



— **PLD BAND** —

FAMILY FUNDRAISING GUIDE



A guide to the fundraising activities that
support the Paul Laurence Dunbar High School
Band Program.

MICHELE LAUR AND BETSY DYER
FUNDRAISING CHAIRS

WHY WE FUNDRAISE

The Paul Laurence Dunbar High School Band Program is committed to providing students with an exceptional experience. Maintaining the band program requires significant financial support beyond what is provided through student fees alone.

Each year, the cost to operate the band program exceeds **\$200,000**. For the 2026–2027 season, our remaining fundraising goal is approximately **\$130,000**. Achieving this goal is essential to providing the resources, opportunities, and experiences that make the PLD Band program successful.



OUR FUNDRAISING COMMITMENT

Fundraising is a shared responsibility of every band family. While participation may look different from one family to another, every family is expected to contribute to our fundraising efforts throughout the season.

Some families may choose to volunteer, while others may participate in sales, secure sponsorships, utilize employer giving programs, or support our year-round fundraising opportunities.

Every effort helps us reach our goal and supports the success of the entire program.



FUNDRAISING SUPPORTS

	Show design and music		Transportation
	Staff		Meals for football games and competitions
	Instruments and repairs		Competition entry fees
	Uniforms and shoes		Student scholarships
	Props and equipment		Overall program support

FUNDRAISING OPPORTUNITIES

The PLD Band offers a variety of fundraising opportunities throughout the year. Some involve volunteering your time, while others are product sales, community partnerships, or passive fundraising opportunities that require little ongoing effort. This page provides an overview of the opportunities available during the season. Additional information about each fundraiser is included throughout this guide and will be shared as each fundraiser approaches.

ANNUAL FUNDRAISING CALENDAR

MONTH	OPPORTUNITY	CATEGORY
February	Fundraise Genius	Online Fundraiser
March	Kentucky Chocolates	Product Sale
March	Winter Guard Regional Championship	Volunteer
April	Kentucky Horse Park Volunteer Event	Volunteer
April – September	** Legends Concessions	Volunteer
May	Car Wash #1	Service Fundraiser
August	Car Wash #2	Service Fundraiser
September	Dunbar Invitational	Volunteer
October	Calendar Fundraiser	Product Sale
November	Poinsettia Sale	Product Sale
December	Christmas Music at Residences	Community Performance
December	Winter Concert Fundraiser	Event Fundraiser

YEAR-ROUND OPPORTUNITIES

OPPORTUNITY	CATEGORY
Sponsorships	Business Support
HundredX	Online Fundraiser
Kroger Community Rewards	Passive Giving
Dollars for Doers	Employer Giving
Company Matching Gifts	Employer Giving
Spirit Nights	Community Partnership
Color Guard Clinics	Event Fundraiser



FEATURED FUNDRAISER

****** Legends Concessions is one of the PLD Band's largest annual fundraisers. Volunteer opportunities are available throughout the baseball season, making it a flexible option for families who prefer to contribute their time rather than participate in product sales.



Additional information about each fundraiser, including participation instructions, dates, volunteer opportunities, and important deadlines, is provided throughout this guide and will also be shared through CutTime.

BUSINESS & COMMUNITY SPONSORSHIPS

Business and community sponsorships are among the most impactful ways to support the PLD Band Program. Whether you own a business, work for a company, or know someone who may be interested in supporting music education, we encourage you to help us connect with potential sponsors.

SPONSORSHIP LEVELS

LEVEL	INVESTMENT
Platinum Sponsor	\$5,000
Gold Sponsor	\$2,500
All In on 1600	\$1,600
Silver Sponsor	\$1,000
State Champion Sponsor	\$700
Bulldog Sponsor	\$250
Patron	\$25–\$100

Recognition opportunities vary by sponsorship level and may include program advertising, website recognition, trailer sponsorships, Dunbar Invitational recognition, and more. See our website for complete sponsorship details.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Businesses and community members may also support the PLD Band through:

- Trophy Sponsorships
- Invitational Program Advertising
- Trailer Sponsorships



Your partnership makes a lasting impact on our students, our program, and our community. Thank you for investing in the future of the PLD Band.

We appreciate your support!



IN-KIND DONATIONS WELCOME

Not every sponsorship has to be financial. We gratefully accept donations of food, beverages, supplies, and professional services that help support our students throughout the season.

If you know a business that may be interested in donating goods or services, we'd love to connect with them.



HOW YOU CAN HELP

You don't have to own a business to help secure a sponsor. Consider reaching out to:

- Your employer
- Local businesses you frequent
- Family-owned businesses
- Friends and relatives who own businesses
- Community organizations and civic groups

Many businesses are eager to support local students and appreciate being asked.



LEARN MORE

Complete sponsorship benefits, recognition opportunities, and printable sponsorship materials are available at:

dunbarband.org/sponsorships

EASY WAYS TO SUPPORT THE PLD BAND

Some of our most successful fundraisers don't involve selling products or attending an event. These opportunities are available throughout the year and can make a significant impact with very little time or effort.



HUNDREDX

Share Your Opinions. Support the Band.

HundredX allows supporters to earn money for the PLD Band simply by providing feedback about brands and businesses they've used. There is no cost to participate, and no purchases or donations are required.



WHO CAN PARTICIPATE?

Anyone age 18 or older living in the United States.



HOW IT WORKS

- Participants complete short feedback surveys ("expressions") about familiar brands.
- Each survey earns \$1.60 for PLD Band.
- Supporters can complete multiple surveys daily to increase impact.
- The fundraiser runs for a limited campaign period.
- All feedback submitted after the official launch date counts toward our total.



GETTING STARTED



Text **ELEVATE** to **90412**



Or visit:

<https://programs.hundredx.com/elevate-your-voice>



No selling, no money required, no financial risk.



KROGER COMMUNITY REWARDS

Support the Band Every Time You Shop.

Once enrolled, Kroger will donate a percentage of eligible purchases to the PLD Band Parent Association at no additional cost to you. Setup takes about five minutes.



HOW TO ENROLL

Steps to Enroll

1

Log in to your Kroger account

Visit [kroger.com](https://www.kroger.com) and sign in. (If you don't have an account, you can create one in just a few minutes.)

2

Go to "My Account"

Once you're logged in, click My Account from the menu.

3

Scroll down to "Community Rewards"

Navigate to the bottom of the page and select Community Rewards.

4

Search for our organization

Type in Paul Laurence Dunbar Band Parent Association to find our group.

5

Add our band as your Community Rewards recipient

Click Enroll to link your Kroger Plus Card to the PLD Band.



You're all set! Every shopping trip helps support music education and performance opportunities for our students.

EASY WAYS TO SUPPORT THE PLD BAND

More opportunities that cost you nothing—but make a big impact.



DOLLARS FOR DOERS

Turn Volunteer Hours into Donations

Many employers offer a benefit known as Dollars for Doers—a corporate volunteer program where companies donate money to nonprofits based on the volunteer hours their employees contribute. It's an easy way for families to support the Paul Laurence Dunbar Band Program without spending money out of pocket, and the impact can be significant.

These programs go by several names, including volunteer grants, matching time programs, dollar-for-hour programs, community service grants, and volunteer match. They all function in the same basic way: your volunteer hours turn into financial support for the PLD Band Parent Association.



HOW THESE PROGRAMS WORK

While each company's process varies, most follow a similar structure:

- 1 You volunteer your time with the PLD Band (events, fundraisers, concessions, chaperoning, committees, prop building, etc.).
- 2 You log your volunteer hours through your employer's corporate giving or HR portal.
- 3 Your employer verifies the hours with the PLD Band Parent Association.
- 4 The company donates money to the band based on your hours—often \$10–\$25 per hour, or flat grants of \$100–\$1,000+ depending on thresholds.



BEFORE YOU BEGIN VOLUNTEERING: CHECK WITH YOUR EMPLOYER

Because every company's program is different—and some employers do not offer these programs at all—it is very important to check with your Benefits or Human Resources department BEFORE beginning volunteer work.

Ask your employer:

- Do you offer a Dollars for Doers or volunteer-matching program?
- What types of volunteer work qualify?
- Is there a minimum number of hours required to qualify?
- What documentation does the company need from the PLD Band Parent Association?
- Are there annual limits or deadlines for submitting hours?
- Do I submit hours through an HR system or a corporate giving platform such as Benevity, CyberGrants, or YourCause?



This step ensures your volunteer time counts and prevents disappointment if you learn later that your employer doesn't participate.



WHAT MAKES THE PLD BAND ELIGIBLE

Most companies require that recipients:

- ✓ Are registered as a 501(c)(3) nonprofit
- ✓ Provide a community benefit
- ✓ Offer nondiscriminatory and nonreligious programming

The Paul Laurence Dunbar Band Parent Association meets these requirements and can provide:



Our EIN number



A copy of our IRS 501(c)(3) determination letter



Any documentation your employer needs to process your volunteer grant request



Simply contact a BPA board member or the fundraising coordinator.



COMPANY MATCHING GIFTS

Double Your Impact

Many employers offer a benefit known as matching gifts—a corporate philanthropy program where companies financially match donations their employees make to eligible nonprofit organizations.

For band families, this creates a powerful opportunity: every dollar you contribute to the Paul Laurence Dunbar Band Parent Association could be doubled, or even tripled, simply because of where you work.

Matching gifts are one of the most effective and often underutilized fundraising tools available to nonprofits. In fact, well-run matching gift programs can multiply individual contributions and maximize support for our students.



LEARN MORE

For full program details, eligibility information, required documentation, and step-by-step instructions, visit:

dunbarband.org/fundraising

OUR MAJOR FUNDRAISERS

These fundraisers provide a significant portion of the financial support needed to operate the PLD Band Program. Watch for additional information and sign-ups as each opportunity approaches.



★ LEGENDS CONCESSIONS

April–September

Legends Concessions is one of our largest annual fundraisers. Families volunteer at concession stands during the Lexington Legends baseball season, with proceeds benefiting the PLD Band. Because volunteer shifts are offered throughout the season, this fundraiser provides a flexible way for families to support the program.



KENTUCKY HORSE PARK VOLUNTEER EVENT

April

Families volunteer at a special event hosted at the Kentucky Horse Park. This opportunity provides a fun way to support the band while giving back to our community.



★ DUNBAR INVITATIONAL

September

The Dunbar Invitational is our largest single fundraising event of the year and requires the support of our entire band community. Families volunteer in a wide variety of roles before, during, and after the event, helping welcome hundreds of students, directors, and spectators to our campus.

VOLUNTEER OPPORTUNITIES INCLUDE:

- Admissions
- Concessions
- Parking
- Hospitality
- Awards
- Golf carts
- Set-up & Clean-up
- And many more

Every family is encouraged to help make this event a success.

STUDENT & COMMUNITY FUNDRAISERS

These fundraisers engage students, families, and our community throughout the year while supporting the PLD Band Program.



FUNDRAISE GENIUS

February

Our digital donation platform makes it easy to reach family, friends, and supporters near and far. Enter quality emails, share online, and let the fundraising begin—with little effort required!



KENTUCKY CHOCOLATES

March

Our annual chocolate sale is one of our largest student fundraisers and a favorite tradition. Students sell locally made chocolates to family, friends, neighbors, and coworkers.



TMA WINTERGUARD COMPETITION **NEW!**

March

This event welcomes color guard programs to Dunbar for a day of competition and performance. Families play an important role in the success of the event by volunteering in areas such as admissions, concessions, hospitality, awards, and event operations.



CAR WASHES

May & August

Students and families work together to provide car washes for our community while raising funds for the band.



CALENDAR FUNDRAISER

October

Students sell advertising space to local businesses for the annual PLD Band Calendar. This fundraiser helps build community partnerships while supporting the band.



POINSETTIA SALE

November

Help families and friends decorate for the holidays while supporting the band through our annual poinsettia sale.



CHRISTMAS MUSIC AT RESIDENCES

December

Small student ensembles perform holiday music for local residences and community groups, sharing the spirit of the season while supporting the band program.



WINTER CONCERT FUNDRAISER

December

Held in conjunction with our Winter Concert, this fundraiser provides another opportunity for family, friends, and community members to support the band.

THANK YOU

for Supporting the **PLD Band**



The success of the Paul Laurence Dunbar High School Band Program is made possible through the dedication of our students, directors, families, volunteers, sponsors, and community supporters.

Every fundraiser, volunteer shift, sponsorship, donation, and act of support helps create meaningful opportunities for our students—both on and off the field.

Thank you for investing your time, talents, and resources in the PLD Band Program. Your support allows our students to grow as musicians, performers, leaders, and ambassadors for our school and community.

We are grateful to have you as part of the Bulldog Band family.

Together, we make the PLD Band experience possible.



STAY CONNECTED

For the latest fundraising information, volunteer opportunities, forms, sponsorship information, and important updates, visit:

dunbarband.org

You can also stay informed through:



CutTime



PLD Band Social Media



QUESTIONS?

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