

TEACHING NOTES

For educational use, here are a few probing topics for further discussion:

QUESTION 1

When changing a fundraising event from in-person to virtual, what considerations need to be made to ensure you achieve your event objectives?

Imagine. you are on the communications team for Kids Help Phone and complete the following activities:

QUESTION 2

Draft a one page promotional material that you will send to all of the participants with tips on how to generate donations without breaking social distancing rules.

QUESTION 3

Draft a one page email, to a major sports team or company, asking them to participate in your campaign to help raise awareness and generate donations. Be sure to include the following: instructions on how to participate, a request for sharing on Kids Help Phone socials and a statement that you are accepting donations in lieu of participation if it is not possible.

QUESTION 4

What areas of opportunities were missed by Kids Help Phone in promoting this initiative?