

FUNDRAISING ACTION PLAN



LEUKEMIA &
LYMPHOMA
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To be completed by the lead student group during the program planning meeting

School Name: _____ Campaign Dates: _____

Advisor: _____ Student Leader: _____

Set a Date for Your Planning Meeting _____
Reach out to your local LLS representative to schedule a planning meeting four weeks to a few months before the start of your program. He/she will meet with your student group in person or over the phone and help you complete this fundraising action plan.

Set a Kickoff Event Date _____
A great way to jump-start your program and communicate program information is with a schoolwide kickoff assembly. Your LLS representative can walk you through several ideas for your assembly and provide materials (skits, videos, etc.) that you can use. The day before or first day of your program is usually best. Don't forget to check with administration. If you can't do something schoolwide, video, skits, morning announcements, lunch rallies or traveling kickoffs to each class can work great.

Create a Fundraising Action Plan and Set a Goal
Choose Your Program Events and Set a Goal: Choose four to five different fundraising methods or events (donation collection and online fundraising are always two of those methods) and a fundraising goal.

Overall Goal _____

Event	Date Start	Date End	Fundraising Goal
1. Donation Collection (_____ # of Students x \$X.XX = \$000 The average school raises over \$1,300 just collecting coins and cash!)			\$
2. Online Fundraising (Goal for _____ # of students to have individual pages)			\$
3.			\$
4.			\$
5.			\$
Total Goal:			\$

Tasks & Timeline

For each event list the tasks that need to be accomplished and label each task as: Marketing/Awareness, Event Planning/Logistics or Budget/Accounting. Don't forget about processing donations. See the Coin & Donation Management section of this Program Guide for more information.

Event 1: Donation Collection Dates: _____

Task	Type (Marketing, Logistics, Accounting)	Targeted Completion Date	✓
Create daily announcements for each day of campaign	Marketing		
Create and hang posters	Marketing		
Develop a collection plan for the donations	Acct & Logistics		

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Continued

Event 2: Online Fundraising

Dates: _____

Task	Type (Marketing, Logistics, Accounting)	Targeted Completion Date	✓
<i>Customize page with goal and school/team photo</i>	<i>Logistics</i>		
<i>Students in student group to set up individual pages, and set a goal for ___# of students to have individual online fundraising pages</i>	<i>Logistics</i>		
<i>Begin morning announcements about online page set up</i>	<i>Marketing</i>		
<i>Share information in "Online Fundraising for Students" via posters, announcements, e-newsletters, social media, etc.</i>	<i>Marketing</i>		
<i>Hold contest for which student can raise the most money online in 1 week</i>			

Event 3: _____

Dates: _____

Task	Type (Marketing, Logistics, Accounting)	Targeted Completion Date	✓

Event 4: _____

Dates: _____

Task	Type (Marketing, Logistics, Accounting)	Targeted Completion Date	✓

Roles & Responsibilities

Divide your student group into 3 committees: Marketing/Awareness, Event Planning/Logistics and Budget/Accounting to line up with the tasks listed for each event. This allows everyone to have a role in each event of the campaign.

Overall Project Lead: _____

Marketing/Awareness	Event Planning/Logistics	Budget/Accounting