

Piggies for the Cause

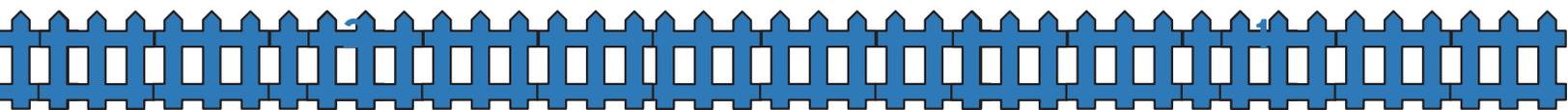
They Huff, They Puff &
They Build this House Up!



A Children's Fundraising event
benefitting a Hogs House on
OLOL Children's Hospital Campus
in Baton Rouge.



GUIDE TO WRITING A FUNDRAISER PLAN



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WHAT IS A FUNDRAISER PLAN?

A fundraiser plan is a written document that describes an idea for a product, service, or event and how it will make money. It includes your marketing plan as well as estimates for revenue, expenses, and how to make a profit.

WHY DO I NEED THIS?

A fundraiser plan is like a roadmap. It allows you to plan out the various aspects of your fundraiser on paper, and keeps you from making unnecessary mistakes later on. It helps you think about the costs associated with creating a fundraiser.

IDEA

What is your fundraising idea?
Is it a product? A service? An event?

What makes your fundraiser unique?
What do existing fundraisers not offer that yours will?
Why will people donate?

MARKETING

Who will be your donors?
Are they adults? Kids? Teens? Men? Women? Where do they live?
Are they affluent or not? What do they like and dislike?
Describe your target donors with as much detail as you know.



Where will you sell your product or service or where will you host your event?
Are you setting up a lemonade stand in your driveway? Selling a product online?

How will you get the word out about your fundraiser ?
Will you email your friends and family? Put up signs or fliers? Run a social media campaign?

What is the name of your team?
What does this name say about your team?
Is it unique? Memorable? Easy to pronounce?

FINANCES

STARTUP COSTS

How much will it cost to start your fundraiser?
What will you need to buy before you can get started? Materials? Equipment? How much will those things cost? The amount of money you need to launch your fundraiser is called the "startup cost".

Where will you get the money to cover your startup costs?
Are you getting a loan or a donation from a family member? Taking money out of your savings account?

COST PER UNIT

What is the cost of making each product or providing each hour of service? (Cost per unit) or what is the cost if of hosting your event?

List each expense, and divide your total expenses by the number of products you will make or number of hours you will work, as follows:

Product: $\text{Cost per product} = \text{total expenses} / \# \text{ of products that can be made}$

Service: $\text{Cost per hour of service} = \text{total expenses} / \# \text{ of hours of work}$

Event: $\text{Cost per attendance} = \text{total expenses} / \# \text{ of tickets sold}$



PRICING

How much will you charge?

How does your pricing compare to other fundraisers? Make sure you set your price above the cost per unit.

PROFIT

WHAT WILL BE YOUR PROFIT?

How much will you make on each sale after you subtract your expenses?

Profit = Income - Expenses

Sale price of item
– Cost of item
= Profit

WHAT'S NEXT?

On the next page, you can input the work you've done into a finished fundraiser plan. Then its time to fundraise!



FUNDRAISER PLAN

TEAM NAME:

iDEA

MARKETING

Donors

Promotion

FINANCES

Startup costs

Expenses per unit

Price per unit

Profit per unit

TEAM MEMBERS:

