



# Fundraising Can Be Fun!

EPISODE #510

ACTIVITIES & LESSONS

## LESSON LEVEL

Grades 6-8

## KEY TOPICS

- Charitable Giving
- Fundraising
- Decision Making

## ENTREPRENEURS & STORIES

- Stamford High School Music Program – David
- Arts In Reach – Shanna
- Indiana University Dance Marathon – Megan, Emily, & Joe
- Seattle Young People’s Project – Rataya
- Give Blood, Play Hockey – Mary

## EPISODE SYNOPSIS

Have a worthy cause? Then host a successful fundraiser. This episode shows how to organize volunteers, choose the right venue, get the word out, and keep expenses low. Learn the right way to do the right thing.

## LEARNING OBJECTIVES

1. Identify your cause.
2. Choose an event that makes sense for your cause.
3. Learn organizational skills for fundraising.
4. Learn financial terms.

## NATIONAL STANDARDS CORRELATIONS

Aligned to National Financial Literacy Standards from the *JumpStart Coalition for Personal Financial Literacy*.

### Financial Responsibility and Decision Making

*Overall*

*Competency:* Apply reliable information and systematic decision making to personal financial decisions.

*Standard 1:* Take responsibility for personal financial decisions.

### Planning and Money Management

*Overall*

*Competency:* Apply reliable information and systematic decision making to personal financial decisions.

*Standard 2:* Develop a system for keeping and using financial records. Consider charitable giving.

Aligned to Voluntary National Content Standards in Economics from the *Council for Economic Education*.

*Standard 2:* Decision Making

*Standard 4:* Incentives

## CONTENTS

- Lesson Prep & Screening
- Activity # 1
- Curriculum Connections
- Activity #2
- *Biz Terms* Vocabulary
- Family Activity Sheet



# LESSON PREP & SCREENING

## Getting Started

Familiarize yourself with the episode ahead of time. It will serve as a springboard for student learning, discussions, vocabulary exploration, and hands-on activities. Determine what is required to show the episode in your classroom and borrow equipment if needed. Choose an activity (each one takes between 45-60 minutes), and gather supplies. Have fun!

## Equipment & Supplies

For all activities, students will need a pen or pencil. Additional equipment needs are identified on activity pages.

## Screening

Introduce the series and the episode. Then, prior to playing the episode, lead your students in a discussion with the preview questions on this page. Explain that **Biz Kid\$** is a public television series that teaches kids about money and business. Also mention that the [bizkids.com](http://bizkids.com) website has lots of video clips, games, a blog, and other resources.

## About the Episode

Have a worthy cause? Then host a successful fundraiser. This episode shows how to organize volunteers, choose the right venue, get the word out, and keep expenses low. Learn the right way to do the right thing.

## Preview Questions

- Have you ever participated in an event to raise funds for a worthy cause?
- Did you ever wonder what it takes to put on such an event?
- Would you like to raise money to donate to a group or person in need?
- Have you ever been on a sports team that had a team sponsor?

## Summary & Conclusion

Fundraising is a big task, but it can have huge personal rewards throughout the process. Fundraising is a great way to learn organizational skills, people skills, and leadership skills while giving back to the community and the world. Pat yourself on the back, Biz Kid, for giving back in a meaningful and fun way!

## Family Connection

Distribute a copy of the Family Activity Sheet to each student to share what they've learned with their families.



Activity #1:

# PLANNING A FUNDRAISER

## Activity Learning Objectives

- Planning and organizing a fundraiser.
- Introduce *Biz Terms* and definitions used in the episode.

## Episode Details

Have a worthy cause? Then host a successful fundraiser. This episode shows how to organize volunteers, choose the right venue, get the word out, and keep expenses low. Learn the right way to do the right thing.

## Directions

Read the episode details out loud to the class. Hand out the worksheets titled “For Students” and discuss them together in class. Read the *Biz Terms* and discuss the vocabulary/episode review questions. Call on volunteers for answers, and have them explain to the group why they chose the term they believe to be correct.

Then, give the students time to complete worksheets. Finally, acting as a facilitator, allow students to discuss the issues. See Curriculum Connections on page 7 for additional ways to work with *Biz Terms*. (Note: the definitions are on page 9.)

## Activity Wrap-Up

Thank the students for their participation, and remind them that it takes a lot of preparation, planning, and hard work to have a successful fundraiser. By learning the steps to organize such an event, you can appreciate all that is involved and be better prepared. Supporting a worthy cause makes all the hard work worthwhile!



# PLANNING A FUNDRAISER

## WORKSHEET FOR STUDENTS

### Biz Terms

- Benefit
- Cause
- Charitable gift
- Deadlines
- Delegate
- Fundraiser
- Philanthropy
- Procrastinate
- Sponsor
- Timeline
- Venue

### Episode Review

1. The location where an event is held is the \_\_\_\_\_.
2. The act of voluntarily contributing to others' welfare is called \_\_\_\_\_.
3. In order to meet your event \_\_\_\_\_, you don't want to \_\_\_\_\_.
4. A \_\_\_\_\_ might be fighting cancer or getting blood donations.
5. Instead of trying to do everything yourself, learn to \_\_\_\_\_ tasks to others.
6. An event to raise money for a charitable cause is a \_\_\_\_\_ or a \_\_\_\_\_.
7. A business that "adopts" your group or team and provides money or donations is a \_\_\_\_\_.



# PLANNING A FUNDRAISER

## WORKSHEET FOR STUDENTS

As you learned from Shanna, who organized the walk-a-thon for Arts In Reach (AIR), it is important to be organized in order to have a successful fundraiser. Many of you may have participated in fundraisers through school, religious organizations, scouting, or sports. You probably sold something or accepted donations for a cause. However, now you'll have the opportunity to practice what is involved in the planning and organization stages of a fundraiser.

### The Fundraiser Plan

#### Step 1: Identify Your Cause.

- Who is the target audience (who will care about your cause as much as you do)?
- Is your cause local or is it on a national or global scale?
- What are your goals – are you raising money, raising awareness, or recruiting volunteers? If so, how much money or awareness is needed or how many volunteers are needed?
- Learn about any rules your school, your community, or your state has for accepting charitable donations for a cause. Are there any age restrictions? Is there any paperwork that has to be approved?
- Put together a quick introduction to your fundraiser by circling the answers and filling in the blanks below.

I am : 1) raising funds 2) raising awareness 3) recruiting volunteers  
 for *(list your cause)*: \_\_\_\_\_  
 because \_\_\_\_\_

My goal is to:

- Raise \$ \_\_\_\_\_ in funds.
- Increase awareness by informing \_\_\_\_\_ people.
- Recruit \_\_\_\_\_ volunteers.

#### Step 2:

#### Get More Information.

Connect with the local or national organization of your cause to get more information about what they have done in the past to raise funds or awareness, or to recruit volunteers. Do they have any resources available for individuals or groups who want to support their cause?

#### Step 3:

#### Choose An Event.

Select a theme that will appeal to people you want to contact. Look online, use library books, or brainstorm with classmates for ideas about themes that would go well with your cause. For example, Mary chose the theme "Give Blood, Play Hockey" to raise money and collect blood at the same time for cancer patients. My theme is:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*continued...*



# PLANNING A FUNDRAISER

## WORKSHEET FOR STUDENTS

### Step 4: Make a Budget.

- Gather information on how much it will cost to host your event.
- Do you need a location? How much will it cost to rent? Can someone donate the use of their space to your cause? \_\_\_\_\_
- Does your fundraiser involve a product? Where will you store it? How will you distribute it? Are there any permits or fees required up front? \_\_\_\_\_
- How will you let people know about your cause? How much will it cost for posters, flyers, or other advertising? Is there anyone in the community who will help with those expenses? \_\_\_\_\_
- Does your event involve food or decorations? Costumes? T-shirts? Music? How will you budget for these items? \_\_\_\_\_
- Is there anything else you can think of? What about electricity, computers, band aids, clipboards, paper, pencils, or other supplies? \_\_\_\_\_

### Step 5: Set The Date.

Plan to have your event on a date that is convenient for your community. Avoid having your event on a holiday or at the same time as other major local events such as sports, music, and art events. Keep in mind that big events are often planned 6-12 months in advance.

My event date is: \_\_\_\_\_

### Step 6: Create Your Timeline.

Make a list of tasks that need to be done between now and the date of your event and put them in order. For example, if there is food involved, you would need to get any food permits approved before you place an order for any food.

### Step 7: Get Organized!

Who is going to help you? How are you going to keep track of phone calls, meeting notes, receipts, flyers, advertising, guests, donors, volunteers, and other important steps along the way? Consider keeping a master calendar and setting up a binder or folder with tabs, pockets, or other dividers for major areas of responsibility.

### Step 8: Make a Plan to Evaluate Your Success.

Will you use a survey for donors and volunteers to evaluate your success? When and how will you get their feedback? How will you decide if the event was a success?

**Extra Credit:** With your class, select a cause & hold a fundraiser!



# CURRICULUM CONNECTIONS

## Language Arts

- Have students construct sentences; write a paragraph; or create a story, skit, or dialog using *Biz Terms*.
- Have students create a class dictionary of financial terms.
- Have students start their own journal of personal financial education and continue to add to it.
- Create a script for volunteers to use while fundraising. Be sure to include reasons why donors should support your cause.
- Write thank you notes to donors and to organizations who have participated in your fundraiser.
- Create marketing materials for your fundraiser.

## History/Social Studies

- Research philanthropic organizations in the United States and write a brief report of your findings.

## Mathematics

- Have students create a thermometer to track the amount of money they raise each day toward their goal. After three days, have them calculate the average funds earned per day, and then predict the number of days needed at that average rate of income to reach their overall goal.

## Economics

- Describe how economic conditions can result in an increased need for charitable giving and fundraising.
- What groups in our society would be affected if there were no charitable donations? How would they be affected?

## Optional Vocabulary Extensions

### Make Art!

Ask students to create personal illustrated glossaries using sketches or cartoons to visually represent the meaning of each *Biz Term*.

### Make It Personal!

Provide students with dictionaries and ask students to re-write formal definitions for each *Biz Term* in their own words to demonstrate comprehension.



Activity #2:

# "DONORS CHOOSE" INVESTIGATION

### Activity Learning Objectives

- Investigate what classroom needs are across the United States.
- Prepare a report for your class on one school in need.

### Episode Details

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### Supplies Needed

Computers, access to Internet, and printers.

### DIRECTIONS FOR STUDENTS

Donors Choose is a non-profit organization that helps raise money for schools. At the computer, connect to the internet and go to the Donors Choose website at [www.donorschoose.org](http://www.donorschoose.org).

Look at the left column on the page. Here you will find a list of twenty hot topics for the day. From that list of 20 topics, choose one topic to investigate and write it in the space below:

\_\_\_\_\_

Click on the topic that you selected. Scroll down to the bottom of the page. How many classrooms have a request for something related to this topic? Write that number here: \_\_\_\_\_

Now look at the column on the left. You can search for classrooms by location, by poverty level, or by other categories. Are there any classrooms in your state that need help with your topic? How many? \_\_\_\_\_

Are there any classrooms with a high poverty level that need help with your topic? How many? \_\_\_\_\_

Select one of the schools listed for your topic. What is the name of the school? \_\_\_\_\_

What will the school do with the money they receive?

\_\_\_\_\_

\_\_\_\_\_

How much money are they trying to raise? \_\_\_\_\_

How much money have they received so far? \_\_\_\_\_

Share what you know about this school project with your class.

### Extra Credit

Each day, look online and see how this project is doing. Chart the progress on a graph or spreadsheet for a week. Did they reach the goal?



# BIZ TERMS DEFINITIONS

- *Benefit*: An event to raise money for a good cause. Benefit is another name for fundraiser, more often used if the event is more elaborate.
- *Cause*: Something that you believe in, which is worthwhile, and helps others.
- *Charitable gift*: A gift or monetary donation given to a specific cause or fundraiser.
- *Deadlines*: Specific dates and times when tasks must be completed.
- *Delegate*: To assign a task to someone else who can help out.
- *Fundraiser*: An event to raise money for a cause.
- *Philanthropy*: To contribute to the welfare of others.
- *Procrastinate*: To put off doing something that needs to be done soon.
- *Sponsor*: To support a cause in a big way, with a significant donation.
- *Timeline*: An hour-by-hour, or day-by-day plan of action for accomplishing a goal.
- *Venue*: The location where an event will be held.



# FAMILY ACTIVITY SHEET

## Episode Synopsis

Have a worthy cause? Then host a successful fundraiser. This episode shows how to organize volunteers, choose the right venue, get the word out, and keep expenses low. Learn the right way to do the right thing.

## Activity Suggestions

Fundraising is a useful way to support your cause or to help those in need. Those who participate gain a sense of pride and appreciate the rewards of their hard work. It takes a lot of work and organization to have a successful fundraiser. It's a challenge, but it can also be fun! Have a discussion with your family about fundraisers. The following questions might facilitate the discussion.

- Has your family participated in an event to raise funds for a charitable cause?
- Have you ever been on a sponsored team or other organization? Have you ever raised money for a specific team or other organization? Why did you select that specific cause? How about family members? How have they been involved?
- Does your community have needs that a fundraiser could meet? Identify worthy causes together, and discuss what you could do to make a difference.
- What are some skills that you have which would be helpful to someone who is organizing a fundraiser?



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