

Fundraising and Resource Development: Creating & Executing a Plan

Theme 6.4 Part 4 of "Building Organizational Capacity"

Bonner Community Engagement Curriculum: The 8 Themes Series

BWBRS Description: Fundraising has now become a standard part of financing nonprofit. This workshop provides students with tactics for raising funds and with a number online platforms, which could be used to launch a fundraising initiative. The training guide illustrates several effective fundraising techniques that can guide students who are planning a fundraising event for a nonprofit organization.

Overview: The workshop begins with a moving story of Alexandra Scott who shares, "When life gives you lemons, you make a lemonade." There starts her fundraising initiative - Alex's Lemonade stand. Her story sheds light on how young people can and do get involved with fundraising to fight for a cause. This is followed by a short discussion about what issue the participants deeply care about and how they would like to fight for a cause. The workshop explains what fundraising means, what the 6 steps are to develop a fundraising plan, and what online platforms are available to maximize the efficiency in context of fundraising efforts.

Key Words: Fundraising, crowdfunding, project planning, leadership skills, communication, management, sustainability, civic engagement

8-Themes: Third Year - Semester 6

Bonner Developmental Connections: This training guide is recommended for third-year students who are connected to a nonprofit, struggling with planning special fundraising events due to limited staff, time, and financial resources. It prepares students to effectively plan and generate funds for community partners. Students could use this lesson to develop a capstone project and a concrete fundraising plan for their service-site.

Bonner/VALUE Rubric Outcomes: This workshop will help participants develop competency in areas pertaining to "Analysis of Knowledge," "Civic Communication," and "Civic Action & Reflection," as discussed in Civic Engagement VALUE rubric (AACU).

Workshop Learning Outcomes:

Participants will:

- Explain the terms: fundraising and crowdfunding
- Describe various fundraising strategies
- Develop a fundraising plan
- Identify potential resources for the nonprofit partners to secure funding (grants)

Materials:

- Pen, markers, flip chart paper
- A small stone for listening circle
- A timer and a pleasant-sounding bell to signal people to come back together
- Copies of attached handouts for each participant

How to Prepare: As the facilitator, you should review the entire guide and handouts to get familiar with the material. Print out handouts. If possible, arrange the chairs in a semi-circle before the session.

Brief Outline:

This 1-hour workshop has the following parts:

Introduction	Suggested time: 5 minutes
Listening Circle	Suggested time: 10 minutes
Fundraising PowerPoint	Suggested time: 20 minutes
Develop Fundraising Plan	Suggested time: 20 minutes
Closing	Suggested time: 5 minutes

Your Plan

Part 1) Introduction

Suggested time: 5 minutes

Begin the workshop by introducing yourself and the role you will be playing as the facilitator. It is also an opportunity for facilitators to briefly describe the objective of the session. You may also want to mention if you have any experience working with/in a nonprofit fundraising project. If you are a student leader, mention which sites you have worked with in the community.

You could then ask participants to read the quote “When life gives you lemons, you make a lemonade” and invite 1 or 2 volunteers to share how they responded to a situation that reflected the approach, mentioned in the quote above.

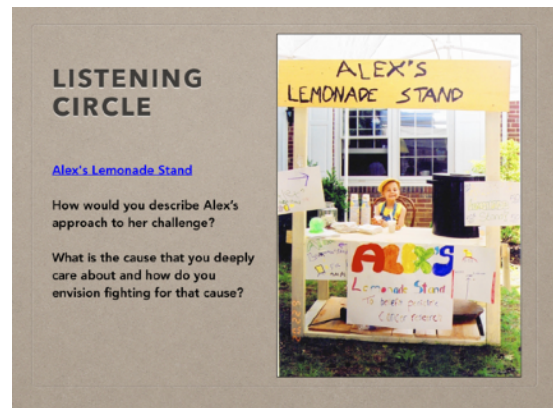
This will be a good transition to the next activity - video-based discussion.

Part 2) Listening Circle

Suggested time: 10 minutes (activity suitable for a group of 7-10 individuals)

Video: You may want to say something like, “Thank you for sharing your experiences. I am going to share a moving story of a brave girl - Alexandra Scott. When life presented challenges, this is exactly what she said “When life gives you lemons, you make a lemonade. Let’s see how she did it.” Then, show the video: <https://www.youtube.com/watch?v=gM9GbaSsUaE>.

Listening Circle: As mentioned earlier (under preparation), it may help to have students sit in a semi-circle or circle for this activity. Show a small stone that you are going to use for this activity. Explain that the person who is holding the stone will share his/her thoughts about the video. Once the participant is finished sharing, he/she will pass on the stone to the next person. If the person is not ready to share, he/she could say “Pass” and hand the stone to the person sitting next. Here are the two questions that could be used to facilitate the activity.



“How would you describe Alex’s approach to her challenge?”

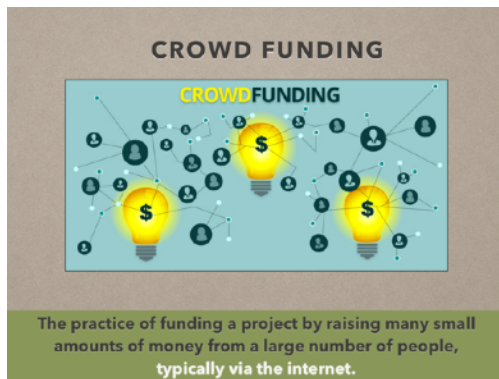
“What is the cause that you deeply care about and how do you envision fighting for that cause?”

If the group is large, you could use a whole group discussion format and ask 5-7 volunteers to share their responses rather than expecting each participant to share.

Part 3) Fundraising Presentation

Suggested time: 20 minutes

- Explain the terms “fundraising” and a few popular fundraising ideas such as bake sale, car wash, penny drive, and bracelets.



- Then, ask student if they have heard the

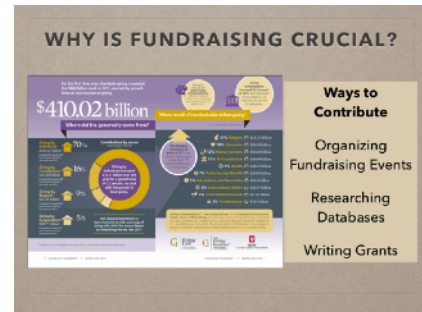
term “crowdfunding.” If they have, let them share their understanding. Then, expand upon the idea that it is another way of raising funds, using online platforms. One of the benefits of raising funding this way is that it has the potential to

reach out to a wider audience.

- Share example of “Brushes with Hue” project to discuss crowdfunding. It’s an art project initiated by students to work with students from less privileged background to beautify public schools. The idea is that an art-inspired school will create a positive learning environment for students and will also encourage students to enhance their art skills. In order to raise funds for the project, the students used one of the online fundraising platforms and advertised this project on Facebook. With the help of the online platform, student volunteers were able to recruit more volunteers, meet new partners (e.g. stores selling paint) who donated supplies



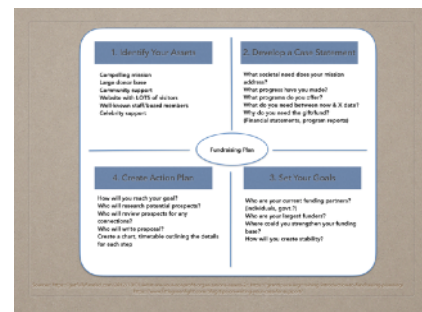
- Inform students that there is no cookie-cutter strategy for raising funds for a cause. However, there are a few factors that should be taken into consideration such as staffing, time, expenses, partnerships, and more. All these facts are explained in one of the slides.
- The graphic in this slide is very informative. It shows that 70% of charitable dollars come from individuals. So, it is crucial to leverage this. There are also other ways of helping nonprofits with their fundraising, which include researching and identifying donor database and writing grants.
- Online Platforms: Introduce students to various online platforms for fundraising and explain "casues.com" in detail (see the other slide). Then, students could use the internet to check other platforms.
- Fundraising Plan: This slide has a video that explains the 6 steps that are involved in developing a fundraising plan. Inform students that after watching this video, they will be developing their own fundraising plan.



Part 4) Develop Fundraising Plan

Suggested time: 20 minutes

Now that students are aware of the 6-steps process to develop a fundraising plan, this is the time to carve out one for their service-site. For this activity, you could group students based on their service-sites (i.e. if they volunteer at the same service-site, they could form a group). If that is not possible, ask them to work individually. Explain to students that based on what we discussed about the 6-steps fundraising plan, they will now develop their own fund-raising plan. However, they will only focus on the first 4 steps (see



the attached worksheet), because steps 5 and 6 can not be performed without executing the plan.

Distribute the Fundraising Plan Handout - one per group. Ask groups to identify one online platform through which they would launch their fundraising initiative, and put it in the center of the worksheet. Give them 15 minutes to complete the task.

Part 5) Closing

Suggested time: 5 minutes

If the activity was done in groups, you could ask each group to share their fundraising plan and ask others to provide feedback.

If all the participants worked on their plans individually, ask a few volunteers to share their plan and ask others to provide feedback.

Inform participants about the handout of suggested fundraising ideas and strategies (see below) that they can take home to help develop fundraisers to generate funds for nonprofit community partners.

Credits:

This workshop was developed in 2018 by Ariane Hoy, Arthur Tartee Jr., and Rachayita Shah, Bonner Foundation staff.

Resources used in this workshop:

- Video: Alex's Lemonade Stand: <https://www.youtube.com/watch?v=gM9GbaSsUaE>
- Video: Fundraising Planning: <https://grantspace.org/training/introduction-to-fundraising-planning/>
- Giving USA: <https://givingusa.org/>
- Foundation Center: <https://foundationcenter.org/>
- Grant Space: Foundation Center's Learning Community: <https://grantspace.org/>
- Blog from a crowdfunding site - <https://blog.fundly.com/fundraising-ideas-for-politics-and-public-office/>
- Organizational Assets: <https://getfullyfunded.com/2012/10/01/what-are-your-nonprofit-organizations-assets-2/>

Fundraising Action Ideas

- 1) **Penny Wars.** Feed into the competitive spirit that exists on your college campus – start a ‚penny wars‘ competition amongst your sports teams, dorms, classes, or schools. In case you didn’t know, ‚penny wars‘ is a fundraising competition where each competing group has a bucket for collecting coins. The value of pennies collected by a group counts negatively towards a group’s total, while the value of others’ coins counts positively. Thus, in a competition between group A and group B, a contributor who wants group A to win will place nickels, dimes, quarters or coin dollars into Group A’s bucket and pennies into Group B’s bucket. It’s a great way to make a lot of money in a short amount of time!
- 2) **Pie Your Professor.** It’s fairly simple – pick three (four, or five) of the most well known professors on campus and start a collection in the cafeteria for each one (with their permission, of course). The professor with the greatest value of funds donated to his/her collection will be pied in the face in front of the campus.
- 3) **Fashion Show:** Put on a fashion show and charge a donation at the door. Giving students a chance to model will provide an opportunity to involve the wider campus community, and attract their friends to come see them on the catwalk!
- 4) **Mile of Change.** Set up a roll of tape in the student center or cafeteria and put up signs for students to stick their coins to it. Watch as it accumulates, growing and growing in size until you reach a mile. Let students know that one mile of pennies = \$900. One mile of quarters = \$16,000!
- 5) **Campus Festival.** Coordinate with your student council and other groups on campus to put on a festival. Every group can set up a tent or put on an outdoor performance. It’s a great way to raise money selling t-shirts, food, and other wares, and also the perfect opportunity to bring your campus together.
- 6) **Challenge your Professor.** Challenge your professors to supplement every \$1000 (or \$500) donated by the student body to your community partner (nonprofit) with a donation of their own.
- 7) **Raffles.** Get local businesses to donate gift cards or gift baskets to your club and raffle them off. Sell tickets in your dorms and everywhere else. Ask your school’s bookstore too; books are expensive and it’s a great incentive.
- 8) **Capture the Flag.** Organize a capture the flag competition where students have to pay to register a team. Get donations from local stores for prizes to the winner. Motivate existing groups to join for a good day of fun and a good cause.
- 9) **Art Sale.** Sell your crafted jewelry, artwork, knitted designs and other homemade goods and donate the proceeds.
- 10) **Concerts.** Turn ticket sales into donations! Many bands are willing to perform just for the exposure, while others are supporters of causes and may agree to perform for a minimal fee. Encourage students that are gifted with talents to share them to benefit a great cause.

FUNDRAISING STRATEGIES

- ❖ There is no single best fundraising strategy for volunteers. Each approach has advantages and disadvantages. Select the plan most appropriate for your campus and community.

Here are some important factors to consider when planning your event:

1. Staffing. How many volunteers do you need for your campaign? Do you have a leader willing to plan, coordinate and commit to the event's success?
2. Time. How much lead time do you need to plan and implement your fundraising idea? What are the time constraints behind the fundraising drive? Many fundraising activities take months of planning.
3. Seek advice: Is there someone in your school or community who can help you with your efforts? Have you talked to friends or other students in your school who were successful raising funds in the past? Have you talked to your principal or guidance counselor?
4. Expenses. Have a realistic projection of revenue and expenses for your drive. It is critical that events that benefit the community partner (nonprofit) are cost effective --expenses should not exceed 25 percent of all collected revenue. This goal should be outlined in your budget during the very beginning stages of planning. In calculating your expenses, consider options for sponsors to underwrite costs. *
5. Donations. What method of payment will you choose: cash, check, or online donations? Will you accept non-monetary contributions? *Are you fundraising for a specific community partner (nonprofit) program/country? How will you acknowledge the donors? **
6. Partnerships. Are there organizations on your campus that can support you in reaching your goals? Will they be able to support you monetarily, through publicity, and/or with human resources?

[Handouts and Presentation](#)

Fundraising Plan

Fundraising Action Ideas

Fundraising Strategies

FUNDRAISING PLAN

Name: _____

Crowdfunding Platform: _____

