



**Intended Audience:**

- 4-H Club members, leaders and parents

**Learning Objectives:**

4-H Club members, leaders and parents will:

- Understand the importance of youth choosing, planning and carrying out the fund-raising efforts
- Be introduced to fund-raising planning steps
- Understand the value of clarifying the goals of their fund raising
- Experience a decision-making process to help select a club fund raiser

**Target Essential Elements:**

Youth learn *mastery* skills as they think about money needs, evaluate fund-raising options, plan and conduct a group effort.

**Time:** 20-30 minutes

**Supplies Needed:**

What Does It Cost? Activity

- Handout
- Pens or pencils
- Fun, inexpensive prizes (optional)

Selecting the Best Fund Raiser for Us Activity

- Handout
- Pens or pencils

Handouts

- What Does It Cost?
- What Does It Cost? Answers
- What's the Best Fund Raiser for Us?
- Organizing Your 4-H Club Fund Raising
- Evaluation

**BACKGROUND**

Money is an important topic throughout our lives. We hear statements like “Money doesn’t grow on trees.” “How much does it cost?” and “We don’t have the money to pay for it.” We’re going to talk about how our club decides whether or not to do a fund raiser.

**WHAT TO DO**

**Activity: What Does It Cost? Can We Afford It?**

(Divide the participants into groups of 4-5. If you have play money available, give each person a different bill when they enter the room. Then, have them form groups by the \$1, \$5, \$10, \$20, \$50, \$100 or \$500 amounts – whatever denominations you have from a game like Monopoly.)

(Hand out “What Does It Cost?” and pens or pencils.) This activity is modeled after a game on the “Price is Right” TV show. Your goal is to match the item with the correct cost. Each group will look up all the items and report their matches back to the total club group. Every group will report before we find out which groups had the correct matches.

(Option: Give an inexpensive prize to the group with the most correct answers and perhaps to the runner-up groups.)



(Share how much money is currently in the club treasury.) Look at your list of possible club expenses. Circle the possibilities that would cost more than our treasury could cover.

*Thinking About Fund Raising*

Every 4-H club thinks about fund raising. Almost every person and group would like to have more money. But, there are some basic questions to consider before thinking about ways to raise money.

1. Why does our club need more money in the treasury?  
This is the most important question. Many clubs don’t need to raise more money because they collect dues and members pay for more costly events as they happen. The first thing in to think about is whether a group really does need to raise more funds. In the “What Does It Cost?” activity, you identified several things that a club would need more money to do.
2. What are the advantages of our club raising money for the treasury?  
Answers might include: get more money for our treasury, be able to take a club trip, have money to buy supplies, etc. Some less obvious benefits of fund raising are:
  - Youth have an opportunity to learn skills as they plan the activity, conduct it and evaluate the results – unless adults do it all.
  - Much can be learned by members about planning and decision making through the fund-raising experience. This includes money-raising options, selecting the fund raiser, setting deadlines, determining what needs to be done and doing the activity.
  - It can be fun and a team building experience for club members.

**Do Ahead:**

- Revise “What Does It Cost?” activity to include items that would be relevant to the club with current costs.
- Have supplies and handouts ready.
- Recruit someone to record the reflection discussion to use as an evaluation (optional).

**Sources:**

- Created by Linda Kustka, Professor Emeritus, Department of Youth Development, UW-Extension.

3. What are the disadvantages of our club raising money?  
Answers might include: it takes time, lots of competing fund raisers, and we might make too little money for the effort involved.
4. How much money is needed?  
The answer to this question is critical for the members to decide upon so they can make the best decisions about what fund raising event to do.

*Member Involvement*

Member involvement for every step of the fund raising is important. There will be volunteer and parent help, but it needs to be the effort of the members.

**Activity: Selecting the Best Fund Raiser for Us**

(Hand out “What’s the Best Fund Raiser for Us?”) We’ll complete this as a group. First, let’s brainstorm and list as many fund raising ideas as possible. We’ll evaluate our ideas in several steps. How much time does each idea need to complete? For which of these ideas do we have the necessary time? How much money can be raised for each idea?

Think about our ideas and pick three you like best. When you are ready, we will do a quick count of your favorites. Raise your hand to identify your top three interests. We’ll write down the results. Looking at our top interests, which ones could best raise the needed money? What other reasons should make us consider one fund-raising idea as the best choice?

(Options: The club may need to gather more information on their top choices before making a decision. If your group has the necessary information and is ready to make a decision, the president could call for a motion and vote at the appropriate time in the meeting.)

(Note: There are lots of ways to raise money: ask for donations, sell a product door to door, participate in a county or state 4-H fund raiser that shares profits with the clubs, do an event that charges a fee, e.g., chili supper, run a food stand at another event, etc. After listing as many money-making options as possible, your club needs to talk about criteria to help them pick the best option. Each club will have slightly different criteria or factors to consider for picking their best option. Criteria might include: time, member interests, potential buyers or supporters, fund raising competition from other groups, amount of money that is needed, etc.)

*Organizing and Completing the Fund Raising*

(Use the handout, “Organizing Your 4-H Club Fund Raising,” for the club to plan their needed actions. Note that you may need to modify to better fit your situation.)

Here are some typical steps in a fund-raising effort:

1. Group decides why they need to raise money.
2. Set money and time goals.
3. List all options to raise money.
4. Review money-making options for what best fits the group.
5. Develop “to do” list of what needs to be done to raise money.
6. Identify who will do tasks on the “to do” list.
7. Establish needed deadlines.
8. Do the effort (may have more steps here).
9. Evaluate how the effort went.
10. Celebrate!

The club might have a Fund-Raising Committee to give leadership to this effort. Club officers lead the effort in other groups. We’ll need some adult advisors, too. As the effort is happening, everyone will need to communicate on how things are going and whether any adjustments are needed.

*Closing*

Do we have a volunteer who will type and distribute copies of our plan? It’s important to keep everyone informed of our expectations and deadlines. Your reactions to this session help us evaluate its effectiveness. Please take the time now to complete this short evaluation.

## TALK IT OVER

### Reflect:

- Which ideas on selecting a fund raising approach seem most important?
- What have you learned from previous fund raising that you would do or not do again?

### Apply:

- How will members be involved in the club fund raising?
- What help and support will youth need in their fund-raising work?

## ENHANCE/SIMPLIFY

### Enhance:

- Have club leaders and the person teaching this lesson either experience or read “Handling Club Money” at [www.uwex.edu/ces/4h/clubs/meetings.cfm](http://www.uwex.edu/ces/4h/clubs/meetings.cfm) and “Supporting the Club Treasurer” at [www.uwex.edu/ces/4h/clubs/volunteers.cfm](http://www.uwex.edu/ces/4h/clubs/volunteers.cfm).
- Collect information on potential fund raisers. Some different members could volunteer to get this information for use at this training.
- It is important for volunteer leaders to be aware of rules regulating the use of the 4-H emblem, child labor laws and club financial accountability. Contact your county 4-H Youth Development professionals for information on these topics.

### Simplify:

- If time is short, eliminate the “What Does It Cost?” activity or modify it as a total-group activity.
- The lesson could be divided into two sessions: Part 1. What Does It Cost Activity, Thinking About Fund Raising, and Youth Involvement; and Part 2. Selecting the Fund Raising Effort Activity and Organizing/Completing the Fund Raising.

## EVALUATION

It is important to use an evaluation that is consistent with your teaching objectives. The short evaluation in the handouts can be modified to meet your needs. An alternative to a written evaluation is to record the Reflection discussion under “Talk It Over.” Recruit someone ahead of time to take notes while you are leading the discussion. Remember to share the evaluation results with 4-H Youth Development Extension staff in your county.

## ADDITIONAL WEB LINKS

- “Wisconsin 4-H Financial Handbook for Leaders” handouts and a presentation on club financial accountability can be found at [www.uwex.edu/ces/4h/pubs/pubdetails.cfm?publicationid=18](http://www.uwex.edu/ces/4h/pubs/pubdetails.cfm?publicationid=18).
- 4-H name and emblem information is at [www.national4-hheadquarters.gov/emblem/4h\\_name.htm](http://www.national4-hheadquarters.gov/emblem/4h_name.htm).

***Finalized by the Strengthening 4-H Club Leadership Work Team:  
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## What Does It Cost?

Here are some things that your 4-H club might spend money on. As a group, match the cost with the item.

	<b>Item</b>	<b>Cost</b>
_____	1. 10 stamps for secretary	A. \$500.00
_____	2. Club picnic paper plates and cups for 50 people	B. \$4.00
_____	3. Club scholarship for State 4-H Youth Conference	C. \$44.40
_____	4. Halloween Party: food, decorations, art supplies for 20 people	D. \$100.00
_____	5. Mailing club meeting notices to 10 families/year	E. \$12.00
_____	6. Box of "Thank You" cards	F. \$3.70
_____	7. Bus rental for club trip to Chicago	G. \$40.00
_____	8. Water park admission for 30 members	H. \$480.00

Note: Above costs are average estimated prices.

## What Does It Cost? Answers

Note: Please revise the costs to best fit the current situation. The answers below are 2005 estimates. The activity will be improved by using items and costs that fit your club.

	<b>Item</b>	<b>Cost</b>
<u>  <b>F</b>  </u>	1. 10 stamps for secretary	A. \$500.00
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<u>  <b>A</b>  </u>	7. Bus rental for club trip to Chicago	G. \$40.00
<u>  <b>H</b>  </u>	8. Water park admission for 30 members	H. \$480.00

## What's the Best Fund Raiser for Us?

- A. Brainstorm and list – without judging – as many ways as possible that your club could raise money:

- B. Look at all the possibilities and evaluate them using the following criteria. Feel free to add your own criteria.

**Time:** Underline all the ideas that we have enough time to complete.

**Members:** Review all the options and raise their hands for the *three* that they'd be willing to do. Put a check mark in front of those ideas.

**\$ Money Earning Potential:** Put a \$ sign behind all those ideas that would earn the needed funds (consider audience, competing fund raisers by other groups and profit potential).

\_\_\_\_\_ **(Club Criteria Option):** Circle these options.

- C. Discuss the advantages and disadvantages of the possibilities that meet each of the above criteria (and any criteria you've added). If one choice isn't reached by consensus, get more information on each of the options before deciding. When the group is ready to make a decision, have someone make a motion and vote.

## **Organizing Your 4-H Club Fund Raising**

Here are some typical steps in a group fund-raising effort:

1. Decide why they need to raise money.
2. Set money and time goals.
3. List all options to raise money.
4. Review money-making options for the one that best fits the group.
5. Develop “to do” list of what needs to be done to raise money.
6. Identify who will do tasks on the “to do” list.
7. Establish deadlines.
8. Do the fund raiser. (You may have more sub-steps here.)
9. Evaluate how the fund raiser went.
10. Celebrate!

## Fund Raising for Your Club Evaluation

11. How useful will the information be in helping your club with fund raising?  
(Circle one response.)

Very Useful    Somewhat Useful    Not Sure    Not Useful

12. Do you feel better prepared to help your club plan and conduct a fund raiser?

Yes                      No

13. What will you do as a result of this program?