

# The Orchestra at Work



## Money, Money, Money

### Fundraising Group Project

**Congratulations!** Your class is the new fundraising team for a local music organization. The organization provides support for music education programs across the county. Some of the programs provide students with instruments, some provide teachers with supplies, and some provide funding for schools to go on field trips throughout the school year.

### The Situation:

Upon closer review of the budget, your organization is short **\$28,000**. The fundraising team has been tasked with making up the difference so that funds for music education can continue. The team has decided it can best accomplish this goal by holding a special fundraising event. Now it needs to figure out the best **event plan** to reach the goal!

### The Project:

Split into groups of at least four people. Each group will create an event plan, then pitch their proposal to the rest of the team (your class). After all the event plans are pitched, the team will vote to decide which event plan to use.

### The Process:

#### Step 1: Decide Roles

Each person in your group will have a specific role. Review the list below and decide who will do what. If you have more than four people, you can assign more than one person to a role. Once you have decided, write down who is doing which role on the **Notetaking Tool**.

- ◇ **Venue & Catering:** Determines where the event will be held and what refreshments will be served. The venue you pick should be a real place.
- ◇ **Theme & Entertainment:** Plans the theme for the event and makes sure the entertainment and décor match the theme.
- ◇ **Marketing & Communications:** Determines how the event will be advertised to reach the intended audience and what communications are needed with guests.
- ◇ **Event & Finance Manager:** Ensures that event decisions stay within budget and decides, with the group's input, what to cut or change if expenses go over the budget.

## Step 2: Brainstorm & Budget

Meet as a group to brainstorm ideas for the event. Include a discussion of money: how much will you spend? How much do you need to raise in order to both cover the costs of the event AND reach the \$28,000 revenue goal? The Event & Finance Manager should use the **Notetaking Tool** to capture the group's ideas, questions, and concerns.

## Step 3: Research

Each role conducts individual research on the ideas generated in the group brainstorming meeting. For example, if you are responsible for venue and catering, you would research costs for specific venues and catering, then narrow down the choices to a few options that will work within the budget.

## Step 4: Decide

Meet as a group and discuss the findings of your research. Decide what is the best choice for your goals and your budget. The Event & Finance Manager will have final decision-making power if the group is tied. Use the **Budget Template** to track your planned revenue and expenses to make sure that you will reach your goals.

## Step 5: Create an Event Plan

Use the **Event Plan Template** to plan your fundraising event. Your event plan should include an event schedule, venue, budget, and details about all aspects of the event.

## Step 6: Pitch Your Proposal

Present your event plan to the rest of the fundraising team (your class). After all event plans have been pitched, vote on which one will be the most successful fundraiser.

When pitching your plan, make sure to include pictures of the venue, entertainment information, how the event will raise money, a schedule, and one marketing asset.

A **marketing asset** is something an organization uses to promote its brand, products, services, or events. A marketing asset for a fundraiser could be a flyer, invitation, press release or social post advertising the fundraiser and its purpose.

### Pro tips when planning your event:

- Think about who cares strongly about your cause. What is likely to motivate them to give money to your cause?
- What price point is appropriate for your audience? What is too much? What is too little?
- Is there a way for people who cannot attend the event to still participate in raising funds?