



The National Honor Societies proudly present this series of tools to help you get #FutureReady. Use these to plan your day, your year, and your career.



# FUNDRAISING FOR A CAUSE

## What do I care about?



Take a moment and write down a list of five things that you care about in the world.

**For example:**

- 1) Climate change
- 2) Endangered animals
- 3) Suffering refugees
- 4) Gun control
- 5) Racial injustice

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

## Why do I care about it?



**Example:** I really care about protecting elephants because they are my favorite animal. I did a report on them in school and learned that they are very intelligent and sensitive. I also learned that they are being killed for the ivory in their tusks, and I believe we must protect them because they cannot speak for themselves.

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## Research



Check out Charity Navigator ([www.charitynavigator.org](http://www.charitynavigator.org)) to see if there are any existing charities or nonprofits that are working on that problem.

My charity of choice will be: \_\_\_\_\_

Here is a sample email to the charity of your choice:

*Dear [insert name],*

*My name is [insert your name], and I am [insert age] years old. I am contacting you because I care very much about your cause, and I wanted to do a fundraising campaign. Would you be able to send me any marketing materials that would help me fundraise for you?*

*Thank you very much for your help, and keep up the great work!*

*Sincerely,*

*[Your name]*

## Set Your Goal



Consider setting a SMART goal to help focus your efforts. Here is an example:

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**Specific:** I will launch a fundraising campaign by the end of February.

**Measurable:** I will raise \$1,000 for the World Wildlife Fund (WWF).

**Attainable:** I will achieve my goal by fundraising via Facebook and personal emails to my friends and family.

**Relevant:** I will raise money for the WWF because I really love pandas and I want to protect them so that they will exist when I am an adult.

**Time-bound:** I will achieve the goal of raising \$1,000 by March 30.

Now, take some time to write down your own SMART goals.

Specific: \_\_\_\_\_

Measurable: \_\_\_\_\_

Attainable: \_\_\_\_\_

Relevant: \_\_\_\_\_

Time-bound: \_\_\_\_\_

## Take Action



**I will use the following online platform (circle one):**

- Facebook
- IndieGoGo
- GoFundMe

Who am I asking, and for how much?

**Example:**

Mom: \$20

My Dentist, Dr. Francine: \$40

Uncle Bob: \$100

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**Circle which tactic(s) you think you'll pursue:**

- Making and selling a product
- Appeal by emails, phone calls, letters, or direct mail
- Face-to-face ask
- Giving up your birthday by asking your friends and family to donate to your cause rather than buy you a present
- Find a backer to match donations
- Selling services via raffle

**These examples are just the tip of the iceberg!** Let your imagination run wild and be creative in raising money for your cause.

My ideas for fundraising are: \_\_\_\_\_

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## An Attitude of Gratitude



I will thank my donors by \_\_\_\_\_ by  
this date: \_\_\_\_\_.

## Congratulations! You're done!



I will celebrate my goal by: \_\_\_\_\_

For more resources for fundraising, check out the following:

[www.abcfundraising.com](http://www.abcfundraising.com)

[www.classy.org/blog](http://www.classy.org/blog)

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