



Entrepreneur

Fundraising

Links to: [Business management skills](#)

Lesson overview

Planning and conducting a fundraising event supports the development of business management skills. In planning a successful fundraising event, organisers are required to identify a product or service that can be used to raise money. This needs to be advertised to potential donors in order to raise as much money as possible.

Classroom organisation

Students work collaboratively on this task.

Resources

The resources will be determined by the planning phase of this activity.

If necessary, you may focus on the planning of a fundraiser, rather than actually conducting the event.

Print

- ☐ Planning worksheet

Instructions

Brainstorming

- Ideas for a cause
- Ideas for a fundraiser

Students need to determine what they want to raise funds for – it may be a charity or an event such as a school camp or sporting equipment.

Brainstorm ideas on the whiteboard, and narrow down the options through a classroom discussion.

Determine a short list of ideas, and conduct a vote or survey to determine the cause and fundraiser.

Planning

Determine the planning requirements of the fundraiser:



What do you need to buy? Products to sell? Items to help you sell them?

When will you conduct the fundraiser? If you are selling a product, you might like to do it before school or at recess. If it is food, it might be best to sell at lunchtime.

Who do you need to work with? Do you need permission from the Principal or others? Do you need to borrow any equipment, like a barbecue? Do you need to use the kitchen or art room?

For **how much** do you have to sell your product in order to make a profit?

Determine how much it will cost to buy all of the items? How much do you have to sell each item for to make more money than it costs?

How will you publicise your fundraiser? Will you create posters? Will you visit other classes to talk to them about your fundraiser?

Conducting the event

Who will help out during the fundraiser? Do you need a roster of people to help sell your items?

Do you need a float? A float is a small amount of money that you use to give people change at the start of your fundraiser. You need to give the float back at the end of the event.

Evaluating the event

You will need to determine how well your fundraiser went. Count the amount of money that you have earned to see if you have collected more money that you have spent. If you have, you have made a profit! Well done!