

# FUNDRAISING BASICS AND SERVICE LEARNING PROJECT IDEAS

### Get Everyone Involved!

Include the entire school in the project. Include school organizations like the Student Council and Parent's Association. Set up a class liaison to each organization to report your progress. Create a blog to post your progress and gather support.

Take advantage of school wide assemblies to present the project and ask for input and feedback on how the class can make the **Facing the Lion Service Learning Program** a success. Show pictures or links from the **Cows for Kids** website.

Make a presentation to your local Houses of Worship or community organizations like the Lions or Rotary Club or the local Chamber of Commerce. Demonstrate your newfound skills as an effective global citizen!

### Planning Tips

When you plan an event, be sure to think about:

- Setting a budget & managing cash flow.
- Parking
- Signs – entrance, exit, restrooms
- Setting up a ticket sales table. Think about:
  - Advance ticket sales pick-up – use 2 lines – A to L and M to Z
  - Having more than one table and cash box for ticket sales
- Providing a program
- Contacting your local police and community authorities to let them know about your event.
- Ask before you put up signs directing people to your event. Observe local zoning laws.

### Sponsorship

Look to local businesses and ask them to sponsor your fundraising event. Be sure to communicate the kind of recognition the business sponsor will receive for their donation. Sponsorship can include:

- Cash in support of your event.
- Table sponsorship.
- Donations in kind – food or drinks for your event, paper goods, the printing of invitations from a local printer, prizes.

### Publicity and Promotion

Help your students learn how to effectively inform their school and community about their goals and event.

- Have your students learn how to write a press release and create a media plan.
- Create a blog that will allow fellow students, parents and the school community to follow along as the class works towards their fundraising goal.
- If the students are going to put up posters about an event, be sure to ask the business owner or community organization before you put up posters. Talk about being polite,

## Facing the Lion: A Bridge to Kenya

### Interdisciplinary Middle School Curriculum and Service Learning Program

asking nicely and know how to explain why supporting **Cows for Kids** is important to them.

- Create an e-mail group and send out e-mail blasts to groups of supporters, and potential supporters. Ask for their support and keep them updated on the class's progress.
- Use local and community e-mail networks and online newsletters to advertise your cause and event. Lots of schools have online newsletters, as well as Houses of Worship and community organizations.

Be creative! Help your students develop skills in graphic design, writing press releases, using new technologies, and public speaking:

- Make a film about the people of Northern Kenya to present to your school and community.
- Create an advertisement or flyer using interesting computer graphics.
- Create a window sticker that you can give donors and businesses that support your event.
- Design an invitation to your special fundraising event.
- Design stationary or special cards and envelopes that you can sell in packs.
- Design and create posters of your event.
- Photography – take pictures and make a photo diary of your project. Post them on your school website or blog.
- Decorate your gym or hall with special cow or African themes.
- Explore African music to be used at events.
- Learn an African song and perform it for your fundraising event.
- Design an Event Program with graphics and photos.
- Create special t-shirts for your fundraising team, sell special t-shirts in support of your cause!
- Explore African art and ways that you can use them in your project – masks, clothing, beads.
- Create a special beaded necklace or bracelet that shows that you support **Cows for Kids**.
- Learn about cooking African food for a creative African dinner night.

### Donor Recognition and the Importance of Saying Thank You

Help your students learn to appropriately acknowledge the generosity of others.

- Be sure to communicate the kind of recognition the donor and/or business sponsor will receive for their donation (i.e mention in press releases, signage on tables, or name/logo on invitations and/or posters).
- Students should plan out how to:
  - Thank their donors. Each donor, at a minimum, should receive a personal thank you note from a student.
  - Think about taking out a thank-you advertisement in your local paper or write a letter to the editor thanking people for their support of your event for **Cows for Kids**.

## Facing the Lion: A Bridge to Kenya

Interdisciplinary Middle School Curriculum and Service Learning Program

### Some Great Fundraising Ideas

- African dinner with African food and music. “Out of Africa” or “Facing the Lion” themed night.
- Sponsor a contest to guess the how many pennies, marbles, etc. are in a jar.
- Have an African-themed fair on a weekend or holiday. Include things like:
  - Face painting
  - Beading
  - A tournament of Mancala games
  - Music and food
- Hold an Afternoon Tea Party with special teas from Africa.
- Dance Marathon.
- Car Wash.
- Hold an African-themed raffle.
- Host a walkathon or Half Marathon (get your local running group to help).
- Host a family fun bike event (get your local bike shops involved).
- Host a karaoke night.
- Host a geography or spelling bee.
- Have some adults help you sponsor a golf tournament.
- Organize a community wide scavenger hunt and sell tickets to register and participate.
- Organize a school wide talent show. Think about having a dinner before or after for all the performers and attendees. Tickets to include the show and dinner
- Host a dinner and a movie event.
- Have a Kid Service Auction – offer your services to:
  - Mow lawns
  - Clean cars
  - Wash windows
  - Plant flowers
  - Bake
  - Rake leaves
  - Shovel driveways
  - Walk dog (s)
  - Pet care and house care when someone is away
  - Work in the garden
  - Watering flowers and gardens
- Host a pet show.
- Sell wreaths and poinsettias at Christmas.
- Sell flowering baskets and plants in the spring.
- Make and sell Holiday or Valentine cards.
- Sponsor a community kite making and flying day at your school.
- Have a cow cookie bake sale.
- Host a school wide garage sale on a Saturday – everyone donates items and the proceeds go to Cows for Kids.

[www.cowsforkids.org](http://www.cowsforkids.org)