



Independence

Fundraising for a Local Project

Intermediate (Classes 7-10)

Foundation House / Elementary (Classes 5-7)



Independence

(A Pestalozzi Approach)

Participants to brainstorm the different Pestalozzi activities that they are involved in, for example skills training such as learning to sew or to cook and social activities such as helping to look after disabled children. *(NB: The facilitator should make sure that the participants consider all such activities that they are involved in as Pestalozzi type activities, not only those that have been organised by Pestalozzi.)* A participant lists these on the blackboard.

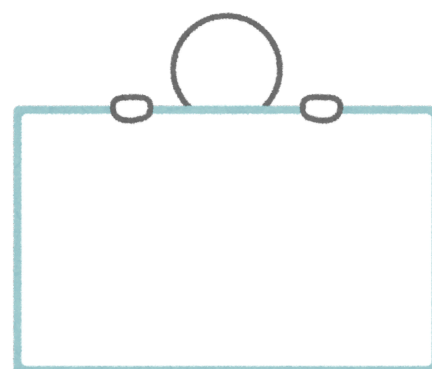
The participants go through each activity listed and links it to a belief or approach of both Johann Heinrich Pestalozzi and of Pestalozzi International, for example Johann Heinrich Pestalozzi's students were encouraged to garden because he believed in students learning from nature and being in the natural world. He also encouraged outdoor activity and vocational skills training. Pestalozzi International also offers vocational skills training in useful and relevant skills.

Participants to brainstorm ideas as to what they would like to help raise money for at their own Pestalozzi Centre or for their own group of Pestalozzi students, for example funding for new saplings, for carpentry tools or for a trip somewhere. A vote is made and the facilitator explains that the participants are going to make cards to raise money for the winning idea.

The facilitator asks each student to design a card of a Pestalozzi activity (for example a student reading to a blind person) or of the outcome of a Pestalozzi activity (for example a tree plantation), including a colourful picture and a brief statement which explains the ways in which the picture illustrates a Pestalozzi activity.

Materials Needed

- Large sheets of paper and different coloured marker pens
- Blu-tack



Pestalozzi believed that education should teach people how to help themselves and how to become independent. He believed that any kind of charitable giving is useless unless it contributes towards enabling people to help themselves.



Independence

Fundraising for a Local Project Continued

AI/Tech enhancements

Digital Card Design

- Use digital design tools like Canva, Adobe Express, or Google Slides to create the cards.

Students can:

- upload their own drawings
- add typography and layout elements
- experiment with colour palettes that reflect charity values

AI enhancement:

- Use an AI image description tool to generate caption ideas or taglines for their card statements:
- “Explain how this picture shows helping others use words suitable for a fundraising card.”
- Students then refine and personalise the text.

Why this matters?

- Builds visual communication
- Builds design literacy
- Encourages students to integrate creative and critical expression
- Encourages reflection on pros/cons/ use of AI in the real world

Class discussion on how real charities tell their stories online and raise funds.

- Students could explore examples from Pestalozzi International’s own fundraising page alongside others of interest to them in local area.

AI research enhancement:

- Students could discuss first before asking AI
- “What makes a good fundraising message for a community project?”
- Students could then evaluate and adapt ideas if they were to create their own campaign for a project.
- Students could draft ideas, for copy/ media for a 2 week long campaign for their own project - what would the key features include? What type of audience would they be targeting and how would this influence their choices?

Why this Matters?

- Builds media literacy and responsible, ethical understanding of fundraising communication.
- Connects classroom activity to the real world