



The National Honor Societies proudly present this series of tools to help you get #FutureReady. Use these to plan your day, your year, and your career.



FUNDRAISING FOR A CAUSE

What do I care about?



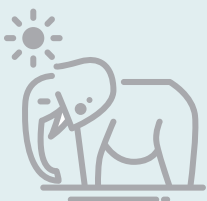
Take a moment and write down a list of five things that you care about in the world.

For example:

- 1) Climate change
- 2) Endangered animals
- 3) Suffering refugees
- 4) Gun control
- 5) Racial injustice

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Why do I care about it?



Example: I really care about protecting elephants because they are my favorite animal. I did a report on them in school and learned that they are very intelligent and sensitive. I also learned that they are being killed for the ivory in their tusks, and I believe we must protect them because they cannot speak for themselves.

Research



Check out Charity Navigator (www.charitynavigator.org) to see if there are any existing charities or nonprofits that are working on that problem.

My charity of choice will be: _____

Here is a sample email to the charity of your choice:

Dear [insert name],

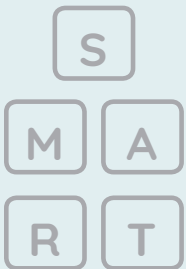
My name is [insert your name], and I am [insert age] years old. I am contacting you because I care very much about your cause, and I wanted to do a fundraising campaign. Would you be able to send me any marketing materials that would help me fundraise for you?

Thank you very much for your help, and keep up the great work!

Sincerely,

[Your name]

Set Your Goal



Consider setting a SMART goal to help focus your efforts. Here is an example:

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Specific: I will launch a fundraising campaign by the end of February.

Measurable: I will raise \$1,000 for the World Wildlife Fund (WWF).

Attainable: I will achieve my goal by fundraising via Facebook and personal emails to my friends and family.

Relevant: I will raise money for the WWF because I really love pandas and I want to protect them so that they will exist when I am an adult.

Time-bound: I will achieve the goal of raising \$1,000 by March 30.

Now, take some time to write down your own SMART goals.

Specific: _____

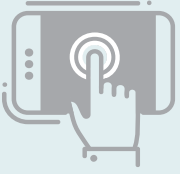
Measurable: _____

Attainable: _____

Relevant: _____

Time-bound: _____

Take Action



I will use the following online platform (circle one):

- Facebook
- IndieGoGo
- GoFundMe

Who am I asking, and for how much?

Example:

Mom: \$20

My Dentist, Dr. Francine: \$40

Uncle Bob: \$100

Circle which tactic(s) you think you'll pursue:

- Making and selling a product
- Appeal by emails, phone calls, letters, or direct mail
- Face-to-face ask
- Giving up your birthday by asking your friends and family to donate to your cause rather than buy you a present
- Find a backer to match donations
- Selling services via raffle

These examples are just the tip of the iceberg! Let your imagination run wild and be creative in raising money for your cause.

My ideas for fundraising are: _____

An Attitude of Gratitude



I will thank my donors by _____ by
this date: _____.

Congratulations! You're done!



I will celebrate my goal by: _____

For more resources for fundraising, check out the following:

www.abcfundraising.com

www.classy.org/blog

#FUTUREADY



NASSP
National Association
of Secondary School Principals
NHS and NJHS are programs of NASSP