



CURA PERSONALIS PROGRAM YEAR 10



TASK

Research the features that make a fundraising campaign successful.

Design a fundraising campaign for Jesuit Mission, utilising your findings and creativity.

Present your digital pitch to a panel of judges.

STEP 1 The Problem

- Jesuit Mission Australia does amazing work globally to alleviate challenges for those living with poverty. The organisation is not government funded and relies on generosity from Australian supporters.
- Jesuit Mission Australia requires approximately 6 million AUD to operate each year, depending on specific projects

Challenges:

- A lack of awareness of who Jesuit Mission are and what they do.
- A lack of awareness of where the people are located that Jesuit Mission serve?
- There is confusion between the different Jesuit ministries in Australia i.e. Jesuit Social Services, Jesuit Refugee Services and Jesuit Mission.
- The demographic of those on the J.M. data base are aged above 60 years of age. How can J.M. connect with a younger demographic and strengthen the relationship and the donation pipeline?

The Brief:

- Research 10 of the most successful fundraisers held e.g. The Big Shave (originally used by Bluey Day-police & emergency services), The Big Freeze, Fun Runs e.g. Connor's Run, Biggest Morning Tea, Unicef's Change for Good, Red Nose Day, Movember, Daffodil Day, Live Aid etc.

What do they have that made them successful?

- Record as many different strategies you observe. Is it creativity, teamwork, a unique method over traditional method? Appeal to a specific target audience? Clever technology? Taking action physically? Displaying outwardly that you are part of the campaign? Making connections with a famous identity? The cause itself?
- Create a table (see example below) and name and categorise 10 popular fundraising campaigns and observe how many strategies they used.
- Explain why you believe they were successful.

| Name and cause | Years | Strategies | Target Appeal | Possible Reasons for Success |
|-----------------------|--------------|-------------------|----------------------|-------------------------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |



Summarise the key elements you will aim to include in your campaign and state the reasons for selecting these.

Create a Plan:

The Problem.

- Jesuit Mission Australia does amazing work globally to alleviate challenges for those living with poverty. The organisation is not government funded and relies on donations from the Australian people.
- Jesuit Mission Australia requires approximately 6 million AUD to operate each year, depending on specific projects.

Challenges:

- A lack of awareness of who Jesuit Mission are and what they do.
- A lack of awareness of where the people are located that Jesuit Mission serve?
- There is confusion between the different Jesuit ministries in Australia i.e. Jesuit Social Services, Jesuit Refugee Services and Jesuit Mission.
- The demographic of those on the J.M. data base is **aged above 60 years** of age. How can J.M. connect with a younger demographic and strengthen the relationship and the donation pipeline?

**Target Audience:**

Your target audience is to focus on a younger demographic than the over 60s, however, your campaign can of course appeal to everyone. You may specifically choose a school-age focus or a broader range to hit a wider market. (Consider who has access to a disposable income and can afford to donate \$ after commitments are met. Will you go for a little from a lot or a lot from a little? How much of your campaign will include raising awareness?)

Individually and then as a group of 2-4, share as many different ideas as possible for a fundraising campaign for J.M. Don't hold back! All ideas are worth considering.

You may benefit from completing an ***Options Explosion thinking routine***.

Purpose: What kind of thinking does this routine encourage? This routine fosters creative thinking. It helps explore "hidden" options in a decision-making situation. Often people don't make good decisions because they miss the hidden options. It is also relevant to understanding. It helps in building an understanding of decision-making situations even when you are not the real decision maker.

https://pz.harvard.edu/sites/default/files/Options%20Explosion_0.pdf

Revisit the strategies used by other successful campaigns and highlight your group's best 5 ideas. Discuss reasons you believe that one of your groups' ideas might work. Note the strategies it will include.

Make a list of the strategies and the key information to be included in your J.M. fundraising campaign.

Discuss with your group and make a draft of your ideas. Think about the pros and cons.

What is needed? Is it going to appeal to the target group? How can we build on our ideas?

Is it original? What and who would need to approve the fundraiser?

Outline the campaign in a digital format of your choosing e.g. slideshow, video, website. This should be equivalent to a minimum of 250 words. Include images and/or diagrams.

- Include the **target audience**, why you have selected them and how your campaign will engage them.
- Include the **strategies** you will use and reasons for choosing them.
- List the **challenges** you envisage and how you hope to address them.
- Are there **costs** involved?
- What are your **goals**, including how many you hope to involve and the financial outcome for the campaign.
- Each group will **present their fundraising campaign pitch to a panel of judges**
- The campaigns will be judged on originality and creativity, clear flow of ideas, well-developed and detailed plan, appeal to the targeted audience and likelihood of success.
- The overall winners will be uploaded onto the Jesuit Mission website as suggested fundraising ideas for all Australian Jesuit schools. This will help all Jesuit related Australian schools in building the chain of fundraising to support Jesuit Mission's ongoing projects

GOOD LUCK