

Fundraising Capstone Project Idea

Online Raffle: Raise Funds through a Virtual Raffle



This project will allow you to fundraise and raise money for your bereaved family by raffling off items you own, create or have had donated to you. This is a fun way to showcase a talent, or build community connections. Consider creating a unique item (put that hobby to use), or reaching out to local businesses (bonus: networking!) to see if they will donate items for you to raffle off. Have a suggested donation amount for entry, and utilize a random raffle generator to pick a winner!

Checklist:

- If creating an item: Any materials you need such as paint supplies, jewelry supplies, drawing supplies etc.
- The online platform you will utilize to post your item(s)- we recommend free sites such as Facebook and Instagram
- 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 GoFundMe or Facebook Fundraising (set *because I said I would* as the recipient and we can handle the donation to the family)
- A random number generator- you can pull the list of all who donated, assign them numbers and use the number to pick the winner anonymously
- Information from the family on 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 way you will be doing this raffle: Will you be creating an item, auctioning off an item you have, or seeking donations for local businesses
2. If creating an item follow these steps:
 - Gather supplies and begin making the item as soon as possible

- Make sure you give yourself enough time to complete it.
 - As soon as the item is finished, you can begin marketing the raffle
3. If seeking donations from businesses, follow these steps:
 - Draft a letter and practice an elevator pitch to request items
 - Put together a list of businesses to reach out to
 - Visit, email, or call businesses to make your ask
 - If they agree to donate, be sure to ask about important information such as retail value and when you can expect the item
 - Arrange for pick up and track any and all donations you receive
 - Send thank you notes to everyone who donated
 4. Set a date and time for your raffle- remember to give yourself enough time to "sell" tickets and market the raffle
 5. Consider a suggested donation amount such as \$10 to \$25 dollars to be entered into win- this should reflect the value of the item
 6. Come up with a marketing plan- think about how you will communicate what this fundraiser is for, how you will make your items appealing, as well as where you will promote
 7. Encourage friends and family members to share your raffle on social media
 8. Post clear instructions on how your supporter can donate using the link, donation form etc.
 9. Post, or send thank you to all who donated and keep a clear record of everyone who donated
 10. Use donation list and random number generator to select and announce winner!

Best Practices:

- Set a launch date for your raffle where you post the information and deadline, typically raffles will at least 24-48 hours
- Post reminders daily!
- Post lots of photos of items

Reminders:

- Reminder 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
- Take photos of all the items you raffle, as well as any items you use to reach out to businesses
- Write a short reflection answering the following and include with your evidence:
 - 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