

FUNDRAISING SCENARIO

Directions:

Read your scenario out loud and answer the questions that follow.

You have **5 minutes** to complete this page.

Scenario

You work at a medium sized social service agency that has an onsite food shelf. You are part of a planning committee for the 2010 March food drive. Your agency has a web page and sends e-newsletters out to an email list of about 4,000 supporters and donors on a monthly basis. In 2010 you will use social media for the first time to solicit food donations. Your goal is to bring in an additional 1,000 pounds of donated food through social media.

Using the tool/activity cards:

Write down the tools your group has agreed on using # Points

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

(*Note: Total # of points cannot exceed 10.) Total # of Points _____*

Describe why the tools/activities you have listed above are best suited to help you reach the stipulated goal in your scenario:

Your group will have **2 minutes** to report back to the large group. Please do the following when reporting back:

- 1) Read your scenario.
- 2) State which tools/activities your group decided to use.
- 3) Describe why these tools/activities are best suited to help you reach your stipulated goal.