

Coordination of Fundraising Event

Social service agencies need to develop diverse funding sources in order to develop and maintain programs. Special fundraising events are one resource development strategy. They can be an effective way of bringing financial resources into the agency, as well as a strategy to raise awareness about the mission of the agency and the programs provided. There are many possible types of fundraising events ranging from bake sales and car washes to auctions, concerts, galas, and drives to collect items such as: toys, school supplies, baby items, clothing, personal care products, food, etc.

Students may have the opportunity to plan and implement an event or to work with agency staff on various aspects of a fundraising event. The tasks involved in planning and implementing a special event will vary based on the agency and the nature of the fund raising effort.

Components of a Fundraiser

1. Choosing the event
2. Developing a timetable
3. Developing a budget
4. Planning the details
5. Recruiting volunteers for planning and implementation
6. Obtaining resources
7. Marketing
 - ❖ Implementing the event
 - ❖ Evaluating the event

The points credited for this assignment will depend on the following:

- ❖ Whether the student coordinates this project independently or as a part of a group
- ❖ The length of the narrative of the final work product

Please refer to the following chart to determine the point value of this assignment.

# of pages (double-spaced)	Independent Project	Group Project
3-4	2 points	1 point
5-8	3 points	2 points
9-12	4 points	3 points
13+	5 points	4 points

A 5-point assignment requires prior approval from the Field Instructor and the Field Liaison.