

Fundraising Capstone Project Idea #1

Create a Class & Fundraise: Hosting a Virtual Class



This project will allow you to fundraise and raise money for your bereaved family by utilizing a talent or skill you possess. Think of something you are good at, this could be an activity such as yoga, budgeting, painting, excel, cooking, Photoshop, etc. Everyone has talents- so let's put yours to good use. Once you identify your skill, host a virtual online class and ask for donations to attend. Emphasize that this is fundraising for a family in need and share on social media, the web and more!

Checklist:

- Any materials needed to host your class
- The online platform you will utilize to host your class- we recommend free streaming services such as Facebook Live, or Instagram Live
- Access to a webcam
- A link for people to donate- we can help set this up on our *because I said I would* website, or you can utilize sites such as Go Fund Me or Facebook Fundraising (set *because I said I would* as the recipient, and we can handle the donation to the family)
- Information from the family concerning what these funds will be used to help with (i.e. funeral expenses, basic amenities etc.) Telling the story of why this is important always helps when fundraising

Project Steps & Timeline:

1. Identify the topic your class will be centered around
2. Set a date and time for your class- remember to give yourself enough time to promote and consider if you will host your class more than once!
3. Consider suggesting a donation amount such as \$10 to \$25 dollars
4. Come up with a marketing plan- think about how you will communicate the purpose of this fundraiser, how you will make your class appealing, as

well as, where you will promote it

5. Encourage friends and family members to share your class on social media
6. Prepare and practice for your class in the time leading up to hosting it
7. Post clear instructions on how your supporters can donate using the link, donation form etc.
8. Host your class
9. Post or send thank you notes to all who donated and keep a clear record of everyone who donated

Best Practices:

- You want to ensure you are prepared to teach the class, so it is always better to practice, especially when using any new technology

Reminders:

- While we want to share the story of the family you are supporting to help inspire others to donate, we also want to respect their privacy, so no posting photos or details unless they give us permission to do so

Requirements for Project Completion

- Set up the fundraising campaign through an approved fundraising site (i.e. Facebook, GoFundMe etc.), and submit link on assignment page
- If possible, record your fundraising class to submit, take photos and screen shots of people's responses, words of encouragement and any marketing materials you used
- Write a short reflection answering the following questions:
 - How do you feel this project affected the family or individual you helped?
 - How did the project help you?
 - What advice would you give to other people who are comforting a bereaved family/individual?
- Submit both your evidence and reflection on Google Classroom in the "Capstone Project: Final" assignment before the due date