

Fundraising Capstone Project Idea

Pledge & Commit: Raise funds through action



This project will allow you to fundraise and raise money for your bereaved family by committing to an action when you reach your fundraising goal, or based on how much money you raise. The most common type of fundraiser like this is running a mile for x amount of money donated, but other options include walking, biking, etc. Be as creative as you want with your pledge!

Checklist of information or items needed

- The online platform you will utilize to post your fundraiser, we recommend social media 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 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 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 what action you will be committing to doing and what increments you will set them at. For example if you pledge to run 1 mile for every \$25 dollars raised
2. Set a date and timeline for your fundraiser- remember to give yourself enough time to promote and allow people to donate
3. Come up with a marketing plan- think about how you will communicate what this fundraiser is for, how you will make your pledge fun and exciting! If

someone donates over a certain amount, you could consider doing something extra i.e. writing their names on the shirt you wear while you run etc.

4. Encourage friends and family members to share your fundraiser on social media as well as donate themselves
5. Brainstorm other places to market. For example, if you are pledging to bike as your action, is there a local bike shop that may let you post a flyer or share on their social media site?
6. Post clear instructions on how your supporters can donate using the link, donation form etc.
7. Once the fundraising timeline comes to the end, tally up what your final commitment is (i.e. running 8 miles) and commit to how you will keep your goal.
8. Document how you completed your action and share with everyone who donated
9. Post, or send a thank you to all who donated

Best Practices

- Set a launch date for your fundraiser where you post the information and deadline for donations
- Post reminders daily!
- Utilize social media as much as possible- check out our founder Alex Sheen's own commitment to help raise funds when he walked across the state of Ohio- <https://becauseisaidiwould.org/neverenough1/>

Reminders: Optional section

- 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
- Document completing your commitment tasks with photos and videos to turn in
- A short reflection answering the following:
 - 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?