



## The Inside Secrets Of Funding Your In House Field Trips. Tips That Will Reduce Or Eliminate The Cost of Bringing In A Top Notch Qualified Educational Speaker!

Dear Educational Professional,

My name is Brian Richards and I am the owner of 4 Ace Productions and I provide top notch educational assembly programs in a 5 state area that includes: Minnesota, Wisconsin, North Dakota, South Dakota, Nebraska and even a school in Montana! My goal is simple to make an IMPACT on students and make the process fun and reliable!

With over 20+ years of experience in this field one common concern I have heard over and over again is the following...

*"I have no doubt that your bully program, character program, reading motivation program, safety program, math program....is fantastic we simply don't have the funds to host the event."*

Well, that is precisely why I have put together this secret report! I want to share with you some wonderful ideas and tips that will help you dramatically reduce or eliminate the fees associated with bringing in professional speakers/educators to your school/organization.

I have broken this report into 4 major areas to consider:

**Inner Resources:** Ways to fund a program within your organization. Some of these will be obvious but some will be new to you. I am amazed at what often appears obvious to me but to others is a NEW idea!

**Outside Resources:** Resources outside of your organization that can give you the revenue you need to have an in-house field trip that will benefit all students. Again some you may know but others might surprise you.

**Provider Resources:** Here's where I really "spill the beans". The provider of the assembly often has options or ideas that can save you money on a presentation for your organization. Often they don't share these little "secrets" unless you ask. After reading this report you will know what to ask!

**Other Resources:** Assorted ideas that can help you fund programs that you want your students to take part in. I am constantly learning new strategies in working with so many groups so I added this area to complete this resource.

So let's take each of the above areas and dig a little deeper to help you bring that assembly program to your school/organization at a reduced or FREE rate!

All My Best,



Brian Richards

## INNER RESOURCES

- #1** I am always amazed at how often I talk with an administrator of a school, aftercare program, Community Ed. Coordinator and they voice their frustration that they don't have the budget to host my program. Then a couple of days go by and they say that the PTA, PTO, PTSA, PIE group from their local school offered to help fund the program. People often overlook their own Parent Educator group as a potential resource for funding a program. It pays to have a good relationship with these individuals not just for funding but for solutions to problems you may have in programming!
- #2** Does your school have a counselor? If so, it might be a good idea to talk with them about the idea of hosting an event and see if there are any discretionary funds available from the counseling department. For example, I offer a character building program called "DARE to be YOU!" and a Anti-bullying program called, "Bulldoze the Bully". Each of these programs might be perfect programs for the counseling department to host because these kinds of programs meet objectives that your counselor is trying to achieve!
- #3** Minnesota Department of Education have people who are experts at applying for grants to pay for programs that will help students achieve in schools. Contact these experts and find out what grants are available for a school assembly. You could also start at the District level as many grants are handed down from the Dept. of Education to individual school districts. Often the funds are available based on particular topics such as:

DRUG & ALCOHOL PREVENTION  
BULLYING  
VIOLENCE PREVENTION  
READING  
CHARACTER BUILDING  
SELF-ESTEEM

The secret is that often people are unaware that these funds exist and only hear about them at the end of the year when the money needs to be spent. I remember a few years ago principals in MN were told they needed to have some program or curriculum that contained information about the U.S. Constitution. I got a number of last second calls from principals asking if my "UNITED WE STAND" show talked about the Constitution. They needed a program to make use of this special funding!

- #4** Another Minnesota resource for you is the Dept. of Human Services. This department works hard with schools and supporting groups to help individuals and families improve quality of life. They may be a great resource for ideas and possible funding. I have a drug awareness program called, "Drugs Steal the MAGIC!" and it might be a nice fit with human services. Keeping kids and families aware of the dangers of drugs!

## OUTSIDE RESOURCES

- #1** Civic organizations... did you know that your local Kiwanis group has a huge Literacy component to the organization. They actively participate in programs that help encourage reading! And don't forget groups like, Elks, Rotary Clubs, Optimist Clubs, Moose, VFW's, and Eagles! These organizations are deeply invested in their communities and often are willing to contribute to special programming. In fact, I know of a small library in Minnesota that wanted to have a strong summer

reading program. The librarian put together a simple presentation about how a strong summer reading program encouraged reading and made kids better students. She went to each of those civic organizations and shared her presentation and got her whole summer sponsored!! That is the IMPACT these organizations can have.

**#2** Your local Chamber of Commerce... they have a vested interest in seeing the schools and educational organizations of their area do well. Because if they do well it creates a vibrant economy for their city! See if they have any funds to help you meet your needs. Or maybe they will have some ideas or suggestions on what direction you should go. They may be aware of corporations who have funding available that you are not aware of.

**#3** State and National Foundations... Many foundations national and statewide have funding to get out the message. If you have a program that meets their criteria you might be able to get some or all the funding you need. As an example check out the foundations/resources below:

CADCA (Community Anti-Drug Coalitions of America) <http://www.cadca.org>

READING FOUNDATION <http://www.readingfoundation.org/index.jsp>

STOP BULLYING NOW <http://www.readingfoundation.org/index.jsp>

THE WILLIAM & FLORA HEWLETT FOUNDATION <http://www.hewlett.org/programs/past-programs/conflict-resolution>

The groups above and countless others spend tons of time and energy to help solve the issues they believe in. If you are looking for help with programming or funding seek out the experts!!

**#4** Your Local Public Library... Your local public library is always eager to expand their summer reading program, what better way than to reach out to the schools! The libraries know the key to attracting more people to their program is to make reading fun. Companies like mine do just that, I take the subject of reading and through an entertaining program with a strong reading message I get kids to associate FUN with reading. As a result we start a cause in motion that of developing a lifelong reader! Chat with your local library and see if they want to partner up with you to help sponsor a program that will be a win/win for all involved! The library will want a little time to promote their summer reading events and you will save money and get a great program to boot.

**#5** Local businesses and companies... many corporations have what is referred to as a "Community Relations Program". What this means is it's a program that sponsors special events that the community will benefit from and will allow the opportunity for the company to get their name in front of the public. Sure it's a marketing strategy, but it's one that has real benefit to your organization! Often these programs exist just to distribute money to those who ask for it. But that is the key you have to ask for it!!

HERE ARE A FEW EXAMPLES...

Ameriprise <http://www.ameriprise.com/about-ameriprise-financial/company-information/ameriprise-community-relations.asp>

Health Partners <https://www.healthpartners.com/public/about/partnerships/>

Target <https://corporate.target.com/corporate-responsibility/grants>

Best Buy <http://www.bby.com/community-relations/apply-for-funding/>

**#6** Your Local Police/Fire Dept... I was a firefighter for 14 years in my community of Brooklyn Park. One thing I know is that both the Police and Fire Departments work very hard to be present in the community. If you were planning a big event that incorporated safety, Conflict Resolution etc. your local Emergency Agencies might be willing to help. Whether that be financially or just sharing a presence at your school via squad car, fire truck, canine unit etc. Go to the top and talk to the Police or Fire Chief and explain what you are looking for and what the event is about, you might be surprised what these public servants can do for you!!

## PROVIDER RESOURCES

O.K. now it's time to pull down the window shade, lock your door and turn off your cell phone! I am going to give away some secrets that most professionals don't share unless you really press them. The fact is most Educational Speakers are more than willing to work with you on your event. They want to make the event a WIN/WIN for everyone. Bottom line is we are all in this to educate, motivate and inspire students to reach their full potential!

So with that being said I always try to find a way to work within the budget of the schools that call me. The purpose of this report was to help those with no budget to find funding. What I am about to reveal is how to get the cost of the program down to fit your budget or make it easier to illicit funds as the cost will be lower.

PLEASE NOTE: Whenever you are talking to a program specialist to ask these questions to get the best deal possible!!

**#1** Early Booking Discount... most professionals offer "early booking discounts". For example, I will be sending some emails shortly that will discount my program by \$100 if you book before the end of this year for the 2014-15 school year!

**#2** Multiple Show Discount... Often elementary schools due to space limitations need more than one program to reach all the students. If a person books the same show in the same day I offer a discount for the second show.

**#3** Flexible Booking Discount... Often during certain times of the year I am simply FULL. If a school has no concerns about when to have the show and allows me to pick the date, I will discount the program. This helps me fill-up empty dates or arrange shows in the same area which is helpful to me and saves money in expenses. PLEASE NOTE: I don't advertise this discount so it's an inside secret. Not all presenters do this but many do!

**#4** Age Level Discounts... With my programs I have a special program that is geared to younger children (PRE - 1st Grade) and is smaller in size. As a result I charge less for this program versus the full-size program that I normally share.

**#5** Location Discounts... School in the following school districts take an instant discount of \$50 off one program: Anoka/Hennepin, Belle Plaine, Bloomington, Brooklyn Center, Burnsville, Centennial, Chaska, Columbia Heights, Eden Prairie, Edina, Farmington, Forest Lake, Fridley, Hastings, Hopkins,

Inver Grove Heights, ISD #196, ISD #197, Lakeville, Mahtomedi, Minneapolis, Minnetonka, North St. Paul-Maplewood-Oakdale, Orono, Osseo, Prior Lake-Savage, Ramsey, Richfield, Robbinsdale, Roseville, St. Anthony, St. Francis, St. Louis Park, St. Paul, Shakopee, South St. Paul, So. Washington County, Spring Lake Park, Stillwater, Wayzata, Westonka, and White Bear Lake PLEASE NOTE: Again, some presenters will not mention discounts they simply quote their highest fee and if you don't ask they won't say anything! Now if you say, "Well you're too expensive..." they may offer the discount at that point. I personally prefer to state everything up front!

### OTHER TIP/RESOURCES

- #1** Sponsorships from local companies... more than one school has approached a local bank in their community to sponsor my "Making It All Add Up" Program! Sometimes groups put together a program for the presentation. I supply the information and the school or parent group sells ad spaces in the program which is used to offset the expense of the presentation.
- #2** In some cases the presenter has a product to share such as a book or DVD. If this is the case ask them about a joint venture between your school and them. You will allow information to go home to the parents about the product and work out a financial split. For example, I recently published the book, "Igniting Your Potential" and my arrangement is a 50/50 split.
- #3** Finally, there is always the option, and I only include this for the sake of completeness selling tickets at the performance to help offset the cost. As a father of 2 boys I know parents get hit up quite often when it comes to school events whether it be fundraising or extra-curricular activities. But it is an option

So there you have it a number of ideas to raise the funds needed to have top-notch educational assemblies. Now please remember these ideas are not just stand alone ideas, combine a few and you may find that you can pay for more than one special event.

It also pays to get on the mailing lists of these program providers. I often run special deals during the year and I share discounts regularly. I am also part of an organization called, "The MN Field Trip Library". When you stop by our booth and enter a drawing you have the chance to win a \$100 discount off of any of my programs.

All of these things add up and I hope you have found a number of ideas that will help you during the 2014-15 school year! For more information about me and 4 Ace Productions, please feel free to contact me in any of the ways listed below:

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