

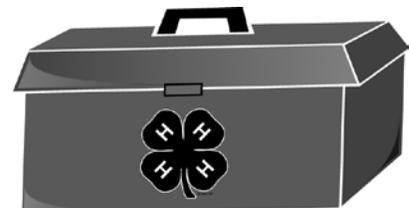
# 5

## “Raising Funds for 4-H Clubs and Programs”

### Lesson Plan

**VOLUNTEER**IN

4-H Toolkit for Success





## Learning Objectives

1. Identify fundraising ideas appropriate for 4-H Clubs.
2. Define a purpose for a fundraising activity.
3. Outline steps for conducting a successful fundraiser.

## Intended Audience

The information provided in this lesson is intended to be used with 4-H Clubs (leaders with 4-H Members) or at a leader's meeting or workshop.



## Supplies & Resources Needed

- Lesson plan with instructional objectives
- Copies of "4-H Fundraising Guide" for each participant
- Flip Chart (self adhesive to post ideas around the room)
- Markers
- Copies of "Raising Funds for 4-H Clubs and Programs" quiz for each participant
- Pencils or pens for volunteers to take notes and complete the quiz
- Copies of "Raising Funds for 4-H Clubs and Programs" fact sheet



## References

FundRaising.Com. "Fundraising Tips for Your Success." Retrieved December 22, 2008, from: <http://www.fundraising.com/fundraising-tips.aspx>

McKinley, S., et al. (2001). "4-H Junior Leader Advisor Resource Guide." (4-H 916). Purdue University. West Lafayette, IN.

Purdue University Extension. (2008). "Indiana 4-H Youth Program Policies and Procedures." West Lafayette, IN.

## Projected Length

1 hour to lead lesson; an additional 1-2 hours to plan a 4-H fundraiser

## Instructor Notes

- Welcome the group and thank them for their participation.
- Review the purpose and objectives for this lesson plan.
- Provide a brief introduction to the lesson, including its importance to the 4-H Youth Development Program.
- Proceed with the lecture portion of the lesson.
- Distribute "Raising Funds for 4-H Clubs and Programs" fact sheet to each participant.
- Conclude the lesson with a time for questions from the participants.



## Introduction



*As a part of the lesson plans focusing on the essential element of independence, this lesson focuses on fundraising. Involving 4-H members in the process of raising and utilizing funds can be an extremely important life skill as they learn to manage funds effectively. In the future, the members will use these skills as they manage their personal checking accounts, take out loans, and consider various purchases, all within their household budgets.*

*At some point, we all need to raise funds in support of a project in which the club or program is involved. Perhaps we need to raise money for 4-H project manuals, new gates, or a completion trip for the club. In this lesson, we are going to discuss the steps that a youth and/or adult leader can follow to help get the club members involved and ready to raise funds.*

## Objective 1

Identify fundraising ideas appropriate for 4-H Clubs.



*We will start with a brainstorming activity to help us identify fundraising ideas for a 4-H Club. Remember, in brainstorming, no idea is a bad idea!*

Brainstorm with members to identify fundraiser ideas. Invite members to list their ideas on the flip chart.

### Fundraising options to consider

Value card	Setting up/Cleaning up for event
Pizza card	Paper drive
Auction	Skating
Silent auction	Play, pageant
Dinner (chicken & noodles, chili, & spaghetti)	Homemade craft
T-Shirt	Lawn mowing
Ice cream social	Rummage sale
Candle	Walk-a-thon
Geranium	Festival
Poinsettia	Car wash
Haunted barn	Refreshments at local event
Food/Drink stands at Extension event	Snow shoveling



*Now that we have generated a list of fundraising ideas, we need to narrow down our list. First, we need to consider which of the ideas meet the 4-H guidelines for fundraising. Are there any that need to be eliminated based on these considerations?*



## Fundraising and the Use of the Clover:

There are federal regulations that govern the use of the 4-H Clover. Any use of the 4-H Club Name or Emblem is forbidden if it exploits the 4-H program, its volunteers or 4-H participants, the United States Department of Agriculture, the Cooperative Extension Service, or the land grant institution and its employees.

Fundraising programs using the 4-H Name or Emblem may be carried out for specific educational purposes. Such fundraising activities should be approved by the appropriate entity as follows:

1. Approval by the County Extension Service (either the County Extension Director or 4-H Youth Development Extension Educator) if the fundraising activity is to be carried out in a single county.
2. Approval by the Director of Extension if the activity is to be carried out on a multi-county level or statewide. Under no circumstances may the 4-H Name or Emblem be used for fundraising purposes in any games of chance including bingo. It is the responsibility of the Youth Educator to inform 4-H organizations of this policy.

For a complete set of guidelines for your club's financial records, please contact your 4-H Youth Development Extension Educator.

Based on these guidelines, eliminate the fundraising options that are not appropriate for 4-H (e.g., any raffles or other games of chance).

## Objective 2

Define a purpose for a fundraising activity.



*It's always important that we know why we are raising money. We need to be sure that we have a purpose in mind as we raise the funds. We will need to share this purpose with those who we contact about participating in our fundraiser.*

*So, what is the purpose of our fundraiser? How much money would we like to raise?*

Encourage members to think through the purpose of the fundraiser. Write this purpose on the flip chart for all to see. Seek to obtain consensus from all of the members regarding the purpose. Once the members understand the purpose, they will be more highly motivated to participate in the fundraiser.

Also encourage the members to consider the amount of funds that will be needed. At this point, the members may realize that they need some time to work on a budget for the project or activity that they wish to fund.



*Now that we have our purpose and budget identified, which of the remaining fundraising ideas would you like to do this year? Let's take a vote!*



As the members prepare to vote, you may choose to allow them to vote for their top three (or five) ideas to help narrow down the list. The top three to five ideas can now be delegated to the finance or fundraising committee for further action.

### Objective 3

Outline steps for conducting a successful fundraiser.



*We have determined the fundraising options that we want to consider as a club. Our fundraising committee will now work out the details of these ideas and report back to us. However, we can offer them some assistance as they begin their work. Let's think of some steps that our fundraising committee needs to take in order to conduct a successful fundraiser.*

Write these steps on the flip chart and add others to them that the club identifies.

#### Steps to Conduct a Successful Fundraiser

- Seek approval for the fundraiser from County 4-H Youth Development Extension Educator.
- Motivate your group. Help them understand the importance of the fundraiser. If age-appropriate, consider making the sales into a competitive situation.
- Help the members set clear goals for the fundraiser. Make sure everyone knows WHY you are raising funds. (Those involved with the club should be able to communicate the club's goals for the fundraiser.)
  - What items will be sold or what services will be offered? (ceramics, car wash, trash pick-up, fun show)
- Limit the time period in which the fundraiser is held. (For example, if you are selling items, limit the sales to three weeks.)
  - What is the timeframe for the fundraiser? (When should it begin and end? If selling items, limit the sales to three weeks. When are the funds needed? What other fundraisers are going on in the community through other organizations?)
- Involve the whole club. The fundraiser profit can exceed expectations if everyone does their part.
  - Who will help to organize the fundraiser? (contact person for questions, subcommittee members, etc.)
- Advertise the fundraiser to members of the community, area businesses, family and friends.
  - How will the fundraiser be advertised? (4-H newsletter, newspaper, radio, schools, etc.)



*These are the basic steps to follow when conducting a 4-H fundraiser. The checklist provided in the 4-H Fundraising Guide provides you with some additional items to consider as you plan a fundraiser.*



## Conclusion and Quiz



*Let's see what we've learned from this lesson! We have a short quiz for you to take about 4-H Club fundraising.*

Distribute the "Raising Funds for 4-H Clubs and Programs" Quiz questions provided as a handout. (Answer key is provided as a separate sheet.)

Distribute the "Raising Funds for 4-H Clubs and Programs" fact sheet for members and volunteers to use for future reference.

Thank the members and volunteers for their participation.

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## **“Raising Funds for 4-H Clubs and Programs” Quiz**

**1. What is the recommended method for identifying ideas for a fundraiser?**

Brainstorming is recommended so that many ideas can be considered.

**2. Who should make the decision about what kind of fundraiser to hold?**

The members of the club should decide on the fundraiser to hold.

**3. Who must approve your ideas once the club has made a decision?**

The 4-H Youth Development Extension Educator should give final approval to the club's idea for a fundraiser.

