

Start a Fundraiser Template

01. WHY

Determine what you'd like to fundraise for!

What issues do your team and student body care about? What would you like to gather funding and donate towards? What impact do you want to drive?

E.g. Check out [World Vision Canada's Gift Catalogue](#) to choose specific items /toolkits /training to donate to vulnerable communities in need!

Some cool gifts include:

[Climate Change Resilience Training for Women and Girls](#)

[Supply a Classroom](#)

[Stock a Medical Clinic](#)

[Girls' Hygiene Kit](#)

02. WHAT

Combine interest and cause

What is your student body interested in spending money on? What are some trendy purchases or activities lately? Build a fundraiser by bulk-purchasing it from the store at a lower price and reselling it at a higher price at school.

E.g. For Goods: Uncle Tetsu cheesecake, Krispy Kreme donuts, trending accessories

Alternatively, plan an event that students would purchase tickets for! What would your student community like to gather to do together that's fun?

E.g. For Events: gaming tournament, arts & crafts, movie night + snacks

*BONUS: when the interest and the cause have direct relations, you will generate more interest!

E.g. Organize a sports tournament or open gym to fundraise for sports equipment for children in need. Organize a free tutoring session and raise money to supply school equipment for children in poverty.

03.

Find collaboration opportunities with other student clubs

What existing student clubs at your school can you partner with? Sports varsity teams, hobby clubs, or contest clubs? Ask if they would be interested in collaborating in planning an event together and charge students a ticket fee.

E.g. Collaborate with the Yoga club to host a fundraising yoga class and donate ticket income to a cause. Collaborate with a polymer clay craft club to create and sell chicks and piglets charms to fundraise and donate real chicks and piglets to families in poverty.

04. WHEN/WHERE

Plan the fundraiser logistics!

Time:

When will this fundraiser happen, and for how long? (Is it a one-time event or are you selling specific goods during lunch breaks for a few days?)

How much lead time do you need to organize this event?

Which days during the school year will your team have the time/capacity to run this?

Does what you want to sell have a specific season? (e.g. outdoor sports events need to be during spring or summer, selling hoodies should be in colder seasons etc.)

Where:

Where will this event or fundraising booth happen?

Who do you need to contact to request access to this location?

What is the process for booking this place? How long do you need to book ahead of time to secure this location?

Does your school have restrictions on selling food?

How will you have the fundraising goods delivered and/or stored at this location?

Reference the Event Planning Guide for further guidance!

05. WHO

Activate your team and reach your audience

What tasks need to be done from start to finish? What roles can you create to delegate the tasks to? (Reference the Club Structure and Roles document for ideas)

Who are you mostly targeting to purchase goods or tickets for the fundraiser? How can you spread the news to them and get them excited about this?

06. HOW

Promote the Fundraiser!

Spread the word! Post on social media, print out and put up posters in your school. Partner with your student union or council and ask them to share the news. Do a few school announcements. Tell your friends and your friends' friends!

Pro tip: "Word of Mouth" (e.g. getting your friends to promote it to their friends) is always the most effective in getting people on board!

A SAMPLE PLANNING SCHEDULE: A FUNDRAISING YOGA CLASS

STEPS	ACTION
01. OUTREACH	<p>Reach out to your school's yoga class or a local yoga studio - would the teacher or owner will open to hosting a fundraiser together? Where the teacher will "donate" by teaching a class for free, and you will charge a ticket fee which 100% of the proceeds will go towards a cause.</p> <p>Which cause would you and the yoga teacher like to fundraise for?</p>
02. DATE/LOCATION	<p>Determine a date and time when you will host a yoga class fundraiser with the teacher/studio. Determine if the event will be at school or at the studio.</p> <p>If it's at school, what are the procedures for booking a classroom for lunch or after-school time?</p>
03. FUNDRAISING GOAL	<p>Determine what ticket price is reasonable, how many spots are available, and how much you want to raise.</p> <p>E.g. if the class max out at 30 students, and \$10 is a reasonable cost for students to afford, then you will raise \$300</p>
04. TICKET SELLING	<p>Determine:</p> <ul style="list-style-type: none"> ◦ How will you sell tickets and get sign-ups? Is it a table booth at school during lunch? Is it a digital form? Is it a point person that people go to? ◦ How will you accept payments? Cash or e-transfer? ◦ How long will you sell tickets for? By what time will the teacher need to know the confirmed attendance?
04. PROMOTION	<p>Now that you've secured the partnership and determined the date/time, location, and ticket-selling process and prices - start spreading the word!</p> <p>Communicate the event logistical information to your school and tell them about the cause you're fundraising for! What's the global issue (e.g. lack of clean water and deadly water-born illness)? How will this donation help the people who are impacted by this problem?</p> <p>Start with the Yoga club students and get them to come. Ask them to tell and bring their friends. Design posters and put them up at school, post them on your social media page, and ask your student council to repost/share. Make announcements through the school broadcast or in classes.</p>
05. LOGISTICS	<p>Bring everything your event needs together! What needs to be prepared? Are yoga mats provided or do students need to bring their own? Do you want to provide drinks or snacks? Would you like to do a short presentation on the cause you're fundraising for prior to starting the yoga class?</p> <p>Advocacy, raising awareness, and educating your peers are just as important as raising funds!</p>
06. EVENT DAY!	<p>Once you've got all the ducks in the roll - you're good to go! Enjoy the day, and take lots of photos so you can share and recap the event on social media.</p> <p>Tag @worldvisioncan and @wvyouthcanada on your posts!</p>
07. DONATE!	<p>Congrats on raising the funds! Go ahead to donate the funding at worldvision.ca or mail a cheque to World Vision Canada's Office (1 World Drive, Mississauga), labelling your school club and which cause you want to donate towards.</p>
07. DEBRIEF	<p>After the event, meet with your team to reflect and debrief on the event. Celebrate the successes! Reflect on what went well, what can be improved for next time, and the lessons learned.</p>