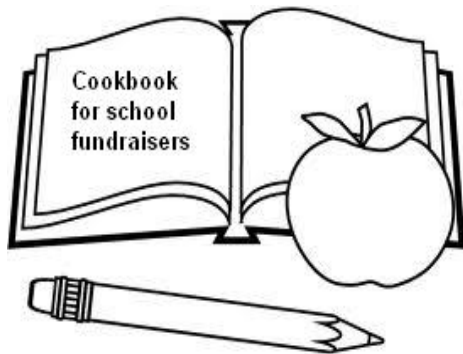


Workshop: “The fundraising cookbook: Recipes for successful fundraisers from Central European Schools”

Date, Time: Thursday, 30.09.2010, 10:00 - 13:00 and 14:30 - 17:15

Trainer: Borislava Daskalova, Bulgarian Network for Human Rights Education



Workshop content/theme

The workshop translates marketing terms into cooking metaphors, offering an opportunity to get to know the basics of fundraising using interactive methods and exercises. During this workshop, participants had the opportunity to explore the most successful recipes for school fundraising. After looking at our Cookbook, the groups were divided in small teams, who “cooked” “appetizers”, “salads”, “soups”, “main courses” and “desserts”. The cooking teams worked in collaboration to create four “appetizing”

fundraising dishes, following the “Cookbook” instructions. The “Culinary exhibitions” were followed by a discussion and “Easy to fundraise” tips.

Aims

Main Aim:

- To introduce the main fundraising tips for school projects, designed and delivered both by students and teachers.

Objectives:

- To present fundraising for school projects as a process that can be learned without high academic qualifications and this way to encourage both students and teachers to take action regarding project fundraising.
- To translate marketing terminology into cooking terms in order to make it fun and easy to understand.
- To point out the key fundraising tips and give practical examples on their implementation in school fundraising.
- To identify possible donors and discuss strategies to approach donors.
- To promote active collaboration between all stakeholders (students, parents, teachers, administrators, educational authorities, business, local community) in fundraising for school projects.



Methodology: The “Secrets of Fundraising” Approach

Total duration of the workshop: 150 min.

The workshop “Recipes for successful fundraisers from Central European Schools” is composed of:

- ❖ Introduction of participants and trainer. Duration: 5 min.
- ❖ A visual presentation (.ppt) of the step-by-step process (tools) of “cooking”, including questions for each slide and at the end. Duration: 45 min.
- ❖ An interactive exercise of “cooking”: The group is divided into 5 working groups, preparing “appetizers, salads, soups, main dishes and desserts”. Working time: 45 min.
- ❖ Plenary presentation of working groups. Debriefing and wrap up. Duration: 60 min.
- ❖ The workshop takes place indoors.



Further tips, sources, resource material or links

Webography of funding resources

European Commission Programs which have funds for youth-driven or school administrated projects. Executive Agency Web pages are in English, but there are manuals and guides in all EU languages:



- I. Lifelong Learning Program of the European Commission:
http://ec.europa.eu/education/lifelong-learning-programme/doc78_en.htm
 - Comenius program: http://ec.europa.eu/education/lifelong-learning-programme/doc84_en.htm
 - Leonardo da Vinci program: http://ec.europa.eu/education/lifelong-learning-programme/doc82_en.htm
- II. Youth in Action Program of the European Commission:
http://ec.europa.eu/youth/index_en.htm

Partnership-building projects – in English:

- European Schools Project Association - <http://www.espnet.eu/>
- Central and Eastern European Schools Association – <http://www.ceesa.org/>
- SCHOLA EUROPAEA - <http://www.eursc.eu>
- Teachers without borders - <http://teacherswithoutborders.org>
- Connecting Classrooms project of British Council: <http://www.britishcouncil.org/learning-connecting-classrooms.htm>
- E-Languages: <http://www.elanguages.org/>

Webography of school fundraising tips online – in English:

- <http://www.school-fundraisers.com/>
- <http://www.fundraiserhelp.com/>
- <http://www.easy-fundraising-ideas.com/>
- <http://www.better-fundraising-ideas.com/school-fundraising.html>
- <http://www.fundraiserinsight.org/ideas/>
- <http://www.fasttrackfundraising.com/>
- <http://www.fundraising-ideas.org/>

- <http://www.fundraisingideas.com.au/>
- <http://www.fundraisingdeals.com/>
- <http://www.americasfundraising.com/fundraising/school.htm>
- <http://www.goldrushfundraising.com/>
- <http://www.unclejerrysteets.com/>

