

Fundraising Planning Guide

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Topic: Youth Fundraising for the American Red Cross.

Purpose: Use this guide as for tips on how to plan a successful fundraising event. Read the guide yourself, or use to present to fellow Red Cross Club members.

Materials:

- *Fundraising Planning Guide* Script (September 2013)
- PDF presentation *Fundraising Planning Guide* (September 2013)

Presenter Notes:

- If you are presenting to your Red Cross Club, the Facilitator Notes column consists of recommended content to be presented. Facilitators are not expected to read word-for-word from this guide. *Where appropriate, feel free to change the wording to better suite your personal delivery style.* Be sure when you do this that you stay within the context of the material and the learning methods used to convey the information.

Slide	Title	Notes
0	Introduction	<ul style="list-style-type: none"> • This guide will show you how to plan a successful fundraising event. These are the steps it takes to plan a great event!
1	What We Do	<ul style="list-style-type: none"> • It's important to know the mission for which you are fundraising. • The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.
2	Why do we Fundraise?	<ul style="list-style-type: none"> • We generate our funding through the help of generous donors. The American Red Cross is a non-profit organization that does not receive direct funding from the government, and this means we need to fundraise in order to function as an organization. These funds go to the most urgent needs, from helping families recover after home disasters to providing shelters during natural disasters. An average of 91 cents out of every dollar goes to fulfilling the American Red Cross mission. • With generous donations The American Red Cross has been able to: • Respond to over 70,000 disasters a year. • Educate four million people about first-aid, water safety and other lifesaving skills every year. • Provide over 50,000 relief items via international disaster response operation. • Vaccinate an estimated 146 million children through the Measles and Rubella Initiative campaign.

3	Our Work Impacts Everyday Lives	<ul style="list-style-type: none"> • Take a look at the other ways fundraised dollars are at work. • As you can see, fundraising and the generous funds from donors helps us fulfill our mission. You are taking a great step in helping the Red Cross impact people's lives!
4	Getting Started	<ul style="list-style-type: none"> • Planning a fundraiser takes a lot of thought. While thinking through what you may want to do, these are very important steps and questions you want to consider before getting started: • 1. What kind of fundraiser? Check out our project planning activity guides for great ideas. Also, ask your local Red Cross Unit for ideas and your local contact can recommend ideas from the “Menu of Youth Volunteer Opportunities.” • 2. Who needs to be involved? Who needs to sign off for approval? Make sure you contact your local Red Cross Unit before you start fundraising. Also involve your school administration to get approval for fundraising on school grounds. • 3. When is the best time to fundraise? Think about when your classmates or friends would be willing to donate or have extra cash with them. For example, some students bring money for lunch and it might be a good idea to ask them to donate their change. • 4. Where is the best location? Pick a place that everyone can find easily, or that a lot of people walk by; be sure to have enough space for everyone to work without being cramped. Consider your school gym, courtyard, or sports field. If you are unable to fundraise on your school campus, consider high foot traffic locations in the community. • 5. How to best promote the fundraiser? Regardless of the type of fundraiser you

		<p>decide to host, promoting the event is very important. Spread the word among friends and family, and ask your local Red Cross Unit to promote to their networks. Remember to continually remind people that all proceeds benefit the Red Cross mission and go to “where the needs are greatest.” If using social media, make sure to review the “Social Media At Work” appendix in “Club in a Box” for guidelines.</p>
<p>5</p>	<p>Top Fundraising Ideas</p>	<ul style="list-style-type: none"> • There are several resources available to help you plan a great fundraiser. The Top Fundraising Ideas activity guide contains several fundraising ideas and you can download it on redcrossyouth.org . Remember all proceeds will be donated to the Red Cross. • Fundraising ideas include: • Food truck partnership: Pair up with local food truck companies to receive a portion of sales dollars or ask customers for a donation with purchase. • Host a Holiday Gift Wrapping station at your local mall or favorite store. • Taste of Red Cross: Cook dishes from around the world and bring them to a central location where attendees can pay a donation fee to enter and taste dishes. • Organize a 5K race. Ask participants to donate money for a registration fee. Participants can also ask friends and family for donations exceeding the registration fee. <p>If these ideas aren’t a good fit for your peers and school, then be creative and come up with your own! Make sure to contact your local Red Cross chapter before starting the fundraiser to make sure the idea is inline with the Red Cross mission. Also</p>

		remember to share any materials or flyers with the chapter for feedback about brand alignment – the Red Cross brand is known world-wide, so you want to make sure you’re using it correctly.
6	Online Fundraising	<ul style="list-style-type: none"> • Another great way to fundraise is through the Internet! • You can host online fundraisers with the American Red Cross. Visit the online fundraising page on Redcross.org and follow the simple directions. • Also, take a look at the Sponsored Volunteerism activity guide, a service-based fundraising activity where you seek donations for the time you spend volunteering. This activity guide is also available for download on redcrossyouth.org
7	Customizing the Fundraiser	<ul style="list-style-type: none"> • When it comes to fundraising in your community, think about what will attract community members to donate and how you can customize it for them. • If your school or community hosts special events like football games or carnivals, plan fundraisers during those events! Speak to the person in charge of school events to get permission to plan fundraisers during these times. • Here’s a great example: One high school had a “Kiss the Pig” contest. Students got to place votes for the teacher they would most want to see kiss a pig. At the end of the event, the teacher with the highest number of votes actually had to do it! (If you want to do this, make sure you ask the teachers if they would be willing to participate before starting the voting process.)

8	Tips and Things to Remember	<ul style="list-style-type: none"> • Make use of all the resources available to you! Activity guides, your local Red Cross Unit (be sure to ask to your contact if he/she can connect you with someone in development/fundraising so you can ask for tips), and online networks like the Red Cross National Youth Council Facebook group. • Work with local Red Cross Unit to determine if any agreements are needed to host the fundraiser at local restaurants or other spaces. • Determine the best way to explain the fundraiser impact. What are some of the ways donated money funds the Red Cross mission? Find information in the annual report. Remember to let donors know that the money goes to “where the need is greatest.” • Discuss the best way to give the fundraised money to the local Red Cross unit. Clubs should work with their Red Cross Unit and report and forward all proceeds within 14 days following the fundraising event. • Remember to thank people who donated! Send a thank you email or card to show appreciation for the generous donation.
9	FUN in Fundraising	<ul style="list-style-type: none"> • Most importantly, have fun! You want to make the best out of whatever you do with the Red Cross. Making events fun and interactive will increase popularity and funds!
10	Stay Connected with Your Chapter	<ul style="list-style-type: none"> • We want to remind you again that it’s important and necessary to let your local chapter know that you’re fundraising before each and every fundraiser. • By contacting the chapter, you will be able to stay connected, and receive guidance and answers to your questions.

11	Happy Fundraising!	<ul style="list-style-type: none">• Thank you for all your hard work! We hope after this presentation that you feel confident in planning a fundraiser. Remember to send any pictures of your fundraiser to youthinvolvement@redcross.org.
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