

10 steps to a successful

Fundraiser

Group Program

IDEAS

1. Identify the group's financial needs. Think about community service projects, dues, and activities that will require money.
2. Brainstorm ways the group can raise money. What products or services can members sell? What events could the group host? Are there other fundraising ideas? Are the ideas consistent with the image the group wants to portray? For example, selling candy bars might not be a good fit for groups that promote healthy eating.
3. Select a fundraiser that all group members can participate in and enjoy. What is appropriate for the ages of the group? Are there risks involved? Are other groups already doing something similar?
4. Create a budget for the fundraiser. How much money does the group want or need to raise? What are the expenses? What quantity must the group sell, or how many people must attend to show a profit? What will people realistically pay?
5. Identify the role each member and/or adult will fill for the fundraiser. Practice the skills needed to be successful (e.g., making change, keeping records, making a sales pitch, assembling products).
6. Make a timeline and list the action steps for the fundraiser. Assign supervision and responsibility for each step to members. Communicate to all members the beginning and ending date of the fundraiser.
7. Develop publicity for the target audience. Tools to consider include news stories, paid or unpaid advertising, posters, flyers, 4-H or school newsletters, and other direct mail. Emphasize the value of the product, service, or event, and benefits to the community.
8. Learn all you can about the project or cause the group is supporting. Develop a knowledgeable sales pitch and practice it, explaining how the money will be used.
9. Evaluate the fundraiser afterward. What worked and what didn't? What would the group do differently? Did youth really lead the project? If not, how could they assume more responsibility? Record ideas for future projects.
10. Thank those who supported the fundraiser. Send personal letters to key people. Use newspaper or radio ads to thank the public or local businesses. Consider sharing photos of ways the group put the money to work.

Discussion Starters

Choose one for roll call, get-to-know-you activities, or conversation starters.

Share something you do for fun that is FREE! If you could start a business, what kind of business would it be? What is one way our group could raise money? Name one way you can save money when shopping. Name the last thing you bought with your own money.

What is something you spent money for that you wish you hadn't? What is something you spent money for that you think was a good deal? How have you used your money to help others? How have you used your time to help others? Name something you are saving money for. Name something you need. Name something you want.

Want or Need Collage

Define wants and needs. Clip products from magazine ads and sort them into needs and wants. Create a collage to visualize the differences. For more information, check out the Money FUN-damentals Project Guide.

Money Match

Cut some play money into two parts using random scissor cuts. Give part of a bill to each group member and have each person find the owner of the matching part. Have the partners decide how they could spend the money on a shared want and a shared need.

Blind Taste Test

Conduct blind taste tests on some favorite food products. Use the Rule of Three by selecting three different brands of the same food item and comparing taste, texture, appearance, cost, etc.

What's In an Ad?

Have group members bring a favorite magazine ad or tell about an ad they've seen on television. Discuss why youth like the ads, the creativity of the ads, and the information they present. Decide if the ads are truthful, what audiences they target, and why it is appealing.

Visit a Vault

Take a field trip to a bank, credit union, or other lending agency. Find out what services they offer. See how money is counted and stored.

Shoplifting Costs

Take a shoplifting quiz. Review the answers. Invite a retailer to explain what shoplifting costs. Invite a law enforcement officer to discuss shoplifting laws.

Sticky Situations

Identify some "sticky situations" involving money (money missing from a school locker, borrowing something from a friend and losing it). Discuss ways to handle the situation.

Menu Math

Play Menu Math. Gather menus from several local restaurants. Divide youth into small groups, giving each group a menu and play money. Choose items from the menu to feed their group with the money available. Remind groups to add in sales tax and tip when appropriate. Have money available for making change. Discuss what decisions the group had to make to feed everyone. Did everyone get what they wanted? Could they save money by using coupons or preparing the same meal at home?

Pet Pal\$

Select a pet. Calculate the cost of keeping the pet. Make a list of all the items needed to care for the pet. Think about feed, housing, veterinary services, toys, and accessories. Decide how often these items need to be purchased. Compare the costs at three places in the community or on the Internet. Where is the best buy? For more information check out the Pet Pals Project Activity Guides.

Making Change

Divide group into pairs with one person playing customer and the other playing cashier. Provide each pair with play money and a situation such as selling fundraising tickets, buying snacks at the ball game, or shopping at the mall. Role-play buying the item and making change. Switch roles.

It All Adds Up

Have youth identify at least three items they spend money on regularly. List the approximate cost of each item. Think about how many times the item is purchased in a month or year. Multiply the cost of the item by the number of times it's purchased. Talk about how small change spent every day adds up over time.

Support materials for many of these ideas may be available at your county Extension office.

Lead the Way

Make reusing and recycling a group goal

Brainstorm fun ways to help the environment and save money at the same time. Pass project materials, folders, and supplies on to new members. Re-use the back side of old posters for signs. Redesign holiday greeting cards and donate to a charity or nursing home. Be creative, save money, and reduce the amount of trash in landfills!

Organize a swap meet

Have members clean out their closets. Gather unwanted items at one location and have an exchange among members. Focus on something group members would like to exchange. The possibilities are endless — toys, books, videos, DVDs, livestock show equipment, prom attire, clothing, fabric, or equipment. Unclaimed items in good condition can go to a charity. Consider making this a community event.

Lead a “buy local” campaign

Ask a Chamber of Commerce executive or local business leader to speak to the group about how buying goods and services locally benefits the whole community. How do groups and other community organizations benefit when local businesses prosper? Work with business or chamber representatives to promote a "buy local" campaign.

Find low cost ways to have fun

Brainstorm ways the group could save money. For example, going on a nature hike instead of paying admission to an amusement park, or packing a lunch instead of eating out for the next group trip. List all ideas, then select the top 10. Use them during the year and share with others.

Organize a countywide financial skill-a-thon

Have participants perform routine tasks related to money management. Possibilities include making change, calculating per serving cost of food items, balancing a checkbook, and figuring the discounted price of a sale item. Plan in advance how the group will handle scoring and recognition of participants.

Host a make-and-take workshop

Divide the group into committees to explore low cost items members can make. Hand-crafted cards or gift bags, jars of cookies or soup mix, and craft projects are all possibilities. The workshop could be a club or community event with a fee to cover costs. Find ways to share what members learned and made.

Select a cause and use group resources to make a difference

Many organizations need volunteers like libraries, schools, hospitals, domestic abuse programs, food pantries, animal shelters, historical societies, county fairs, blood drives, and youth programs. Pick one and identify how members can help. Contributions could include labor, supplies, or cash.

Create a list of free local attractions

Consider the arts, recreation, historic sites, libraries, community events, nature, and scenic areas. Work with local chamber or tourism groups to post attractions on a community website. Offer to take digital photos if none are currently available.

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More Resources

You don't have to look far for more great information about money and resource management.

Websites

www.extension.iastate.edu/financial

Resources for leaders, parents, youth

www.consumerjungle.org

It's a jungle out there-- survival tips for young consumers.

www.usmint.gov/kids/

U.S. coin facts and activities

www.themint.org

Tips for what to do with your money

www.younginvestor.com

Ideas to plan, earn, save, and invest money

www.zillions.org

Product tests and interactive consumer education

www.kidsbank.com

Money and banking FUNdamentals

www.kids.gov/k_money.htm

Link to other websites about kids and money

www.collegeplanning.org

College planning financial advice

Publications

The following publications are available from local ISU County Extension offices (may be a small fee)

Clothing Decisions: Discovering Choice, Managing Choice, and Clothing Decisions Group Helper's Guide

Consumer Savvy - The Consumer in Me, Consumer Wise, Consumer Roadmap, and the Consumer Savvy Group Helper's Guide

Financial Champions – Money FUN-damentals, Money Moves, and Personal Finance Helper's Guide

Companion website at <http://pa4h.cas.psu.edu/CurriculaFinancialChampions/>

High School Financial Planning Program

Learn about goals, employment, budgets, investments, credit, and insurance through self study or in the school classroom.

This is the way I spend my money

Personal spending plan booklet

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