MODULE 31C: CHARITABLE FUNDRAISING PROJECT

Choose from the Suggested Activities below to find activities to help your students meet the outcome for this module from the Saskatchewan Financial Literacy 20/30 curriculum.

All resources for this module's activities can be found on saskmoney.ca.

OUTCOME

Collaborate to plan and implement a fundraising project in one's community or school.

INDICATORS

a. Assess various registered charities, non-profit organizations or worthy causes to select a beneficiary for the fundraising project.

b. Generate ideas for the project and determine the best option.

c. Develop a project plan that includes components such as goals, timeline, target audience, budget, a list of responsibilities, communication or marketing plan, and process for making the donation.

d. Implement the plan.

e. Reflect on the personal and community impact of the completed project.

OVERVIEW

This module provides a relevant opportunity for students to practice taking leadership by giving back to their community. It is recommended that teachers discuss this project with school administration prior to introducing it to a class. School divisions may have restrictions on how funds are gathered and/or restrictions on the use of crowdfunding platforms.

PREREQUISITE

Module 32B

SUGGESTED TIME

10–15 hours

RESOURCES

- **Online Tools**: Several sites are listed in the suggested activities
- **Documents**:
  - Drafting a Project Plan
  - Budget Planning Sheet
  - Microsoft Fundraiser Budget Template
  - Microsoft Donation Pledge Log Template
  - **Cause Vox's** *Crafting a Communications Plan for Your Crowdfunding Campaign* PDF

ASSESSMENT

- Note: Any summative assessment should focus on the outcome and indicators versus the amount of money raised.
- Formative feedback on notes and reflections on discussion and activities.
- Summative feedback based on a Charity Project Rubrics
- Charity Project Student Self-Assessment

SUGGESTED ACTIVITIES

Note: Each step (A-E) is connected to an indicator for this module. Teachers should adjust the following steps based on students' prior learning.

A. Have students identify their personal values and discuss why matching these to a charity that a person wants to raise funds for is important.
   - Students can list charities that they know of that connect to their values. They can also narrow down to two or three categories (e.g. animal welfare, active lifestyles, etc.) instead of specific charities.
   - Conduct a search of registered charities to find options for a fundraising project:
     - **Government of Canada** — List of Charities. Advanced search is recommended to find charities in Saskatchewan. Narrow the search based on type, category, etc.
     - **Canada Helps** Saskatchewan Charities. Use dropdown menu to narrow search.
   - Brainstorm and research fundraising events/campaigns (May be covered in 31A & B).
     - **Kindful.com** Best Online Fundraising Platforms
     - Include GoFundMe and other crowdfunding platforms in discussion: Crowdfunding.com
     - **TheGoodWebGuide.com** Top Ten Charity Fundraising Websites to Help You
     - Search for specific successful fundraising campaigns, people, and/or non-profits to learn about what made them successful.
   - Decide whether students will work in small groups or as class.
   - Have students settle on a charity to direct their fundraising efforts toward. Of course, students do not have to raise funds for a registered charity. Alternatives such as a family or group in the community in need is certainly a possibility. Discussions should take place around tax benefits for donating to a charity, but ultimately it is the students' choice to choose a recipient who aligns with their values, needs the support, and who the public will likely respond well to through contributions/donations.
   - Have students justify their choice of charity based on **need, values, and potential impact.**

B. Generate ideas for the fundraising event/campaign and evaluate the advantages of each option. Consider whether the goal will be to host an event that can generate funds, receive donations through a campaign, or offer a product through a raffle or direct purchase with profits going to charity.
   - Ideas for projects can be found on **Double the Donation's** Fundraising Ideas page.
   - Consider specific elements when choosing a project focus:
     - Expenses: Shipping, advertising, and/or production costs, etc.
     - Advantages and disadvantages of keeping the fundraiser local (selling local product? Local donors?)
     - Possibility of arranging a sponsor to support expenses, match donations, etc.
   - Revisit **need, values, and potential impact** from Step A and adjust if necessary.

- Students should reach out to the charity/ recipient of funds raised to confirm that they are on board with being the focus of this fundraising campaign.

C. Project Plan/Proposal Outline:

*Download the **Draft of Project Plan** document so students can brainstorm ideas. After researching each step students will create a Project Plan where they formally outline plans for the seven categories below:*

- **Goals**
  - Target a specific fundraising goal (dollar amount) using SMART goals:
    - Specific—The goal should deal with a specific area of performance.
    - Measurable—The goal should be measurable, not subjective.
    - Attainable—The goal should be ambitious but remaining within the realm of possibility.
    - Relevant—The goal should be connected to the overall mission and vision of the organization.
    - Time-Based—The goal should have a deadline. (See **donorbox.org**'s Set and Meet Fundraising Goals page for more information)
- **Timeline**
  - Using a calendar, start with the end in mind and work backwards to set specific dates for completion of tasks. Ensure dates are realistic and achievable for all team members based on the project goals and the other coursework/curriculum that needs to be completed.
  - Classes will likely need to start planning *at least* halfway through a semester/course. For example:
    - Complete initial learning (Mod 31A&B)
    - introduce project, research, and develop rough plan (2-4 hours)
    - Set aside time every week or whatever works best
    - Set launch date and end date
    - Present results/reflections to class (possibly as a final project)
- **Target audience**
  - Discuss why this is an important step (e.g. focus advertising, maximize donations, align values and messaging with donors, etc.)
  - See **Upleaf**'s webpage How to Define Your Target Audience
- **Budget**

  Templates and examples for proper budgets can be found online. We recommend a few listed below.
  - *SaskGives Budget Template*
  - Canada.HumanKinetics.com Take Proper Steps to be Thorough with your Fundraising Project
  - Microsoft Template (English and French versions)
  - Fundraiser.com Tips

  Regardless of the template chosen, students should keep detailed records of:
  - Estimated expenses
  - Actual costs
  - Estimated donations (Goal)
  - Sponsorship dollars
  - Each individual donation
- **List of responsibilities**
  (Class? Group? Individual?)
  - Groups should develop a plan for designating and tracking tasks. Each group should share their ideas with the class and adjust plans after discussion.

- **Communication/Marketing Plan**
  - Discuss advantages of pinpointing methods of communication (email, social media, advertising/posters, etc.), consistent messaging, and the importance of planning and timing of messaging.
  - See **Cause Vox**'s Crafting a Communications Plan for Your Crowdfunding Campaign PDF (Focused on crowdfunding but applicable to other types of fundraising)
  - Advertising and messaging Tips: **PTO Today**'s webpage 30 Ways To Boost Your School Fundraiser With Social Media
  - More tips on assembling a communications plan. **CallHub**'s webpage How To Write An Effective Fundraising Communications Plan in 8 Steps
- **Discuss and plan process for collecting donations and submitting to charity**
  - It is recommended that classes consult with school administration to discuss safe and acceptable ways to collect donations.
  - Determine how will funds be transferred to the charity.

D. Implement the Plan
  - Determine how tracking will be completed by evaluating pros & cons of any method. You may consider:
    - trackmyfundraising.ca
    - *MS Donation Pledge Log* Template
  - Using an appropriate method, track:
    - Donations
    - Response to communications on social media, via email, etc.
  - Compare ongoing results to goals and adjust strategies if needed.

E. Reflection
  - Ask students to compare final results with initial goals and other elements of the Project Plan.
  - Encourage students to reflect on successes, failures, and learning throughout the process. What went well? What would they change if they were to do this again?
  - A final reflection could be written or presented.
  - Use a Charity Project Rubric and Student Self-Assessment for evaluation.

For more curriculum information, please visit
the Government of Saskatchewan curriculum website.