

The "Fun" in Fundraisers: Fundraisers that Stick

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Introduction

- Students are actively engaged in learning techniques to prepare them to advise a youth organization
- Leadership development In CTE occurs through participating in a youth organization (Ricketts & Rudd, 2002)
- Students learn to facilitate fundraisers through principles of Kolb's (1984) experiential learning theory
- Students at the University of Kentucky participated in a "Pancake Cookoff" to illustrate elements of an effective and entertaining fundraiser

Costs/ Resources Needed

- Pancakes materials and paper goods: \$18.00 (Walmart)
- Cost of Three Customized Trophies: \$15.00 (Amazon)
- Resources needed: Classroom space, griddle, and cookware

How It Works

Purpose: *Provide an experiential learning opportunity to discuss the procedures for facilitating a fundraiser through a role play scenario*

1. Students role play organizing a fundraiser
2. Students learn the importance and effectiveness of a fundraiser
3. Split students into pairs for the completion of the activity
4. Outline instructions for students and how pancakes will be judged
 - a. Base materials are provided (Cooking utensils, Pancake Batter)
 - b. Students can bring additional ingredients
 - c. Pancakes are judged for eye appeal, taste, and crowd appeal
5. Select judges and judge pancakes
6. Reflect on the importance and implementation of fundraising
7. Recognize winners

Results to Date

- Students have reflected different aspects of the activity
- Applicability:
 - "I took away a few really creative ideas I will use in my own chapter someday we learned in class"
- Reflection:
 - "The lesson was very hands on and provided a time for reflection"
- Community Involvement
 - "Having students that are benefitting from the proceeds present to represent the chapter/organization to the community"
- The activity was successful in having students reflect on fundraising and to brainstorm ideas for future practice

Future Plans and Advice to Others

- Continue to look for engaging hands-on activities to foster exciting and memorable experiences (Sun & Hsieh, 2018)
- Create different fundraising opportunities and planning periods
- Explore having students plan, implement, and facilitate a fundraiser for a local non-profit organization
 - Provides an opportunity for further applicability and to network, build social capital, and experience within the community
- Facilitate role play experiences for other facets of a youth organization
 - Service: Sock Drive
 - Recreation: Chili Cookoff

