

I believe many of schools across the State are in dire need of financial support to help fund their electrathon vehicle programs. Does anyone have any sample publicity materials that have been used successfully to get the word out to their community? Items such as posters, letters, video etc. Any kind of help will be appreciated.

Watertown heavily uses our website. We purchased a separate URL last year to be more "Catchy" or "memorable" than the [www.watertown.k12.wi.us/hs/technologed/supermileage.htm](http://www.watertown.k12.wi.us/hs/technologed/supermileage.htm) What a mouth full!!! So we are now [GoslingElectric.com](http://GoslingElectric.com) and we are also again revamping the site. Anytime we are speaking with a potential sponsor, first thing we ask them to do is go to our site while we are there...

On the site, we try and keep up with ongoing pictures, write-ups, pdf's of news articles, sponsor recognition, monthly newsletters that go out to over 60 community people via email, etc... We have a nicely spelled out donation form on our site under sponsors as well which helps sponsors decide what they want to give. I work with the students to keep them always knocking on doors. We give community presentations to; Rotary, School Board, Optimist Club. We hit most of the parades. Your BIGGEST TOOL though is students and a car! Personal visits with the car on a trailer or good pictures going to potential sponsors. We are starting to use our Plotter to print off 24" x 36" photo-shopped posters of the car/team and give them framed to local businesses to hang up for more recognition... This year we sent out 80 picture Christmas cards to businesses and sponsors in Watertown! Not sure it has paid off yet, but Walgreens gave us a sponsorship of like \$35 and that is how we spent it. (Picture of our card is on the website) Feel free to use anything on our site, including our sponsorship form with modifications. When you figure out how to empower the students to TAKE-OFF with fundraising ideas and sponsorships, you have won the battle... In Watertown it is still mostly our parents and myself doing the leg work for sponsors, where as the students run food booths and sell stuff...

We have tried in the past mass mailings of standardized letters to businesses in town with pictures and it has yet to bring anything in! Our luck has always been with a personal visit and generally an "in" with someone or a long worked relationship to bring them "in"... I have a few companies I am often keeping in touch with knowing I will not get funds this year or maybe even next, but they are interested and I see being able to work them over eventually...

Happy Groveling :)

Jesse Domer, Watertown High School  
[www.GoslingElectric.com](http://www.GoslingElectric.com)

EC North has been very successful with fundraising. This is primarily due to longevity with the project and the students who are doing the talking with the community.

Here is how I do it here at North;

I train the kids on what to say and what to do when speaking with the potential sponsors. Since Eau Claire has been involved in HVM and EV since its inception we have a long list of previous and current sponsors to go to. My HR kids will go to guaranteed sponsors first to practice their sales pitch. These sponsors give the kids feedback on their good qualities and shortcoming and then write a check or offer supplies. It gives the kids confidence. Eventually, my HR kids will talk with all the previous sponsors dating back to the early 90's and any new sponsors based on kid's parents, relatives, neighbors, and family friends. My list now includes well over 100 names.

Additionally we have a web site where our sponsor packet and winter, Semester, and 3rd quarter news letters are available, these newsletters are also mailed to all past and present sponsors as well as the school board, district admin, building admin and parents and staff of North. We update the image galleries on the web page every month and the sponsor page with every new sponsor. After the races are over we have plaques and certificates made for all sponsors and hand deliver them with a note of thanks.

Just to be clear, my students do all of the organizing, fundraising, accounting, writing, and designing or the marketing materials. We do have them printed by a local sponsor for a quality look. I teach a double class, Digital

Electronics and Electrical Applications (EVT) and the EV kids are effectively on their own. I always have an eclectic group of students ranging from those that earn 4.0 to those that are in danger of graduating. This mix is what makes their success possible.

You are welcome to visit my student's site and help yourself to whatever you are interested in.

<http://www.north.ecasd.k12.wi.us/Departments/TechEd/dsmith/HVT/webs/index.htm>

Damon