



# Change for Change

**What it is** Change for Change is a coin drive fundraising competition that engages your group with elementary school students to raise money for the American Red Cross.

The Red Cross cannot prevent and alleviate human suffering in the face of emergencies without the money to do so. That means thousands of people would not have basic needs after a home fire or a shelter to stay in following a natural disaster. This activity provides a simple but effective way to help us continue to serve. In addition, it gives your club the opportunity to introduce elementary school students to the Red Cross. Who better to reach out to them than you?

**Get started** The first step to planning this activity is to contact your local Red Cross chapter. The chapter will be able to assist and direct you to the available resources to ensure that your fundraiser is a success. Once your chapter is on board, begin this activity with the following steps:

- 1 Identify potential schools to reach with your activity. Consider nearby elementary schools or ones with ties to your club members. Contact the administration to discuss the possibility of getting the school involved.
- 2 Determine how to structure your coin drive competition. Who will be competing? How long will the competition last? How will the winners be rewarded? The best method is to have classes compete against one another in a week-long competition for a great prize. For elementary school students, an ice cream party can be a strong incentive. Who doesn't love a good sundae?
- 3 Decide what kinds of containers you will use to collect the coins. You can use buckets, unbreakable jars or other containers of your choice. You will want to be sure that you have enough containers for each participating class.

Want more information?  
Email us!

[youthinvolvement@redcross.org](mailto:youthinvolvement@redcross.org)

## DID YOU KNOW?

In 2011, the Red Cross responded to nearly 63,000 fires, nearly 2,000 floods and more than 520 tornadoes.

## What next?

You're all set to begin! To make it easy, simply follow the steps below to create your successful Change for Change fundraiser:

- Attend a staff meeting to tell the teachers about Change for Change.
- Arrange to come into classrooms or host an assembly to introduce the Red Cross and the fundraiser. There are take-home letters in the resources box that you can distribute to the students.
- You will want to return sometime in the middle of the drive just to check up on the classrooms and encourage students to keep on giving!
- On collection day, pick up the containers with the coins.
- Count the money, being sure to credit the correct class.
- Announce totals, and give the winning class its prize! You should also send a thank you note or card from your club to the school.

Although this fundraiser is a very basic activity, it can have a lasting impact. Talk to your chapter about getting trained in basic first aid and return to the school to teach students. This will help to keep a younger generation involved with the Red Cross. If your group is looking for more ways to get involved, check out the other available activity guides in the areas of preparedness, fundraising and blood.

Before beginning, get in touch with your local Red Cross chapter or station for assistance. You can find contact information at **redcross.org**.

### Shake it up!

- » Create posters that monitor the progress of each class.
- » Build on your relationship with the elementary school. Learn basic first aid and return to do trainings.
- » Do this event at other schools in your area or at your own school.

### Show and tell

- » Share pictures and videos of your Change for Change fundraiser by sending them to **youthinvolvement@redcross.org**.
- » Do you know about Schooltube? Share a video of your Change for Change at **schooltube.com!** Include the name of the activity in the title of your video.

### Resources

- » Take-home letter