

Name _____

Period: _____



Grade 8 Unit 4 End of Unit Common Task

Fundraising Event Proposal and Presentation

Philanthropy is defined by Webster's Dictionary as "the effort or inclination to increase the well-being of humankind, as by charitable aid or donations." However, its literal meaning "love of mankind" comes from the Greek where *philos* means "loving" and *anthrōpos* means "man." Choosing to give back to humanity by performing philanthropic acts not only helps others, but it instills a sense of accomplishment and selflessness in the individual performing the act.

As 8th graders you have been part of humanity for long enough to be able to understand the importance of contributing to society. As your grade 8 End of Unit Common Task you will reflect upon your own experiences, strengths, passions, and goals to develop and present a proposal for an event that will somehow contribute to society in a positive way.

Requirements:

1. A 1-2 page typed proposal to send to companies that you hope will fund your event.
2. An informational presentation to show to interested donors.

Organization Choices:

March of Dimes	Make a Wish Foundation	Rhode Island Coalition for the Homeless	Children's Friend	Autism Speaks
American Cancer Society	Habitat for Humanity	National Endowment for the Arts	Child and Family Services of RI	Other (must be approved by your LA teacher)

How to write a fundraising proposal

Your proposal must include the following information:

1. What organization are you fundraising for?
2. Why have you chosen this organization? Do you have personal connections?
3. A description of the event that you have planned along with an explanation as to why this is an appropriate event for the cause.

4. What is your goal for this event?
5. How much money will you need in order for this event to take place?
6. A persuading statement explaining why it is imperative that donors contribute to your cause.

Writing the proposal

When writing up your proposal there are a range of factors to consider:

1. Length

There is a lot of information you could put in. If you put it all in, your application would be too long for most donors. Keep the length to a minimum. A page or two at most will normally be sufficient; and you will provide more detailed information in your presentation.

2. The key points

At the heart of your proposal, you will describe the needs you are trying to address, the aims of your project, and how you will achieve them. You should include as much detail as is necessary for a person who is not knowledgeable in your area. You should also give an indication as to how you would expect to measure the successful outcome of the project.

3. The budget

Your budget will always be carefully scrutinized by potential donors, and needs to be clear, complete and accurate. Most donors will not be interested in the small details of your stationery or postage bill. What they will be interested in are the major areas of expenditure.

4. Language and jargon

Many applications are frankly extremely boringly written and boring to read. If you have the skill to do so, try to write the application in a lively upbeat way, concentrating on your strengths, the opportunities, the desirable outcomes and your hopes for the future. This is far better than the flat language that most reports are written in. The application is a selling document - selling the idea of supporting your project to a potential donor. Points to avoid are: long sentences, long paragraphs, meaningless words and jargon, which mean something to you but nothing to the reader. Far better to have short words, short sentences, short paragraphs, bullet points and bold text to highlight key features, headings and subheads to indicate the different parts of the application, etc.

5. Facts and figures

It is important to back up your claims - to the extent of the need and to the effectiveness of your methods - with facts and figures, rather than in generalities. Everything may be 'desperate', 'urgent', 'important', 'unique'; but you need to 'prove' this. Try to include a few selected facts and figures in your proposal.

6. The human story

If you can include case studies and examples of how people have been helped and what they have gone on to achieve as a result of your help, then this will demonstrate clearly that you are effective in helping people - which is what most donors are interested in supporting.

The Presentation

The purpose of the presentation is to further convince interested donors to contribute to your cause. These potential donors have already read your proposal and are interested in what you are trying to do, but they need more information to make their decision. The presentation should follow the same format as the proposal, but go into more detail.

Additional information that **must be** added to the presentation:

- **Background information on the organization you have chosen to support**
- **A more detailed budget analysis**
- **A more detailed overview of the event you have planned**

Additional information that **can be** added to the presentation:

- True stories of people impacted by this organization that you have read or that you know of personally.
- Video clips or images

Presentations can be presented through a medium of your choice. Pick the medium that will have the greatest impact on the audience and that you are able to manipulate without problems. Presentations should not exceed 5 minutes and must include a visual element.

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