

## Writing Your Project Description

### A little context

Set the scene for your audience. Many will already know about your school, but this will shift them to the right mind set and help you to introduce the project.

*E.g. Sample School is located on the south coast of NSW. We're a small school of 50 students and 3 dedicated teaching staff.*

### But there is a problem/challenge/opportunity

Explain the problem faced by your school, students, teachers, families and/or wider school community. What is the impact? Why do you want to create change? Make sure the problem is easy for anyone outside of your school to understand.

*E.g. Three of our students have won a regional championship and have been invited to compete at a state level. Unfortunately, funds are tight within their households and their families cannot afford to send them.*

### Here's what we're going to do about it

What are you doing to solve the issue? This is where you can talk about your project. Keep it simple and specific. Present a solution to your problem that makes sense to the reader.

*E.g. To ensure our students don't miss out on this important opportunity, we are raising funds to cover the cost of their accommodation, flights, competition entry and other travel expenses.*

### You can join us

How can the donor help? How much do you need to raise and what impact will this have? Create urgency for the problem to be solved NOW. Does the cost of the solution seem like a good deal?

*E.g. Our goal is to raise \$5000 to cover the cost of accommodation, flights, competition entry and other travel expenses by the end of term 1. By giving generously, you will be supporting our students to not only compete at the competition, but you will also be helping to build their confidence and develop the skills needed for their future careers.*

### Perk

When donating via Schools Plus, your donor will receive the benefit of tax-deductible giving. Remind them in your description.

*E.g. All donations, over \$2, made to this project are tax-deductible.*

### Notes on fundraising writing

- Help the potential donor see themselves in your shoes - Use the words 'You' and 'Your' as much as you can. E.g. 'With **your** donation to our school **you** bring excitement, engagement and new technology to our classrooms'
- Heartfelt and genuine – Don't be afraid to tug at the heart strings and share the stories of your students. What would it mean if your project does not go ahead? Paint a clear picture about the necessity and urgency
- Avoid using school and education jargon
- Try to keep your writing as simple and as direct as possible. If in doubt, try using <http://www.hemingwayapp.com/>. This is a free resource and assesses your writing for readability. Try to keep your description below a Grade 7 level.