

Official Club Visit

Fundraising Brainwriting Exercise

Brain-what-ing? So, brainwriting versus brainstorming. How different could they be, you're wondering? I'm glad you asked. We've all heard of brainstorming and have been doing some form of it in various scenarios since elementary school. You sit in a room with some type of board to record things on, then you start throwing ideas at it.

Pretty simple, and somewhat effective. But brainstorming has its limitations. Brainstorming is susceptible to domineering voices and hive mentality. Committees need an approach that allow everyone to be heard and counted to ensure more innovative ideas and club buy-in.

Enter brainwriting, which was originally developed in the 1960s by German professor Bernd Rohrbach as the 6-3-5 method (six people with three ideas each per five-minute round). So, how does brainwriting work? Fortunately, it's not much more complicated than brainstorming and it has been proven to produce more authentic results.

*The Original method is listed on the last page for clubs to use as needed for future fundraiser, projects or membership ideas. For the Official Fundraising Club Visit please use our modified version on page 2.

Materials needed:

Paper
Pens
Easel Pad or Poster Board
Markers

Time needed

15-20 minutes



Start

Club visitor introduces President's choice from the following fundraising topics:

New Fundraiser Ideas

Eliminating or Combining a fundraiser

New Elements for existing fundraiser

Fundraising Partnership/Sponsorship

Step 1

Each member has 3 minutes to write down 1 fundraising idea left to right on paper.

Step 2

After 3 minutes, each member passes their sheet with their written idea to the person to their right.

Step 3

Each member has 3 more minutes to write down an additional new fundraising idea under the previous one. This idea can build off the previous or be a fresh start on a new idea.

Step 4

Continue cycle one more time and return sheet to original owner.

Conclusion

Duplicate ideas are eliminated. Visitor then assists club members in selecting strongest ideas to pursue along with timeline to complete.

Note: Club visitor leaves materials with club President. Club visitor will follow-up after 45 days to offer additional assistance if needed or receive feedback on visit.



How does brainwriting work?

Start



The moderator introduces the topic to a group of about six people sitting around a table.

Step 1



Each participant has five minutes to write down three ideas, left to right, on a grid.

Step 2



After five minutes, each participant passes their sheet with their written ideas to the person to their right.

Step 3



Each participant has five more minutes to write down three new ideas under the previous three. These ideas can build off of previous ideas, or start fresh.

Step 4



Continue this cycle until each worksheet is completed and returned to its original owner (30 minutes for six participants). Each sheet should have 18 ideas for a total of 108 from the group as a whole.

Conclusion



Duplicate ideas are eliminated, and the moderator helps the group select the strongest themes to pursue.