

M-05

FUNDRAISING

GRADES 6 TO 8

5 WEEK ARC

# The *Cause* Campaign

*Pick a cause you actually care about. Set a real number. Raise it.*

A five-week project that ends with money in the hands of an organization that needed it. No simulations. No worksheets that don't matter. The work is the work.

B7 COLLECTIVE LLC  
EDITION · 01

BUILDSOMETHINGGOOD.COM  
PROJECT NO. M-05

Build  
Something  
Good

# Welcome to *Build Something Good*

Build Something Good makes project kits for kids who are ready to do something real. Every kit ends with an outcome you can point to: something sold, something organized, something delivered, something built. Not a pile of finished worksheets. A finished thing.

*"The world doesn't need more kids who can describe what an entrepreneur does. It needs kids who have already done something."*

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MORE PROJECTS, MORE KITS

*See the rest of the catalog and read what we're building next.*

**buildsomethinggood.com**

**A single purchase is for a single household.** All the kids under your roof are covered. If you're using this with kids from other families, like a classroom, a microschool, or a co-op, please pick up a copy for each family taking part, or email us about group licensing.

If the cost is genuinely what's keeping this out of a kid's hands, take it anyway. No paperwork. We'd rather the work happen than the work sit unused.

# A quick orientation, *before your kid opens this kit.*

Your job is not to run this campaign. Your job is to hand your kid the kit, stay close enough to help when they're stuck, and stay far enough back that they actually own the result. This page tells you what that looks like.

## What your kid will actually do

Choose a cause they genuinely care about. Set a real fundraising goal with real math behind it. Build a strategy. Tell people. Track what comes in. Adjust when it isn't working. Close out with thank-yous and an honest report. By the end of week five, real money is in real hands.

## What success actually looks like

Hitting the goal is great. Falling short is also fine, as long as your kid ran a real campaign with real attempts and learned something specific from the gap. The product of this project is the kid who finished it, not the dollar amount.

## When things wobble

Around the end of week three, most kids hit a wall. Donations stall. Their inbox is quiet. They want to quit. The right move is not rescue. The right move is the Mid-Campaign Check-in on page 17. Hand it over and let them work through it.

## The five-week arc

### WEEK 01

#### Onboarding

Pick the cause. Set the number.

### WEEK 02

#### Build

Strategy, pitch, outreach list.

### WEEK 03

#### Launch

Go live. Track. Reality check.

### WEEK 04

#### Run & Adjust

Pivot. Steward. Push.

### WEEK 05

#### Close & Reflect

Report. Thank. Reflect.

# Everything in this kit, *and where to find it.*

Two universal artifacts (the Project Onboarding Workbook and the Reflection Journal) come built into Weeks 1 and 5. The pages below are the project-specific artifacts your kid will work through.

## FRONT MATTER

### Orientation

- Welcome Page
- Parent Introduction
- Kit Map (you are here)
- How to Use This Kit

## SKILLS SCAFFOLDING

### The Hard Skill

- Skills Section Opener
- What Right Looks Like (annotated)
- What Weak Looks Like (annotated)
- Your Turn Workspace
- Self-Check Rubric

## WEEK 1 · ONBOARDING

### Pick & Plan

- Cause Selection Worksheet
- Goal-Setting Worksheet

## WEEK 2 · BUILD

### Strategy & Pitch

- Campaign Strategy Planner
- Outreach Tracker

## WEEK 3 · LAUNCH

### Go Live

- Goal Thermometer & Day Tracker
- Mid-Campaign Check-in

## WEEK 4 · RUN & ADJUST

### Pivot & Steward

- Pivot Worksheet
- Donor Thank-You Tracker

## WEEK 5 · CLOSE

### Report & Reflect

- Campaign Results Report
- Reflection Journal

# Five ground rules *for the next five weeks.*

01

## **Hand them one section at a time.**

Don't dump the whole kit on the table on day one. Start with the Cause Selection Worksheet. Save Week 3 for Week 3. Surprise is part of the structure.

02

## **Don't fix their pitch.**

When they show you their first draft of the cause story, your job is not to rewrite it. The Skills Scaffolding section has a Self-Check Rubric. Hand them the rubric. Walk away.

03

## **Let the goal be theirs.**

If they pick a number that seems too small, ask them to defend it. If they pick a number that seems too big, ask them what \$X actually buys. The math, not your opinion, is the corrective.

04

## **Stay close in week three.**

This is the dip. The kid who quits in week three didn't fail at fundraising. They failed to be supported through the dip. Read the parent note on page 17 before they get there.

05

## **Honor the result, whatever it is.**

The certificate is not contingent on hitting the goal. It's contingent on running the campaign honestly to the end. That standard is the lesson.

### **One more thing.**

If your kid wants to quit at any point, they can. But ask them to do one thing first: read their cause selection worksheet from week one out loud. If they still want to stop, they can. Most don't.

# 01

## The hardest part of this whole project *isn't the math.*

It's talking about your cause without sounding like a brochure. Most kids' first attempt sounds like an ad. Generic. Earnest. Easy to ignore. The donor reads it once, feels nothing, and moves on.

This section teaches you how to write the version that actually lands. Not by giving you a script. By showing you what right looks like on a cause that isn't yours, then handing you the workspace to write your own.

### What you'll find in this section:

- What Right Looks Like: a real cause story with margin notes explaining the moves
- What Weak Looks Like: the version most kids write first, and why it fails
- Your Turn: a workspace for writing your own, with prompts that surface your own thinking
- Self-Check Rubric: five criteria you use to grade yourself before showing anyone

# A 7th grader's pitch for nursing-home art supplies.

Not your cause. That's on purpose. Read the example. Read the margin notes. Then turn the page for the version that doesn't work, and after that, write your own.

My grandfather lives at Maple Ridge Nursing Home. Last December, the activity room there ran out of paint, brushes, and paper because their craft budget got cut. I watched my grandfather sit through three Tuesday afternoons with nothing to make. He was a sign painter for forty-one years. He doesn't talk much anymore but his hands still know what to do. ❶

I'm raising \$400 to restock the Maple Ridge art supply closet for the rest of the year. Every \$40 buys one resident enough materials for ten projects. If we hit the goal, fifty residents have something to do with their hands every Tuesday until June. ❷

If you can give \$5, \$20, or \$40, here's how. [Link or QR code] ❸

I'll send you a photo of the supplies arriving when we get there. And one of my grandfather painting again. ❹

## ❶ One specific person, one specific scene

Not "people in nursing homes." A real grandfather, three real Tuesdays, forty-one real years. The reader cannot stop reading.

## ❷ Concrete math, concrete impact

Not "every dollar helps." \$40 buys ten projects for one resident. The donor knows exactly what their dollar does.

## ❸ Three specific amounts, not "any amount"

Choosing among three is easier than choosing from infinity. "Any amount helps" is the easiest line in the world to ignore.

## ❹ A promise to close the loop

Donors give again to people who tell them what happened. Donors disappear when you ghost them after the ask.

# Same cause. *Different pitch.* Watch what falls apart.

Most kids' first draft sounds like the version below. Earnest, kind, completely forgettable. The notes show you what's missing.

Hi everyone! I'm raising money for an amazing cause. ❶

Nursing home residents deserve to have fun activities and creativity in their lives. Art is so important for everyone, especially seniors who don't always get to express themselves. ❷

Please donate to help bring joy to seniors in our community! Any amount helps and would be so appreciated! Even just a few dollars makes a huge difference! ❸

Thank you in advance for your generosity! ❹

❶ **Generic. Could be any cause.**

"Amazing cause" tells the reader nothing. Compare to "My grandfather lives at Maple Ridge." One sentence in, one is real, one is not.

❷ **Abstractions stacked on abstractions.**

"Residents deserve," "art is important," "seniors who don't always." No person, no scene, no stake. The reader's eyes slide off.

❸ **"Any amount helps" is the easiest ask to skip.**

It signals you don't actually know what you need. A donor who is told nothing chooses nothing.

❹ **No promise of follow-up.**

The donor will never hear from you again. They know it. So they treat the ask the same way.

# Now write your own. *About your cause.*

Don't try to write a finished pitch in one go. Answer the prompts below in order. Each one is a piece of the pitch. Stitch them together at the end.

## 1. One specific person, place, or moment that brought you to this cause.

Not "people who" or "those affected by." A name. A scene. A Tuesday afternoon. Something a stranger could picture.

Build  
Something  
Good

## 2. What does your cause organization need money for, specifically?

"General support" is not specific. Books, supplies, meals for X people, repairs to Y. If you don't know, ask the organization.

## 3. Break your goal into what each donation amount actually buys.

Fill in the blanks. The math will tell you whether your goal is realistic.

\$5 buys

\$20 buys

\$50 buys

\$100

buys

## 4. What will you do for donors after the campaign ends?

A photo. A thank-you note. An update on what the money did. Pick one and commit to it.

# Grade your own pitch *before showing anyone.*

Five criteria. Three columns. Mark where your pitch actually lands, not where you wish it landed. If anything is in not yet, the revision prompt under that row is your homework.

| CRITERION                                                                                                                 | GOOD                                                           | GETTING THERE                                                               | NOT YET                                                  |
|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------------------------------|----------------------------------------------------------|
| <b>Specificity</b><br>Revision prompt: rewrite your opening line so it could only be about your cause, no other.          | <input type="checkbox"/> Names a real person, place, or moment | <input type="checkbox"/> Describes a real situation but not specific people | <input type="checkbox"/> Reads like a generic pitch      |
| <b>Concrete impact</b><br>Revision prompt: write down what \$X buys, with a real number, and put that line in your pitch. | <input type="checkbox"/> Names what each dollar amount buys    | <input type="checkbox"/> Mentions impact but in vague terms                 | <input type="checkbox"/> "Every dollar helps" or similar |
| <b>Clear ask</b><br>Revision prompt: replace "any amount" with three actual numbers.                                      | <input type="checkbox"/> Three specific dollar options         | <input type="checkbox"/> Gives one suggested amount                         | <input type="checkbox"/> "Any amount helps"              |
| <b>Personal voice</b><br>Revision prompt: read your pitch out loud. Cross out any sentence that doesn't sound like you.   | <input type="checkbox"/> Sounds like you                       | <input type="checkbox"/> Mostly sounds like you                             | <input type="checkbox"/> Could've been written by anyone |
| <b>Closing the loop</b><br>Revision prompt: add one sentence promising what donors will receive after the campaign.       | <input type="checkbox"/> Promises a specific follow-up         | <input type="checkbox"/> Mentions following up                              | <input type="checkbox"/> No follow-up mentioned          |

## The threshold.

A pitch that's "Good" on at least four of five and "Getting There" on the fifth is ready to send. Anything below that goes back through revision.

# 01

**This week, you're not raising money. *You're choosing what's worth your five weeks.***

## WHAT YOU'LL DO

- Complete the Cause Selection Worksheet
- Decide on your specific cause and the organization
- Complete the Goal-Setting Worksheet
- Build your week-by-week plan in the Onboarding Workbook

## WHAT MIGHT BE HARD

Picking a cause that sounds noble vs. one you actually care about. Noble is easy. Real is harder. The worksheet is built to filter for real.

☐ Week 1 complete

## PARENT CHECK-IN

By end of this week your kid should have named a specific organization and a specific dollar number with math behind it. Common stumble: a goal pulled out of thin air. Good sign: they can tell you what \$50 of their goal actually buys.

# Pick a cause you actually care about, *not one that sounds good.*

*There's no shortage of good causes. There's a shortage of causes you'll still care about in week four when nobody's donating. Filter accordingly.*

## 1 Three things that have actually bothered you in the last month.

From your real life. Things you noticed, read, or experienced. If you're scrolling a list of causes, you're in the wrong section.

## 2 For each, write one specific thing you saw, heard, or experienced.

If you can't write a specific thing, that one isn't yours yet. Cross it out and don't feel bad.

Something Good

## 3 Of the ones still standing, which one keeps coming back when you're not trying?

That's usually the right one. Trust it.

## 4 What organization is already doing something about it?

If nobody is, you might be picking something too big to start with. Find a smaller version of the same problem.

YOUR CAUSE FOR THIS CAMPAIGN

## Your goal isn't random.

*A goal pulled out of the air will be hit or missed by accident. A goal anchored to what the money will actually do can be hit or missed on purpose. Anchor it.*

### 1 What does your cause organization actually need money for?

"General support" is not specific. Pick up the phone or send an email. Ask. They'll tell you.

### 2 What does each dollar amount actually buy?

Fill these in. If you can't, you don't know your cause well enough yet. Go back to step 1.

\$5 buys

\$20 buys

\$50 buys

\$100

buys

\$250

buys

### 3 A goal that would actually mean something.

Not \$5,000 if you've never raised money before. Not \$50 if your cause needs a minimum of \$500 to fund anything real. The right number is in the middle and you'll feel it.

\$

### 4 If you hit it, what specifically happens?

Write it as one sentence. Make it concrete. ("Maple Ridge has paint and brushes through June.") That sentence is going to live in your pitch.

# 02

**This week the campaign starts to**  
*look like a campaign.*

## WHAT YOU'LL DO

- Pick your strategy on the Strategy Planner
- Draft your pitch using the Skills Scaffolding section
- Run your draft through the Self-Check Rubric
- Build your outreach list on the Outreach Tracker

## WHAT MIGHT BE HARD

Writing the pitch. The first draft will sound like a charity ad. That's normal. The Self-Check Rubric on page 11 is how you get to the second draft.

☐ Week 2 complete

## PARENT CHECK-IN

By end of this week your kid should have a draft pitch they're not embarrassed by, and a list of at least 10 specific people to ask. Resist the urge to write the pitch for them.

# How are you actually *going to do this?*

*Three honest options below. Read all three. Then look at the decision questions underneath. Pick the strategy that fits your timeline, your skills, and the people you actually have.*

## Direct Ask

BEST FOR SHORT TIMELINES,  
SMALL NETWORKS

You contact people you already know (family, neighbors, family friends) and ask them to give. Highest conversion rate per ask. Capped by how many people you can ask.

## Product Sale

BEST FOR MAKERS AND LONGER  
ARCS

You make something (baked goods, art, prints, a service) and the proceeds go to your cause. Reaches people beyond your network. Requires production time and visible effort.

## Event

BEST FOR CONFIDENT  
ORGANIZERS

You host a small event (a game night, a car wash, a recital) that charges admission or accepts donations. Highest ceiling, highest coordination cost. Don't pick this if it's your first project.

## Decision questions

- ☐ I have at least 3 weeks
- ☐ I make something I can sell
- ☐ I'm comfortable in front of a small crowd
- ☐ I have 15+ people to ask

DIRECT ASK

☐

PRODUCT SALE

☐

EVENT

☐

HYBRID

☐

*My strategy in one sentence:*



# 03

This is the week the campaign  
*becomes real.*

## WHAT YOU'LL DO

- Send your first wave of asks (Outreach Tracker)
- Color in your Goal Thermometer as donations come in
- Run the Mid-Campaign Check-in at the end of the week
- Decide what's working and what isn't

## WHAT WILL BE HARD

The quiet days. You'll send asks and hear nothing for hours. That's normal. Don't keep refreshing. Send the next ask.

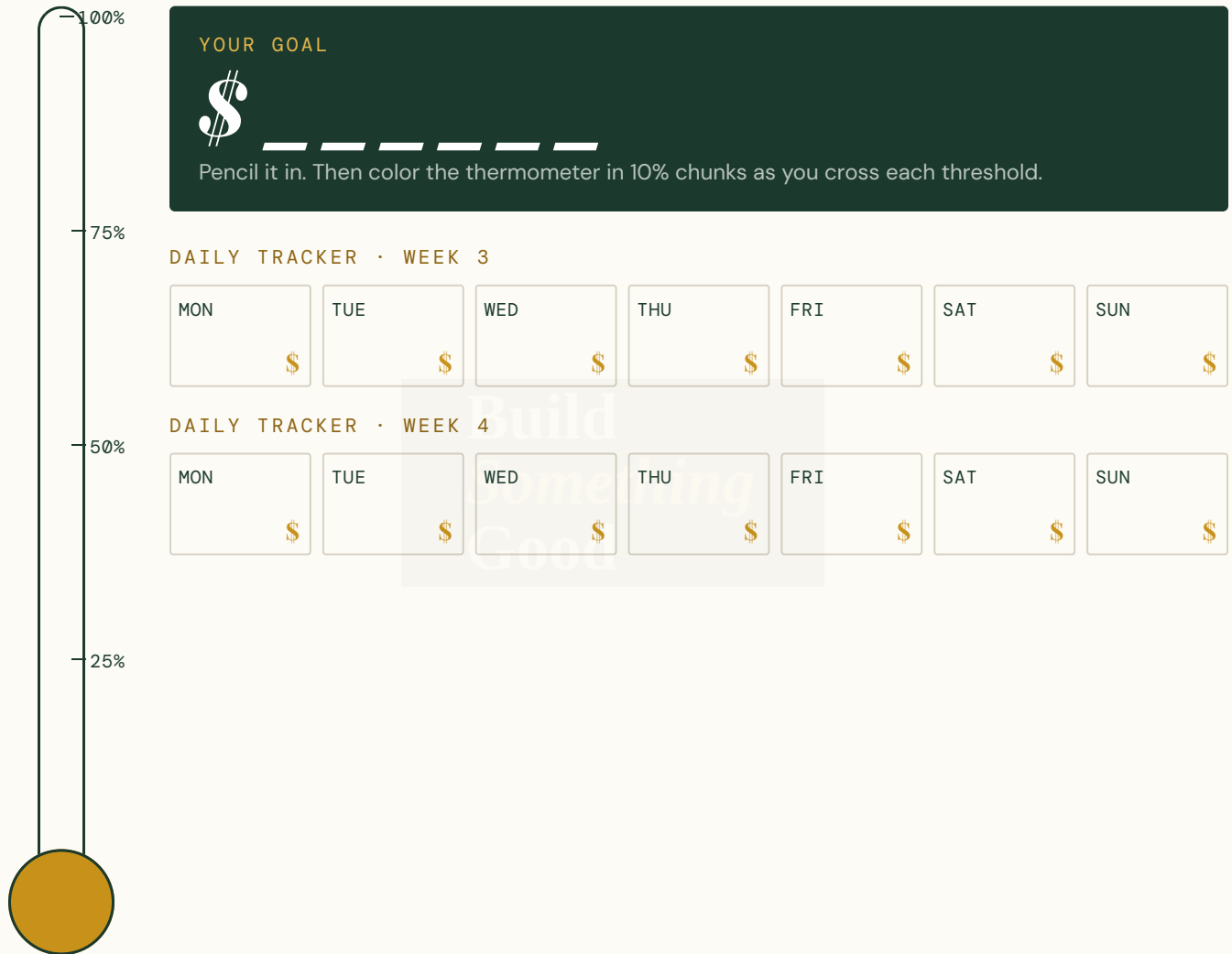
☐ Week 3 complete

## PARENT CHECK-IN

This is the dip. If your kid wants to quit, this is when. The Mid-Campaign Check-in on the next page is the tool. Hand it over. Stay close.

# Color in *what comes in.*

*Every donation gets logged here, the day it arrives. Watching the line creep up is half the reward. Watching it stall is half the lesson.*



## *End-of-week-three* reality check.

*You've been at this three weeks. Don't measure success against your hopes. Measure it against what's on your tracker. Then decide what changes.*

### 1 What's actually working?

"It's going OK" doesn't count. Specific channels, specific messages, specific people who said yes.

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### 2 What did you think would work that hasn't?

No shame. The whole point of week three is to find this out before week four.

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|  | Build     |  |
|  | Something |  |
|  | Good      |  |

### 3 Who was supposed to give and hasn't? Have you asked again?

Most people don't give on the first ask. That's not a no. It's a not-yet.

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### 4 If you stay on this exact pace, will you hit your goal?

Take the amount raised so far, divide by the days that have passed, multiply by total campaign days. That's your projection.

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IF THE PROJECTION MISSES YOUR GOAL BY MORE THAN 20%, NAME ONE THING YOU'RE CHANGING IN WEEK 4.

# 04

Run the version of *this campaign that the data tells you to run.*

## WHAT YOU'LL DO

- Make the change you named in the Mid-Campaign Check-in
- Send second-wave asks to people who haven't answered
- Thank every donor on the Donor Thank-You Tracker
- Keep updating the thermometer and daily tracker

## WHAT WILL BE HARD

Asking people again. It feels pushy. It's not pushy if you have a real reason and a specific update. ("We're \$80 from the goal. Two more donors gets us there.")

☐ Week 4 complete

## PARENT CHECK-IN

This is the week most of the goal gets hit, if the goal gets hit. Watch your kid's energy. Push only on the work, never on the result.

# Name the change. *Make it.*

*A pivot you can't name in one sentence isn't a pivot. It's a panic. Use this page to name it cleanly.*

## 1 Based on Week 3 data, the change I'm making is:

One sentence. "I'm switching from group emails to one-to-one DMs." "I'm raising my ask amount because the small ones aren't moving the needle." That kind of specific.

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## 2 I'm making this change because:

Reference what your tracker actually showed you. Not a feeling. A pattern.

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## 3 The risk if I don't change:

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## 4 The risk if I do:

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## 5 When and how I'll know if the change worked:

Pick a day and a number. "If by Friday I have three new donors from the new approach, it's working." Otherwise it's a hope, not a test.

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# A donor you don't thank *is a donor you don't get next time.*

*Thank-yous take less time than the donation took. Make them specific. Make them fast. Make them by name.*

| DONOR | AMOUNT | THANKED WHEN | HOW (TEXT/NOTE/ETC) | WHAT YOU SAID SPECIFICALLY | UPDATED ON OUTCOME       |
|-------|--------|--------------|---------------------|----------------------------|--------------------------|
|       |        |              |                     |                            | <input type="checkbox"/> |
|       |        |              |                     |                            | <input type="checkbox"/> |
|       |        |              |                     |                            | <input type="checkbox"/> |
|       |        |              |                     |                            | <input type="checkbox"/> |
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|       |        |              |                     |                            | <input type="checkbox"/> |
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|       |        |              |                     |                            | <input type="checkbox"/> |
|       |        |              |                     |                            | <input type="checkbox"/> |
|       |        |              |                     |                            | <input type="checkbox"/> |

## The thank-you that works.

Names the donor. Names the amount. Names the specific thing it does. Promises a follow-up. Sent within 48 hours. That's it.

# 05

## Close it out *like a professional.*

### WHAT YOU'LL DO

- Total your numbers on the Campaign Results Report
- Send the report to every donor (the loop you promised to close)
- Deliver the funds to your cause organization
- Complete the Reflection Journal

### WHAT MIGHT BE HARD

Sending an honest results report when you fell short of the goal. Send it anyway. Donors trust you more for honesty than for spin. Plus, they might give again.

☐ Week 5 complete · Project complete

### PARENT CHECK-IN

By the end of this week the money should be in the cause organization's hands and every donor should have received an honest update. Keep the certificate page handy.

# What you *actually did*.

*This page becomes the report you send to every donor. Be honest. Be specific. Be brief.*

GOAL

\$ \_ \_ \_ \_

RAISED

\$ \_ \_ \_ \_

DONORS

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## 1 Three things that worked.

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## 2 Three things that didn't.

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## 3 What the money is doing. (One paragraph for the donors.)

This paragraph is the loop closing. Specific is better than poetic.

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## For you, *not for the donors.*

*This page doesn't go anywhere. It's the record of what this five weeks taught you. Write whatever's true.*

### 1 What I actually did vs. what I planned.

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### 2 The hardest moment, and what I did.

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### 3 What I'd do differently if I ran this again.

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### 4 One thing I learned about myself.

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### 5 What I want to try next.

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• PROJECT COMPLETE •

# You did *something real.*

Real money is in the hands of an organization that needed it. Real donors heard from a real kid with a real cause and gave because of you. That happened because you showed up for five weeks in a row. Most kids never do that. You did.

The certificate on the next page is yours. Print it. Sign it. Keep it. The number you raised matters less than the fact that you ran the thing all the way to the end. That's the skill. That's the lesson.

BUILD SOMETHING GOOD • THE CAUSE CAMPAIGN • M-05

CERTIFICATE OF COMPLETION

# *Build Something Good*

*Project M-05*

Awarded to

---

for completing every week of the project, running an honest campaign  
from beginning to end, and closing the loop with the people who  
supported the work.

*The Cause Campaign*

---

FOUNDER SIGNATURE

---

DATE COMPLETED

AFTER THIS PROJECT

# What you might want *to try next.*

Three honest paths from here. Pick whichever fits your energy.

## GO DEEPER

### Run It Again, Bigger

Same cause, same skills, double the goal. Every campaign you run gets easier. Most people who hit a \$300 goal hit a \$600 one the second time.

## TRY SOMETHING DIFFERENT

### M-o8 · The Pop-Up Vendor

If running a campaign taught you that you like the public-facing part, try selling something face-to-face at a real event. Different muscles, same nerves.

## LEVEL UP

### H-o4 · The Campaign Director

When you're ready, the high school version runs the campaign at a professional standard with multi-channel strategy and a real impact report.

## GLOSSARY · CAUSE CAMPAIGN VOCABULARY

### Cause **NOUN**

A specific organization, group, or initiative working on a problem you care about. Not a category.

### Campaign **NOUN**

An organized push toward a specific number with a start date and an end date. Not just "raising money."

### Impact **NOUN**

What the money actually does. Measured in things, not feelings.

### Pitch **NOUN**

The version of your story you tell to ask for the gift. Should sound like you, not a brochure.

### Donor **NOUN**

Anyone who gives. Yours, when you ask them. Other people's, the rest of the time.

### Target **NOUN**

The dollar amount your campaign is trying to reach. Specific. Defensible.

### Stewardship **NOUN**

The work of taking care of donors after they've given. Thank-yous, updates, the loop you promised to close.

### Pivot **VERB**

A specific, named change to your strategy in response to data. Not the same as panic.