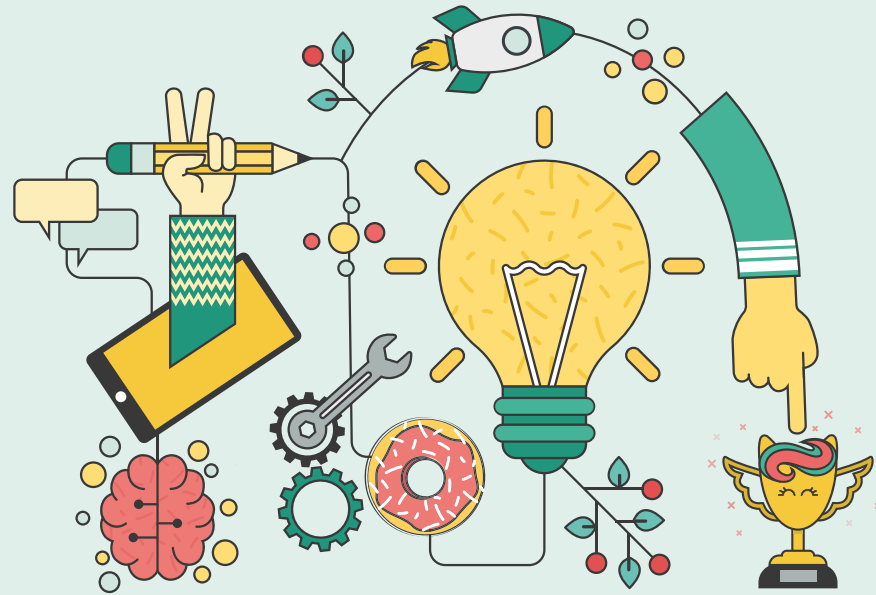


TOOL INSPIRED BY

Le parcours
DE LA GRANDE
JOURNÉE



The Project **FACTORY**

STEP 2. PREPARE THE FUNDRAISER

Brainstorming tool – Thanks and products

Get people excited to contribute to your fundraiser

Your project depends on the success of your fundraiser. You want to motivate your supporters to assist you and help spread the word. That's why the kind of perks you offer matters!

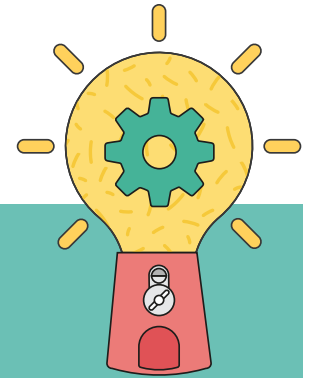


How will you show your gratitude?

You could say thank you with a message, give out personalized cards or post supporters' names on a wall of fame. Get creative! You could also sell something related to your project or something you know everybody will love. Let your imagination run wild! And since all of this is going to take some work, start by thinking about the things you like to do. That way, you can raise money and have fun doing it!

You can turn just about anything into a perk

List your ideas in the table below. Think about how interested you are in doing each one. Try to match your interests to your fundraising efforts.



OUR IDEAS

PRODUCTS FROM THE PROJECT

(like tomatoes from the school vegetable garden)

.....

PRODUCTS WITH THE PROJECT'S IMAGE

(like T-shirts with a science fair logo)

.....

ACTIVITIES RELATED TO THE PROJECT

(like tickets to the school musical)

.....

PRODUCTS THAT EVERYBODY LIKES

(like chocolates or a product that you made yourself)

.....

PERKS THAT USE YOUR TALENTS

(like art or music)

Choose your idea

Choose the best idea—or 3!
 There are so many ways you can thank your supporters. Keep in mind the work involved with each option. Take your ideas from the previous table and categorize them in the table below.

How the group activity works

1. Participants raise their hands to suggest ideas and where to put them based on the effort they require and the impact they would have on supporters.
2. Agree as a group on where to put the ideas on the chart. Limit the discussions to 1 or 2 minutes.
3. Once you have gone through all the ideas, group similar ones together to narrow them down.
4. Ask each participant to write down:
 - **The sure thing** (The great idea that's easy to do and isn't risky)
 - **The favourite** (The most appealing idea that draws in the team and supporters)
 - **The home run** (The promising, forward-thinking idea)
5. As a group, come to a consensus on 1 sure thing, 1 favourite and 1 home run. Write the top 3 in the right-hand section.
6. Discuss what types of products or services to offer supporters. Vote to select 1 idea from the top 3.

NOT MUCH WORK	7	8	9
	4	5	6
	1	2	3
	- LOW IMPACT for supporters		+++ HIGH IMPACT for supporters

Top 3 ideas



THE SURE THING

The great idea that's easy to do and isn't risky



THE FAVOURITE

The most appealing idea that draws in the team and supporters



THE HOME RUN

The promising, forward-thinking idea,