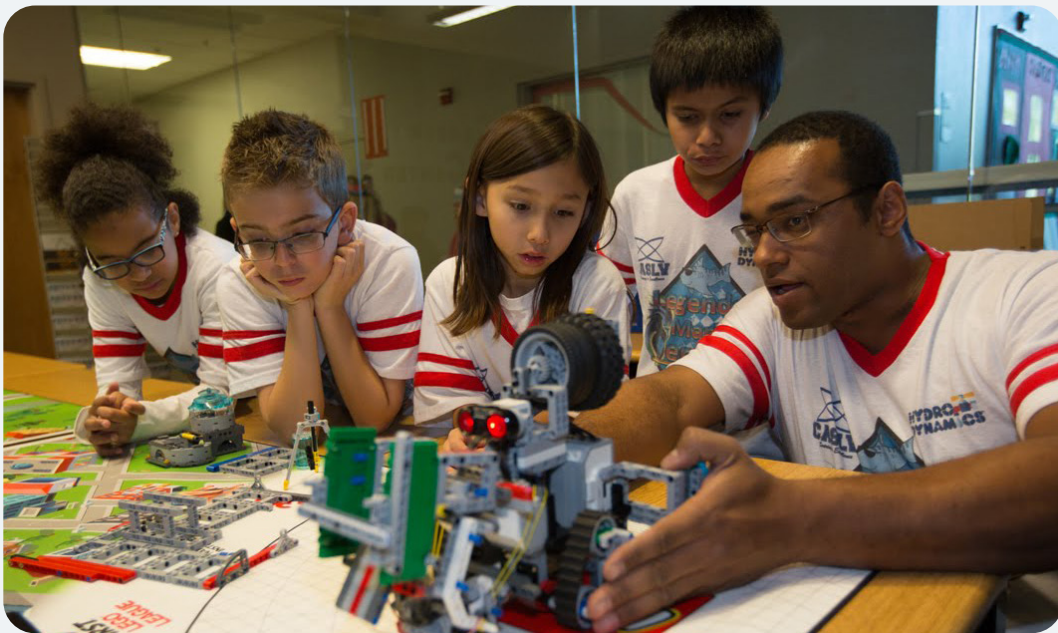


HOW TO DEVELOP A SUCCESSFUL BUSINESS STRATEGY

Robotics Marketing & Fundraising



- How to Source & Raise Funds to Support a Robotics Team
- Establishing a Team Image/Brand
- Ensuring a Self-Sustaining Team

FOUNDING PARTNERS



MARKETING

SET INITIAL & TARGET BUDGETS

Initially, create two spreadsheets or lists. One should you illustrate what your current team budget, before any fundraising, can buy for your team. The second should serve as a “wish-list” for all things you hope to purchase throughout the season. This amount will be your target amount for fundraising.

Sample Budget Categories

- Team Apparel
- Travel Expenses
- Robot Materials
- Equipment & Tools
- Printing of Marketing Materials

WHAT TO CONSIDER WHEN CREATING A TEAM BRAND

Team Colors

- Will they match your school’s colors?
- Number of different colors? Consider the printing cost of multiple colors.

Team Name & Logo

- Should be easy to illustrate in a logo or relevant to the school, state, or common interest within the team.

Team Slogan / Mission Statement

- Slogan can be funny or serious and if done right can be a common theme to use in awards submissions.
- Mission Statement can drive your team and be a goal you want to achieve or uphold.

DESIGN BRAND-BASED MATERIALS & PRODUCTS TO SELL

Now that you have a target budget, it is time to figure out what you can sell to students, teachers, friends and family to reach that target budget amount.

What to Sell?

- Stickers
- Buttons
- Spirit Shirts - Common among teams, meant to be sold to school admin/teachers/students. Should combine robotics and school spirit.

Common Logo Methods

- Adobe Illustrator or Photoshop
- Canva
- Paint

FUNDRAISING

SET A REALISTIC FUNDRAISING GOAL

To kick-start your fundraising set a goal you hope to raise (can be your target budget or the minimum you need for one season). All team members should know this goal to keep everyone on the same page.

CREATE A TRACKING SYSTEM

All fundraisers should be tracked for the following: profit vs loss and team attendance. Having a tracker will help your team determine which fundraisers prove to be the most successful and attendance gives you, as a coach, the opportunity to reward students that went above and beyond in fundraising.

FUNDRAISER ALTERNATIVES

Campaigns can be easily shared through social media!

Crowdfunding Campaigns

- GoFundMe
- Kickstarter
- Piggybackr

Grants

- Stemgrants.com
- Guidestar.org

FUNDRAISER EXAMPLES

Holiday/Seasonal

- Holiday/Candy Grams
- Hot Chocolate Sales

Service Fundraisers

- Car Washes
- Spaghetti Dinners
- Gift Wrapping

Food

- Bake Sales
- Partnerships with local food chains
- Chipotle
- Canes
- Habit Burger
- Marie Calendars

Products

- Stickers (can be made for specific groups like school sports, clubs, & school events)
- Buttons (similar customization to stickers)
- Coupon Books

PARTNERS

