



Making a Difference with Service Projects & Fundraisers



Service Projects

Service projects can be simple or elaborate depending on the scope of work you want to accomplish. However, successful service projects do not plan themselves. The following guide should help you think through the project planning process no matter the number of volunteers or what you hope to accomplish. Be safe and have fun!

1. Identify an area of concern that you are interested in serving:

- Children (age range _____)
- Senior Citizens
- Homeless
- Underprivileged
- Disadvantaged
- Disabled
- Animals
- _____

Fundraisers

The fundraising process can be pretty daunting for some, however, there is a wealth of information on the Internet about fundraising and possible fundraising products. Do your homework with any business you choose to partner with to ensure you are dealing with a reputable company. Be realistic in your fundraising efforts and enlist the full support of your organization before embarking on any fundraising attempts, especially if you have to put money up front to purchase product.

1. What do you want/need to raise money for?

2. Why should this project be held?

2. **Conduct a community needs survey.** Contact at least three agencies that work with the group of people you would like to serve. Ask what they perceive to be the greatest issues facing those individuals. Find out how you can contribute to be a part of the solution.

3. **Based on your needs survey, decide what kind of service project you want to do.**

- Arts & Crafts (make cards, playdough, etc.)
- Clean-up grounds (raking, sweeping, painting, etc.)
- Collection drive (clothes, toys, books, food, toiletries, etc.)
- Construction/Building (playground equipment, picnic tables, etc.)
- Pet therapy
- Reading (to children, on tape, to seniors, to visually challenged, etc.)
- _____

4. **Why should this project be held?**

3. **How much money do you want to raise?** _____

It is important to emphasize that any money you raise from the public MUST be spent on the project you have advertised. You cannot say you are raising money to build a playground and then turn around and use the money to send delegates to a convention. If your intent is to raise money for your organization’s administrative expenses, then that must clearly be conveyed to contributors.

4. **What kind of fundraiser do you want to hold?**

- _____-A-Thon (walk, jog, hike, read, swim, bike, dance, weight-loss, etc.)
- Bake sale
- Candy/Flower-grams
- Carnival
- Concession stand sales
- Fun-walk/run
- Garage sale
- Golf/bowling/mini-golf tournament
- Pancake breakfast or spaghetti dinner
- Raffle
- Selling product (candy bars, magazines, cookie dough, pizza, doughnuts, scratch cards, candles, coffee, coupon books, wrapping paper, etc.)
- Silent/live auction
- Student-For-Hire: hired for a day with an hourly fee to rake leaves, babysit, mow lawns, or perform other tasks)

5. When do you want to hold it?

- Spring
(March, April, May)
- Summer
(June, July, August)
- Fall (September,
October, November)
- Winter (December,
January, February)

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Month: _____
 Day: _____
 Year: _____
 Day of Week: _____
 Start Time: _____ (am/pm)
 End Time: _____ (am/pm)
 Back-up (Rain) Date: _____

6. Where do you want to hold the project?

Preferred Location: _____

Alternate 1: _____

Alternate 2: _____

Is where you want to hold your event easily accessible by everyone? _____

Is it safe? _____

7. What specific goals do you have for this event?

- _____
- _____
- _____

- _____
- _____

8. SWOT Analysis

<p><u>Strengths</u></p> <p>✓ What are some strong points about this project (what have you got going for you)?</p>	<p><u>Weaknesses</u></p> <p>✗ What are some weaknesses about this project (what have you got going against you)?</p>
<p><u>Opportunities</u></p> <p>✓ What are some aspects of this project that you can take advantage of to promote your cause/organization?</p>	<p><u>Threats</u></p> <p>✗ What’s going on around the project that you have no control over that could affect your event?</p>

9. What’s your budget for this project? How much money do you need to spend? Develop a budget of expected income and expenditures. Will you charge a registration/attendee fee? Who will be paying for your expenses? Will you have sponsors? How will you secure any monies received prior to being deposited?

<u>INCOME</u>			<u>EXPENSES</u>		
100	Project Registration Fee (\$10 pp)	\$250	100	Administration (fixed)	
			101	Office Supplies	\$25
200	Marketing & Donations		102	Postage	40
201	Sponsorships	\$500	103	Copies	10
202	Advertising (on project t-shirts, hats, etc.)	250	104	Miscellaneous	25
203	In-kind Donations (tools, supplies, etc.)	500		<i>Subtotal</i>	\$100
	<i>Subtotal</i>	\$1,250			

200	Design & Printing (fixed)	
201	Design	\$250
202	Printing	150
204	On-site Signage	100
	<i>Subtotal</i>	
400	Food & Beverage (variable)	
401	Snacks/ drinks	\$100
402	Breakfast/Lunch/Dinner (for <i>x</i> people)	300
	<i>Subtotal</i>	
500	Volunteer Expenses (fixed)	
501	Thank-You Party	\$500
	<i>Subtotal</i>	

Total Income	\$1,500	Total Expenses	\$1,500
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10. **Imagine your project from start to finish and list the necessary tasks that it will take to plan it.** Assign specific deadlines to the tasks. (The sample timeline below is for fundraisers that are event-oriented. Product sales fundraisers will have a different timeline, but must have a definite start and end-date. Make sure you also decide how the funds that are raised will be secured before, during and after the event, before they are deposited and/or donated.)

Date/Deadline	Task	Person Responsible
12 weeks before	Kick-off meeting with core group of volunteers	Project Coordinator (PC)
11 weeks before	Begin recruiting additional volunteers	PC & Core Volunteers
10 weeks before	Have committee chairs in place	PC
10 weeks before	Review project requirements, begin acquiring and assembling resources	PC & designated volunteers

9 weeks before	Volunteers kick-off meeting/party	All
8 weeks before	Stuff, address & mail sponsorship mailing	Sponsorship Committee
6 weeks before	Review project requirements; continue acquiring and assembling resources	PC & designated volunteers
2 weeks before	Send out press release	PR Committee
1 week before	Review project needs and requirements; finalize materials acquisition	PC & designated volunteers
1 day before	Review checklists one more time; run last minute errands	PC & designated volunteers
TODAY!	EVENT!	All
1 week after	Post-project evaluation	All
1 week after	Volunteer Thank-you Meeting/Party	All
2 weeks after	Final report completed	PC

11. **Who’s going to help you?** Create specific job descriptions with as much detail as possible for each position as necessary. Include elements from your timeline (#10).
 - The *Volunteer Coordinator* is responsible for recruiting additional volunteers for the project.
 - The *Public Relations Chair* is responsible for promoting this project to the public as warranted. S/he writes a press release and distributes to the appropriate media.
 - The *Sponsorship Coordinator* spearheads efforts to obtain sponsorships and donations for the project.

12. **Conduct the project in a safe and professional manner.**

13. **Host a debriefing session immediately following the project** or within a few days to discuss what went well and what could be improved if the project were to be done again.
14. **Thank your service project volunteers.** Do this with stickers, public recognition, certificates of appreciation, small gifts, handwritten notes, framed team photographs from the project, etc.
15. **Did you succeed in meeting your goals?** Revisit the goals you wrote out in #7.
16. **How would you improve this project for the future?**
17. **Document the pertinent details of this project for future reference.**

Here are just a few more fundraising ideas to get you started (this list is not intended to be all inclusive!):

- | | | | |
|----------------------------|---------------------------|------------------------|-------------------------|
| All night movies/cartoons | Casino Night | Fashion Show | Poetry Reading/Contest |
| Apple Bobbing | Co-ed Softball Tournament | Food Eating Contest | Powder Puff Football |
| Art Show | Coin Drive | (watermelon, pie, | Pumpkin Carving Contest |
| Arts & Crafts Show | Cookbook sales | wings, pancakes, | Quiz Bowl |
| Auto Show | Cooking Contest | hamburgers, etc.) | Sadie Hawkins Dance |
| Band Party | Dating Game | Frisbee Contest | Scavenger Hunt |
| Barbeque | Donkey Basketball | Glamour Photographs | Seed Spitting |
| Basketball Dribbling | Dorm/Hall Decorating | Greased Pig Catching | Slave Auction |
| Contest | Contest | Contest | Sports Tournament |
| Beard Growing Contest | Dorm Olympics | Hairiest Legs Contest | Tupperware |
| Birthday party | Doughnuts & Coffee | House-sitting Services | VIP Breakfast in Bed |
| Blind Date Drawing | Dr. Pepper Drinking | Kiss-A-Mascot | Volkswagen Pushes |
| Book Sales and Exchange | Contest | Kite Flying Contest | Weight Loss Contest |
| Bowling Tournament | Duck Duck Goose | Marshmallow Roast | |
| Breakfast & Cartoons Party | Tournament | Massage | |
| Bubble Blowing Contest | Dunk Tank | Monopoly Tournament | |
| Can Recycling | Easter Egg Hunt | Mr. Campus Pageant | |
| Car Demolition | Egg Pitching Contest | Pet Parade/Pageant | |
| Car Wash | Face Painting | PJs & Cartoons Party | |