



**Beginning a sticker fundraiser : Introduction**

Power point presentation explaining what the fundraiser is and what it will be for

First step financial literacy- researching materials, cost, total expenses and how to make a budget

Researching our target audience: our customers

Split class into job roles

**Operations**

How will the fundraiser run? what day, time, venue, decorations etc

How will we promote and market the fundraiser

Design digital marketing media

Fundraiser day set up and take down.

**Finances**

Research and find the cheapest / best options for materials needed.

Once you know costs write a letter to the principle asking for a loan to purchase the materials. State how much you will need, why and how you will pay the school back.

Decide on a float and the cost of the stickers ( this should be in your budget plan)

On fundraiser day, collect and count up the money. minus expenses. Record profit and expenses calculations. Pay back debts.

**Product design**

With customer in mind design a series of stickers

colour and make the first batch of stickers. Is there a way to speed up production?

Continue creating and making stickers to meet the deadline and target numbers. Do you have stickers that appeal to all customer diagraphic

Fundraiser day, help to sell and promote the stickers. Man the stalls

**Final group reflection on what went well, what could have been improved on and how you as a company will celebrate and share the news of the money raised for the school.**