

PLANNING A FUNDRAISER

If your club is planning a fundraiser for its next service project, you have already chosen a need, decided on a kind of fundraiser, and created a task list. So let's pause and capture big details for your fundraising plan!

In this activity: Your club will plan the details for holding a fundraising event or doing a fundraising activity.

How to lead this activity:

1. On the whiteboard, write the name of the fundraising service project that your club chose during the Deciding activity. If the fundraiser is an event and the club knows the date, write that too.
2. Tell members that *fundraising* means "asking for and gathering money for a cause or purpose."
3. Give each member a Project Fundraising Plan worksheet.
 - Ask them to write the fundraiser's name on their worksheet.
 - Ask members to think about it and write a description of the fundraiser.
 - Explain that your club will decide on the goal for how much money your club wants to raise later, during the Creating Project Goals activity.
4. Discuss each question on the worksheet with the club. Ask for volunteers to share what they think. Reach an answer that members then write on their worksheet.
5. Let members know that:
 - Supplies needed for the fundraiser will be listed on the project's Supply List.
 - Expenses for supplies and other items will be listed in the project's Budget.
 - The club will develop a plan for sharing information about the cause/organization and the fundraiser later — when you do the Marketing the Need activity.
6. When they are finished, ask members to keep their worksheet in their Member Guide. Thank them for their work today!

Supplies needed:

- One Project Fundraising Plan worksheet (pages 23-24) for each member.
- Pencils. Whiteboard and dry erase markers.

Your club may choose to raise money for club activities. This is different from doing a fundraiser as a service project. For an activity about fundraising for club activities, visit kkids.org/resources and search "How to fundraise for your club."



PROJECT FUNDRAISING PLAN

FUNDRAISING EVENT

Event name: _____

Event description: _____

Fundraising goal: _____

EVENT DATE: _____

WHERE the event will be: _____

WHO we will invite to attend: _____

WHAT supplies are needed (and other expenses): _____

HOW will we tell people about the event: _____

HOW will we educate participants about the cause or organization: _____

HOW MANY volunteers are needed: _____

WHAT the volunteers will do: _____

HOW we will gather donations (before or during the event): _____

WHAT kind of donations will we take (cash, check, credit card): _____

Will donated money be given to an organization or used to buy items to donate? _____

FUNDRAISING ACTIVITY (raising money over time)

Activity name: _____

Activity description: _____

Fundraising goal: _____

START DATE: _____ END DATE: _____

WHO we will invite to donate: _____

HOW we will tell people about the fundraiser: _____

HOW we will educate people about the cause or organization: _____

WHAT supplies are needed (and other expenses): _____

WHAT kind of donations will we take (cash, check, credit card): _____

HOW and WHERE we will gather donations: _____

WILL donated money be given or items purchased to donate? _____

