



# FUND RAISING IDEAS

A SERVICE OF THE ESA PHILANTHROPIC DEPARTMENT  
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## CHARTER BUS TOUR

A trip to a major sporting event, an evening concert or play, or a tour of major attractions in your state - any one of these and more, can be selected as the destination of a Charter Bus Tour.

Your Chapter can act as the Tour Agent -- make arrangements with a private bus line and purchase the necessary tickets to the event(s) you plan to attend -- or your Chapter can make arrangements with a tour agency to assess a specified dollar amount to the Group Tour Rate -- this amount is your profit.

Group tours are less expensive, more convenient, and can become a fun and profitable fund raiser.

### STEPS TO SUCCESS

1. Meet with interested volunteers. Determine the destination of your tour, date, times, what the package will include and the cost.
2. Appoint General Chairman. Responsible for coordinating all efforts before and during the tour, for explaining any restrictions regarding the bus trip, and obtaining any insurance or special permit that may be required.
3. Appoint the following committees:
  - (a) Transportation - Contact private bus companies for bids on a price for a charter bus and driver. The type of bus will depend on the length of the trip. Accept lowest bid for a bus which meets the needs for your trip. Arrange for host/hostess couple for day of tour.
  - (b) Event - Contact ticket office(s) in charge of event you have selected and ask for special group rates. Purchase tickets.
  - (c) Meal - Determine if the length of the trip justifies stopping for a meal or if refreshments should be served on the bus. If you plan a stop along the way, contact a restaurant in advance to make arrangements for your group.
  - (d) Ticket Sales - Arrange for tickets. Contact local service club and organizations, churches, etc., to act as ticket outlets.

- (e) Promotion - Issue press releases with information regarding your planned tour and where tickets can be obtained. Utilize newspaper, radio, television, posters, flyers, etc. Follow-up after the event to announce results.
- (f) Treasurer - Work with Ticket Sales Committee. Funds received must be properly recorded, deposited and approved bills paid.