



UNITED STATES
**AIR FORCE
ACADEMY**

FUNDRAISING
*Open Group Discussion to
Share Best Practices*

September 2, 2021

AREAS OF FUNDRAISING

PARENT CLUBS
Parent Club Presidents

SPIRIT COMMITTEES
JoAnn Lemm

**INDIVIDUAL
SQUADRONS**
Parents

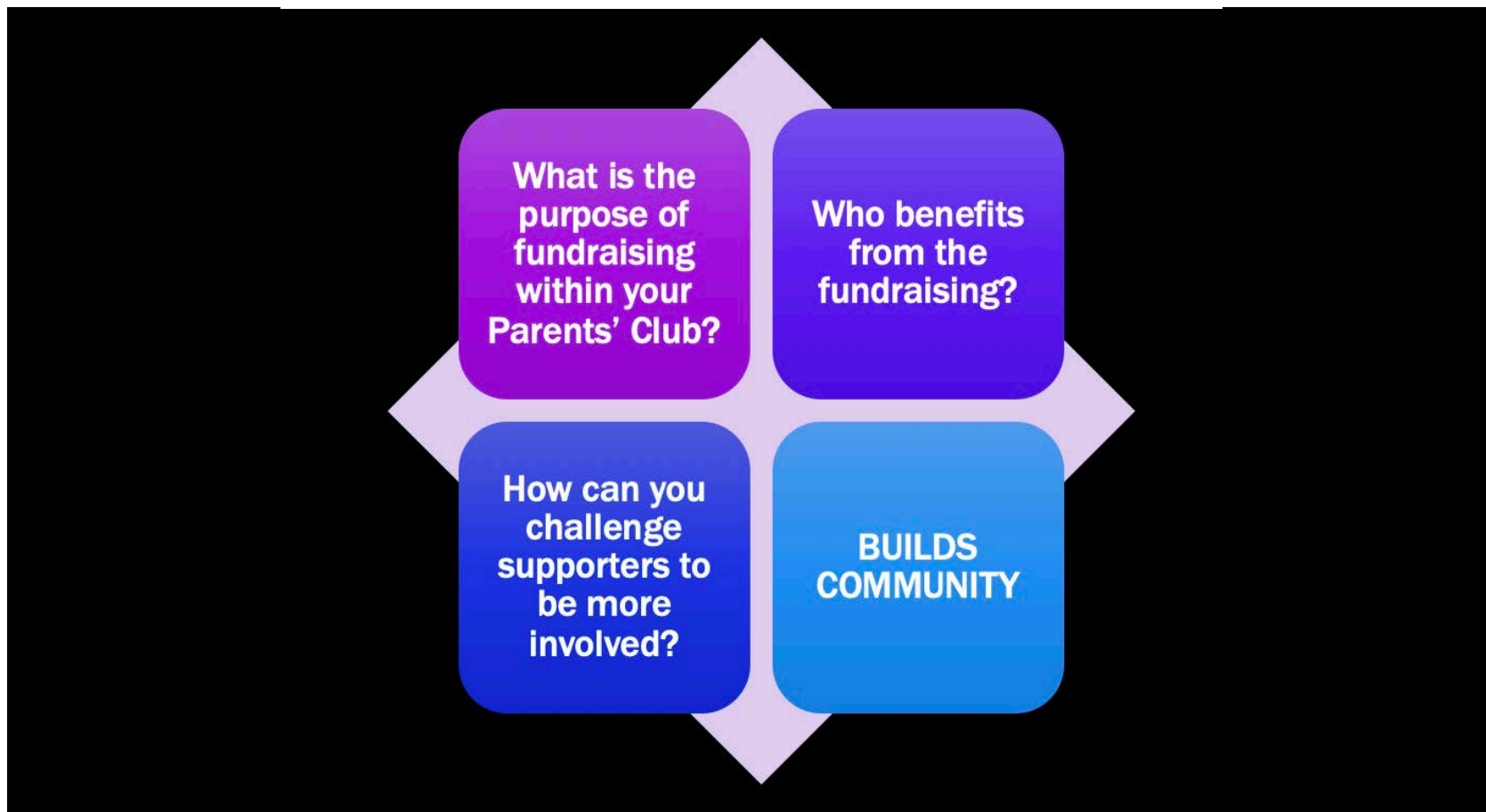
AFA FOUNDATION
Gift Funds &
Sponsorships
Paul Ackerman

THE RANDO FUND
Rando Fund President
Jack Bernazzani
Dale Zschoche

**CADET WING
LEADERSHIP &
MORALE INITIATIVE**
JoAnn Lemm
Adam Ort



PARENT CLUBS





UNITED STATES
AIR FORCE
ACADEMY

USAFA Central Florida Parents Club

Cynthia Santiago-Guzman, President

USAFA Central Florida Parents' Club
Fundraising 



Signature Fundraising Event
Membership Dues, Merchandise, Donations, Affiliate Programs
Social Events, Sponsorships

FUNDRAISING IDEAS

- Signature Fundraising Event
- Membership Dues
- Merchandise
- Donations
- Affiliate Programs
- Social Events
- Sponsorships





UNITED STATES
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USAFA Colorado Parents Club

Kathy Puseman, President

HALLOWEEN - VALENTINES DAY SPRING FINALS- DONATE A BAG

- Each reusable AF logo drawstring bag is packed with a variety of snacks (13- 15 items) and AF logo novelty items (2- 3 items)*
- Delivered directly to Cadet POC's for each squadron along with a [personal note](#) from the donor.
- Black bag added in 2020 that cadets can wear while in uniform (**with logo facing in**)

Goodie Bag orders are taken at the I-Day Picnic and Parents' Weekend. CPC sends Constant Contact email announcements to all USAFA families on the Privacy Release Roster and posts on the various USAFA Facebook parent pages.



PARENTS' CLUB
COLORADO

CADET GOODIE BAGS



ASSOCIATION OF GRADUATES
UNITED STATES AIR FORCE ACADEMY



UNITED STATES
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USAFA Colorado Parents Club

Kathy Puseman, President



**CPC's only
Fundraiser**

**Proceeds help support:
In-Processing Day Picnic
Football Tailgates
Colorado Night
2 Senior Cadet Awards
Other Cadet Activities
Rando Fund**

ASSOCIATION OF GRADUATES
UNITED STATES AIR FORCE ACADEMY





UNITED STATES
AIR FORCE
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USAFA South Florida Parents Club

Adam Ort, Chairman

VETERAN DAY GOLF SCRAMBLE

- Teams
- Players
- Holes
- Prizes
- Fee
- Venue
- Sponsorship



ASSOCIATION OF GRADUATES
UNITED STATES AIR FORCE ACADEMY



- **Procedure Guidelines for selling USAFA Merchandise**
 - Do your research!
- **Use of AFA logos or trademarks**
 - Must be approved by the USAFA Strategic Communications
 - Submit your design for approval
 - Ashley Murphy, Brand Manager, Strategic Communications at USAFA
 - ashley.murphy@usafa.edu, 719-333-7818
- **Use of Crest AOG trademarks**
 - Must be approved by the AOG
 - Submit your request
 - Felicia Recker, Graduate Programs
 - Felicia.recker@aogusafa.org, 719.473.0300, ext. 139
 - Note: Class crest is NEVER allowed for use in graduation announcements/invitations except official announcements sold through USAFA.
- **National Fundraiser Clearinghouse**
 - Usafa Parent Products
<https://www.afaparentproducts.info>



SHOP & SUPPORT USAFA CLUBS





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OPEN DISCUSSION TO SHARE BEST PRACTICES





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