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SECRET SOURCES OF FUNDING FOR ASSEMBLY PRESENTATIONS

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ABOUT ME

My name is Cris Johnson. As a full-time assembly presenter for over 15 years, I know how tough it can occasionally be for some schools to generate the necessary funds to bring in an effective presentation that students will pay attention to and benefit from, so I've included another FREE report in this package. It's called "9 Secret Sources Of Funding For Assembly Programs," and it's sure to give you some ideas and suggestions you may not have encountered before.

Here's your FREE report...



9 SECRET SOURCES OF FUNDING FOR ASSEMBLY PROGRAMS

You want to bring an assembly program to your school, but you don't have the money. Think again. Even in today's environment of budget cuts at all levels of government and in many businesses, there is still money available to invest in assembly programs. You just have to know where to look.

As an assembly presenter with over 15 years experience, I have discovered over the years several different ways that schools can finance my assembly programs. Unfortunately, not every school knows all of these methods. That's why I wrote this booklet: to help you bring in the assembly programs you want and need for your students.

Secret Source #1: PTOs, PTAs and Other School-Parent Groups

I know this may sound like a not-so-secret source, but I've been surprised at how many times a school counselor or principal told me they couldn't afford an assembly only to call me back later to say they found the money. **How?**

They decided to call the PTA to see if they would pay, or at least help pay for the assembly. Most of the time, a PTA will agree to pay for almost anything the school requests, providing they have the budget for it. They are even more likely to invest in assembly programs because ALL of the students will benefit.

Simply put, before you decide against booking an assembly program just because you don't have enough funding, give your PTA a call.

Secret Source #2: Government Grant Funds For Special Subject Areas

Yes, even with budget cuts, government grant funds do exist for teaching about certain subject areas. Typically, these funds are not directly sent to individual schools, but to school districts, and are usually under the control of the superintendent, school board, or someone else at the district level. There is funding available from Federal and State Government for topics such as:

- **Drug and Alcohol Prevention -Anti-Bullying**
- **Violence Prevention -Reading**
- **Character Building -Self-Esteem**
- **And many other topic areas**

The secret is that often, many people in the schools including principals and counselors don't even know

these funds are available. The main time they find out about them is when the money has to be spent at the end of the school year, so they can get the funding for next year. Sometimes, all or a certain portion of the grant money MUST be spent bringing in outside speakers and assemblies.

I've often been booked at the end of the school year just because certain types of funds had to be spent on an assembly that I offered a topic on. So, be sure to ask at the district level to see if funding is available for assemblies on the topic you want.

Secret Source #3: Local Civic Organizations

Do you know that certain civic organizations already have established programs with budgeted monies for special programs for children? For instance, the Elks Clubs raise and distribute monies for preventing drug use among children. Local civic clubs often have their own special local projects to help children and schools, and what they will invest each year changes when new officers are elected.

A single phone call to a Civic Group may get you all the money you need for an assembly (and the club gets publicity, too). Some clubs to check with include:

•Rotary Clubs -Lions Clubs -Kiwanis Clubs -Shrine Clubs
-Elks Clubs -Eagle Clubs •Moose Lodges -And Many Others

You may not get an answer immediately, because the club may have to vote on your request, but give a call to your local civic club if you're short of funds for an assembly. Quite often, school principals and superintendents are members of one or more of these groups.

Secret Source #4: Chambers Of Commerce And Other Business Groups

Businesses get asked for donations all of the time. Many small businesses truly can't afford to make donations. But, a lot of businesses can work together to help the community. Chambers of Commerce are a tremendous resource for the community.

They also have a vested interest in making sure that the local schools are the best they can be. Sometimes they even have an account of money sitting there to help schools, IF the schools ask. Remember to give your local Chamber of Commerce a call if you're short of funding for your next assembly.



Secret Source #5: Corporations

Did you know that most corporations have a Community Relations Program? Most of the time these programs exist merely to distribute money (or goods or services) to the groups who ASK.

That's the key: You have to ask. Most of the time, they won't come to just give you money. They wait until it is requested of them. I know that Kroger Grocery Stores are very active with community programs. Individual Wal-Mart Stores are capable of writing checks almost on the spot to help school groups who request it.

Give a call to your local branch of a large corporation if you are in need of some funding help for assemblies.

Secret Source #6: Self-Funded Assembly Programs

Certain assembly programs can actually be self-funded or partially self-funded. Basically this can work two ways...

1. The first way is as a Family Night Program with ticket sales. You can sometimes get a program to come in at no

risk to your school in exchange for all or a portion of the ticket sales. This can work very well for your school with one downfall. Not every student will be able to see the evening program. If it's a message you really need them to hear this may not work for you.

That's why I've created a special combination program of a Day-Time Assembly on one of my core topics that all of the students are guaranteed to see, followed by an evening Family Enrichment Night Program that families purchase tickets for.

You could actually end up making a profit if you follow my complete program. You can also get this entire program for a flat fee so it's FREE to everyone. Call me at 716-283- 1373 and I can give you details or send them to you.

2. The second way this works is to sell a product from the assembly presenter to the students prior to the program. For instance, I offer a CD audio program based on memory techniques I teach in my "Develop Your Power Memory" program where students can purchase an autographed CD audio program that I created and the schools keep over half of the profit from each sale. Keep in mind to be sure to ask potential assembly presenters if they have alternative ways to bring a program to your school.



Secret Source #7: Multi-Program Discounts

Did you know that many assembly presenters offer special discounts? Not all of them will tell you about them unless you ask first. Personally, I always explain all of the discounts I offer right up front. For instance, I offer incredible discounts

to schools for each additional program(s) they book at their school or other school(s) in their area the same day.

Sometimes a school, especially a small school, cannot afford to book one of my assemblies, but they often can afford it when they share the day with another school.

When speaking to a potential presenter, be sure to ask if any discounts are available right up front.

Secret Source #8": Students (and Parents)

I saved this idea for near the end because it is somewhat controversial. You can actually have each student bring money from home, i.e. a few dollars, to pay to attend the day- time assembly. I know that most schools don't like to ask parents to send extra money to school because they are afraid of complaints. Nevertheless, some schools still do this. In fact, years ago, it used to be the main way schools paid for assemblies. While I only recommend this with reservations, it may be the way to for your needs.

Secret Source #9: Combine Resources

That's right, you don't have to get all of your funding from one source to finance your assembly. You can get some money from each of the several different sources I've mentioned previously. You can combine all of these into one account and write a check to the assembly presenter or have each check written to the presenter directly. My personal record is 5 different checks written to me for one assembly. So, don't give up if you can't get enough funding from one single source.

CONCLUSION

There you have it: Nine major different ways to find the money to invest in assembly programs that you want and need to bring to your students. I wish you the best, and if I can ever be of service to you, please contact me.

- Cris Johnson