

**REVENUE GENERATING ACTIVITIES**

Revised 7/7/19

Type of Activity	Type of Revenue	Description
Corporate/Business Donation Programs	Contributions	Donations from businesses for restaurant nights, grocery cards, Box Tops, etc.
"Fund Drive" Fundraising Activities	Contributions	Donations from individuals or businesses from check writing campaigns, giving campaigns; crowdfunding campaigns (Livingtree, etc.); sale of bricks, etc.
Other Contribution Campaigns	Contributions	Donations for dress down days
"Thon" Fundraising Activities	Contributions	Any type of fundraiser that involves "pledges" for activities; i.e. running laps, reading pages or minutes, etc.
Product Sales/Spirit Gear Sales**	Fundraising Event-"profit" motive	Any type of product sales; i.e. candles, cookie dough, coupon books, discount cards, gift cards, holiday/seasonal merchandise, etc.
Sales of Donated Goods	Fundraising Event-"profit" motive	Sales of donated goods; garage sales; yard sales
Concession Sales	Fundraising Event-"profit" motive	Sales of food concessions (when not incorporated with an event such as a carnival, camp, clinic or tournament)
Spirit Gear Sales	Fundraising Event-"profit" motive	Sales of any school branded gear
Gaming Events	Fundraising Event-"profit" motive	Bingo, 50/50, raffles, football squares, silent auctions, live auctions (when not incorporated with an event such as a social event)
Carnivals/Festivals**	Fundraising Event-"profit" motive	Any carnival or festival event
Social Events**	Fundraising Event-"profit" motive	Dances, Talent Shows, Muffins with Mom, Movie Nights, Casino Nights, etc.
Program Sales/Media Guide Sales	Fundraising Event-"profit" motive	Sale of printed programs or media guides for events/sports, etc.
Competition/Camp/Clinic Events	Fundraising Event-"profit" motive	Tournaments, meets or competitions

Type of Activity	Type of Revenue	Description
Book Fair	Fundraising Event-"profit" motive	Scholastic book fairs
Yearbook Sales	Program-no "profit" motive	Sale of school yearbooks
Carnival/Festival-no "profit" motive	Program-no "profit" motive	Any carnival or festival event offered with intent to break even or at no cost to attendees
Social Events-no "profit" motive	Program-no "profit" motive	Dances, Talent Shows, Muffins with Mom, etc. offered with intent to break even or at no cost
Spirit Gear Sales	Program-no "profit" motive	Sales of any school branded gear offered with intent to break even
**Some carnivals, festivals, social events and spirit gear sales may be considered Program Activities		
if revenue is merely intended to cover costs, with no profit motive; this would also include Yearbook		
Sales.		