

NIE Fundraising Ideas

Here are a variety of fundraising ideas from various sources with web links.

Bidding for Good Online Auctions (formerly cMarket) – NIE Institute Partnership
Amounts raised have been from \$500 to \$60,000.

www.biddingforgood.com/online-auction-services/partners/cbo/nieinstitute.htm

Bill Stuffer

Bill Stuffers are sent out with invoices to request funding for your NIE program, remind subscribers to participate in your vacation donation, and help them understand the merits of your program. A NIE donation line on your invoice in conjunction with the Bill Stuffer will likely increase donation.

Example: www.nieinstitute.org/nie/14-Fundraising-Resources/Bill%20Stuffer.pdf

Examples of NIE program pages asking for donations/sponsorships.

<http://nie.plaindealer.com/donate-nie.html>

<http://nie.myrtlebeachonline.com/support/>

<http://nie.newsok.com/sponsorships>

Beautiful Baby Contest and Calendar

<http://nwfdailynews.upickem.net/engine/Rules.aspx?contestid=4537>

Some paper use a company that creates the online contest for you. Learn more at:

<http://secondstreetmedia.com/>

Pet Contests and Calendars

<http://lasvegas.upickem.net/engine/Welcome.aspx?contestid=20032> Used company

to create online programming from: <http://secondstreetmedia.com/>

http://nieonline.com/thelearningforum/petcontest/petcontest_details.cfm

NIE Tele-Fundraising Companies

With the economy improving tele-fundraising may be worth considering. They do charge a high percentage of 35% to 60% of funds raised. You can also do your own tele-fundraising by calling local businesses yourself.

Mid-South: <http://www.niefundraising.com/>

NIE Solutions: <http://niesolutions.com/>

NIE Block Sales

Plan: http://www.okpress.com/Websites/okpress/Files/Content/298875/block_sale.pdf

Ad Example: <http://web.timesrecordnews.com/nie/pdf/blockSale.pdf>

NIE Golf Tournament & Sponsorships

Sign Up Form: <http://www.wcn-online.com/nie/player-signup.pdf>

Thank You Ad Example: <http://web.timesrecordnews.com/nie/pdf/2009NIEGolf.pdf>

Vacation Donations have been an easy and steady source of revenue for newspapers for decades. Make sure your Customer Service dept. is asking for them each time.

NIE Book Sale and Yard Sales have been a source of revenue for several papers.

Although they are time intensive, they are worth considering.

Yard Sale Plan: www.nieinstitute.org/nie/14-fundraising-resources/Yard_Sale_Plan.doc

Sponsorship of Tabloid Supplements

Here at The Washington Times (my full-time NIE position) I raise most of my funds through sponsorship to publish NIE supplements. The Institute provides over 100 supplements for you to find sponsors for (you can also find sponsors for serial stories or any other NIEI resource).

You may also want to consider publishing your own 8 to 16 page supplements. Supplement could be produce in partnership with large national companies that are located in your local area. They could be on a topic that is important in your state or community (for example a Civil War battle, the restoration of a landmark, an anniversary of a special event, even the an anniversary of your company, etc.) Often the company or a local partner can help provide content so the burden of writing it may not fall completely on you (your editorial dept. or a hired writer could be considered). Tabs can be printed full-run of your paper or just for NIE teachers and students.

Amounts of sponsorship, whether you use NIEI tabs or produce your own, may vary based on the size of your paper and the size of the sponsoring organization. The Times amounts are \$20,000 to \$25,000. For a small paper it might be \$3 - \$5,000, medium size papers varying in between, with even higher amounts for large papers.

NIE Department Resources at:

http://www.nieinstitute.org/NIE_Resources.html

This page offers Fundraising Ideas, Successful Grants, and Grant Processing (NIEI can accept donations/grants on your behalf from donors that will only give to a non-profit). There are many ideas including a **bill stuffer and carrier drop letter** that have raised large amounts of funds.

EVENTS AND TOPICS THROUGHOUT THE SCHOOL YEAR

These are useful for both sponsorship opportunities and for sharing with your teachers throughout the year.

Calendar With Daily NIE Lessons

Provides a subject specific focus for each day of the week with activities for every school day of the month and year (Sept. to May): Monday - Language Arts, Tuesday - Social Studies, Wednesday – Math, Thursday – Science, Friday - Thematic for each month with topics of Newspaper Knowledge, Character Education, Critical Thinking, Life Skills, & Careers.

International Literacy Day, September 8

There are too many resources to list. Go to your web page.

Hispanic Heritage Month, September 15 to October 15

<http://www.nieteacher.org/nienie/#hispanic>

High-Tech Heroes: Hispanic Explorers in Science: This bilingual supplement provides bios on high achieving Hispanics in science and technology. **High-Tech Heroes: Hispanic Explorers in Science Teacher Guide**

Hispanics Driving Success: This bilingual supplement provides bios on high achieving Hispanics in many important fields of endeavor. **Hispanics Driving Success Teacher Guide**

Hispanic Heritage (KRP): This supplement is designed to expose students to the Hispanic culture and help them explore diversity, geography and the Spanish language.

Hispanic History & Politics: This bilingual supplement provides an overview of Hispanic history & politics with bios on Hispanic politicians. **Hispanic History & Politics Teacher Guide**

Hispanic Literature & Storytelling: This bilingual supplement provides bios on Hispanic writers and their influence on literature and storytelling. **Hispanic Literature & Storytelling Teacher Guide**

Constitution Day, September 17:

Schools are required by law to teach about the Constitution on this day.

http://www.nieteacher.org/nie2/Social_Studies-Govt/constitution_day.pdf

<http://www.nieteacher.org/nienie/#socialguide>

<http://www.nieteacher.org/nienie/#socialsupp>

We The People - Unit 1 Tabloid Supplement / Unit 2 Tabloid Supplement: These two units of the Center for Civic Education's (CCE) popular We The People curriculum can help schools meet the new Federal requirement that every school study the Constitution on Constitution Day each year. Also try the Constitution Scavenger Hunt.

It's Your Government (KRP): The section will help students understand and get involved in the political process, from voting to how a bill becomes law.

It's Your Right: A history of the Bill of Rights (KRP): Students will learn about the history of the Bill of Rights and how role those rights play in our life today.

Citizens Together (NAA Foundation): This guide is designed for five days of instruction using the newspaper to help students explore individual freedoms protected by the Bill of Rights.

Football Season

Football Fan Fare: This guide provides educationally sound activities pertaining to the newspaper and the sport of football in the content areas of language arts, social studies, science and mathematics.

Red Ribbon Week, October 23-31 - Learn more about this drug and alcohol prevention program at: www.redribbonschools.com & <http://redribbon.org>

Stay Smart, Don't Start: The Truth About Drugs and Alcohol: This new supplement provides truth and research about drugs and alcohol for teens, parents, teachers, and the local community and how they can work together on this important issue. It was published in partnership with Community Anti-Drug Coalitions of America (CADCA), PhRMA, and CHPA.

Choices: Making Smart Decisions About Your Health & Safety: Teens learn up-to-date information about drugs, alcohol and tobacco; health, exercise & emotional well-being; and leadership & relationships.

Have the Time of Your Life: Celebrate Responsibly (KRP): Facts and activities designed to make teenagers think before they drink.

Pathways to a Drug-Free Life (KRP): This section helps students understand the consequences of drug use and to think about more positive actions.

Staying Healthy: A Guide to Life Choices (KRP): Features information on nutrition, exercise, drug use & abuse, self-esteem, and other topics.

Teen Drinking: Too Much, Too Soon...Too Risky (KRP): This important supplement helps students understand the effects of alcohol, what it does to their bodies and brains, why they may be tempted to try it, the dangers alcohol poses to their health & safety, and how they can say no.

Understanding Drugs: Better Choices, Better Lives (KRP): A no-holds-barred look at the subject of drugs, and how to make better choices.

Basketball Season, end of October

Hoops! Learning is fun when following the game of basketball. This guide is a motivating and relevant guide containing exciting graphics, precise instructions for using the newspaper in the classroom with practical applications for a variety of curriculum areas.

Elections, November 3, 2015

There are statewide and local elections in most states.

[Click and go to Social Studies section of the website!](#)

Veteran's Day, November 11

Our Veterans, Sharing Their Stories: This supplement focuses on veterans from all walks of life including bios on African Americans, Hispanics, Native Americans, Women, and Japanese Nesei (2nd generation). It will also help schools, teachers, students, and your community conducting Take a Veteran to School Day and Thank a Veteran at Work Projects.

Our Veterans, Our Stories: This supplement will help schools, teachers, students, and your community conducting Take a Veteran to School Day and the Library of Congress (LOC), Veterans History Project. There are also primary source materials about Veterans throughout our history and stories on topics like the Tomb of the Unknown Soldier at Arlington National Cemetery.

Veteran's Day Newspaper Activities

Great American Smokeout, November 19, 2015

[The Road to Wellness: Driving Tobacco and Cancer Off the Map](#): This new supplement provides truth and research about tobacco for teens, parents, teachers, and the local community and how they can work together on this important issue. It was published in partnership with Community Anti-Drug Coalitions of America (CADCA) & GHEA.

National Geography Week, November 16-22, 2015

Learn more at:

<http://education.nationalgeographic.com/education/collections/geographyawarenessweek>

Geographic Challenge: Through business, advertising, sports, weather, comics and front page news, students get a taste of the excitement of geography and the importance of geographic literacy in our daily lives.

Global Connections: Geography Learning About the U.S. & the World: Provides nearly 80 lesson activities correlated to the National Geography Standards.

Holidays, Nov.-Dec. and beyond

A Plan For All Seasons: This guide is organized by season (autumn, winter, spring, summer). Topics of the activities focus on specific holidays, as well as seasonal interests.

Ultimate Holiday Activity Guide: From New Year's Day to Eat a Pickle Day, this guide covers it all with a day-to-day look at the special days that we set aside to honor events and people. Special days listed for nearly every day of the year (KRP).

Black History Month, February

Against the Odds (KRP): Focus on African-American inventors and the challenges they faced.

Black History: Pioneers in the Classroom: This supplement provides bios on successful African Americans educators with an overview of educational progress over the last century.

Black History: Pioneers in the Classroom Teacher Guide

Pride in Color: A Celebration of African-American Heritage (KRP): Takes a look at the history and cultural contributions of African-Americans and explores where African-Americans have been and how far they have come.

The Heritage of Jazz: African American Influence in American Music: This supplement provides bios on successful African American musicians and how they influenced many aspect of music in America. **The Heritage of Jazz Teacher Guide**

Trailblazers in Science and Technology: This supplement provides bios on high achieving African Americans in science and technology. **Trailblazers in Science and Technology Teacher Guide**

Words of Heritage...Writing Black History: This supplement looks at the work of Hughes, Sanchez and black writers that made their mark in the world. It also gives students strategies for getting the most from literature, tips on researching black history or family history, and ways to use the newspaper for inspiration and themes in creative writing. **Words of Heritage Teacher Guide**

NIE Week – March 2 – 6: There are many resources that could be used for NIE Week. Check out your NIETeacher.org website for all the options. The American Press Institute also provides a NIE Week guide that can be accessed at: www.americanpressinstitute.org

Kick Butts Day is Wed. March 18, 2015

[The Road to Wellness: Driving Tobacco and Cancer Off the Map](#): This new supplement provides truth and research about tobacco for teens, parents, teachers, and the local community and how they can work together on this important issue. It was published in partnership with Community Anti-Drug Coalitions of America (CADCA) & GHEA.

Women's History Month, March

[Women's History Guide](#): This guide provides biographies of 45 historic women celebrating their accomplishments. A newspaper lesson activity is provided with each bio related to the woman's area of achievement.

[Girls Can Lead the Way](#) (KRP): Girls discover what it takes to be a leader, increase self-confidence and be smart about money.

National Environmental Education Week, April 19 – 25, 2015 - <http://eeweek.org/>

Earth Day, April 22

[Cool It!: The Good, The Bad And What You Can Do About Global Warming](#) (KRP): Helps students understand global warming and what steps they can take to make a difference.

[Environmental Awareness \(grades 4-12\)](#): This EGBAR Foundation Environmental Awareness Curriculum is designed to educate children with the use of the newspaper. Most of the lessons included in the curriculum involve cut and paste activities. This design allowed the curriculum to virtually never become outdated due to the current topics offered by the newspaper.

[Talkin' Trash](#) (KRP): Explains how garbage is dealt with, the social and environmental issues surrounding disposal and what kids can do in their homes or classrooms to help develop an environmentally friendly future.

[Understanding the World of Weather](#) (KRP): Students learn about weather and its effects while keeping track through daily newspaper reports and maps.

Financial Literacy Month, April

[Are You Ready for the Real World](#): This financial literacy supplement, correlated to national financial education standards, was written by the Center for Economic Education at George Mason University in Fairfax, Virginia. The GMU Center is part of the Virginia Council on Economic Education and the National Council on Economic Education.

[Banking: How Money Works](#) (KRP): Covers all aspects of banks: how they started, what services they provide, saving & checking accounts, credit and other topics.

[Be Money \\$mart \(High-Res File 15 MB\) Low-Res File \(1.6 MB\)](#): This financial literacy guide published by Junior Achievement (JA), with support from the Allstate Foundation, educates young people on how to prepare for their financial future. This program includes a [How-To guide](#) for potential NIE sponsorship by partnering with JA and Allstate.

[Consumer Jungle Teacher Guide / Six Consumer Education In-Paper Articles](#): This consumer education program for students, teachers, and adults, provides a teacher guide and 6 feature articles. Consumer Jungle online offers a web-based program that helps turn high school students into savvy consumers without putting them to sleep. There's something for everyone. Students will discover a host of on-line games, and teachers will find free classroom materials. Visit www.consumerjungle.org

Focus on Finances: This financial literacy supplement offers Federal Trade Commission (FTC) content to help young consumers deal with issues of Identity Theft, Consumer Fraud, Debt, and Purchasing a New or Used Car.

Entrepreneurship: A Youth Guide to Starting & Operating a Small Business: This supplement, published in partnership with NFTE & NASDAQ, is a how to guide to help youth understand how to start their own business.

Life is Expensive!: Discovering the Real Cost of Living (KRP): Helps young people realize the importance of financial planning for life's decisions in a fun and engaging way.

Meet Me at the Mall (KRP): Consumer economics and financial literacy explored in a kids favorite hangout — the mall!

NEFE High School Financial Planning Program: <http://www.nieteacher.org/nie2/Financial-Literacy/Stock-Market.pdf> The goal of this program is to help students to learn how to responsibly and effectively manage their money for the rest of their life. The NEFE High School Financial Planning Program has three main objectives, for students to: 1. Learn the financial planning process—what it is and what it can do for them; 2. Apply the process through assignments they will complete that relate to their experiences with money; and, 3. Take control of their finances, starting today. **Newspaper Finance Activities** - Real-life newspaper lessons correlated to the NEFE supplement.

The Stock Market: This supplement describes the many institutions and activities involved in helping people and companies buy and sell stock. The stock market is not just one market. Some of its institutions are traditional, floor-based stock exchanges, like the New York Stock Exchange, and some are electronic, computer-based markets like The NASDAQ Stock Market. They are all part of "the stock market" that students (and teachers) will come to understand through this supplement.

The Stock Market: What's All The Shouting About? (KRP): Helps students understand the Stock Market and give them a chance to "invest" in their own financial future.

Wallet Wisdom Personal Finance Game: Created by a partnership between the Daily Advertiser (LA) and the Louisiana Council for Economic Education, the game is a fun way to teach students the fundamentals of personal finance.

National Physical Fitness & Sports Month, May

Be Healthy, Be Fit: A curriculum guide for using the newspaper to teach health and fitness.

Choices: Making Smart Decisions About Your Health & Safety: Teens learn up-to-date information about drugs, alcohol and tobacco; health, exercise & emotional well-being; and leadership & relationships.

Fitness Head to Toe (KRP): Using this guide and the newspaper, students learn how exercise, nutrition and lifestyle choices affect them head to toe.

Food for Thought (KRP): This section offers a fun approach to the study of nutrition as well as social, economic and cultural connections to food.

Get Focused: Eye Care and Safety Guides & Lessons Using the Newspaper: This web page, provided by VSG, offers several NIE guides and lessons related to eye care and safety and related topics.

Staying Healthy: A Guide to Life Choices (KRP): Features information on nutrition, exercise, drug use & abuse, self-esteem, and other topics.

TOPIC RESOURCE LINKS

[Art & Music](#)

[Black History](#)

[Careers](#)

[Character Education & Bullying](#)

[Critical Thinking Skills & Gifted](#)

[Diversity & Multicultural Literacy](#)

[ESL & Spanish Bilingual](#)

[Financial Literacy Supplements](#)

[First Amendment](#)

[General Educational Development](#)

[Health, Nutrition, Fitness, Safety, Anti-Drug & Alcohol](#)

[Hispanic Heritage](#)

[Journalism](#)

[Life Skills](#)

[Media Literacy](#)

[Multiple Intelligences](#)

[Sports](#)

[Study Skills & College Prep](#)

[You Name It / Miscellaneous](#)

[Women](#)