



TYPS 5 WINS MODEL

Excerpt from “TYPS Best Practices Manual”

The 5 Wins was developed several years ago during the TYPS Workshop Series. The intent of this checklist is to review all fundraising activities, assuring maximum benefit from each undertaking. The rationale was that there were many fundraising ideas from which to choose, so those selected must satisfy all five qualities. The so-called Win/Win scenario was not good enough for our members; a five win scenario was agreed upon as the standard.

The development of this model was neatly linked within the main TYPS model and is consistent with PAR/PE, the MSSM, and the Mentoring models. The advantage of the 5 Win approach is that, in achieving the financial needs of the group, there are multiple benefits for the community, the individual youth and adult volunteers, and a system to safeguard against volunteer burnout. The final advantage to this model is that it adds an important component to the foundation for a long-term sustainability plan.

The 5 Wins are:

1. The event must be a positive public presentation of the strengths and potential of youth.
2. The event must be a positive public presentation of the organization and improve community support for the group (neighbours, contributing sponsors, etc.).
3. The event must be able to provide a learning/growth opportunity for everyone involved.
4. The final outcome must achieve the intended financial goal.
5. The event must be fun for all involved (youth and adult volunteers).

The first win

- the event must be a positive public presentation of the strengths and potential of youth.
- should remind the organizers to draw attention to their organization and the strengths of their members. The public will positively view the youth who are working towards their goals and contributing to that effort. They will also see the youth as a part of their community and not as some scary, unknown group.

The second win

- the event must be a positive public presentation of the benefits of the organization
- reminds the organizers that the public perception and presentation is important to consider. Therefore, the attention to details in the planning must include consideration for public relations, in all its aspects. For example, if you are planning a musical event (dance, concert) have you taken into consideration the noise/sound concerns? Or the neighbourhood litter? An event that is poorly viewed by the community (too much damage or disruption for the neighbours) will not be supported again, especially by business or community sponsors. Do you have a good media release? Have you invited the local paper for an interview or photo? Do you have flyers about your organization with program, hours of operation, and other information about your group’s goals, objects, and mission statement?

The third win is to ensure that everyone has learned or gained a skill through the event. This includes people practicing using equipment, public relations, how to give an interview, how to cook or serve food, etc. The planning process and group effort is in itself a learning and problem-solving process. The practical application of many of the above activities contributes to the participant’s life skills and communication skills, which are asset-building and contribute to aspects of the MSSM model.

The fourth win is to be sure you maximize and achieve the financial goal of the event. As odd as this may seem, some ideas sound great at first, but unless you can calculate with certainty the likely financial return, a fundraiser can waste a great deal of volunteer energy and community goodwill. A concert may seem like a definite money-maker, but if the costs exceed reasonable expectations of ticket sales, don’t do it. Plan, ask for advice, be sure you have considered all the costs, review again—then decide if it is worth pursuing.

The final win that must be considered is how to integrate fun. There are lots of ways to fundraise and there are many activities that can be selected, so choose those that will provide fun and an opportunity to enjoy the interactions and social mixing. This aspect of insisting on fun is important and is connected to other TYPS models: fun is a de-stressor, encourages attachments, and normalizes interpersonal interactions without drugs or high risk behaviours (MSSM). Fun also engages everyone, including volunteers, without creating the volunteer burnout effect.

5 Win Planning Guide

This planning guide is a means to do a quick group review and to be confident the activity planned meets the five win test. One person should be the recorder and everyone should contribute. Upon completion, the group can review the information and determine if the activity should proceed. Actions listed should be transferred to the timeline planner.

5 Win Action Guide	Potential Positives	Potential Negatives	Action to Reduce Negatives
The event must be a positive presentation of the strengths and potential of youth			
The event must have a positive public presentation of the organization and improve community support for the group (neighbours, contributing sponsors, etc.)			
The event must be able to provide a learning/growth opportunity for everyone involved			
The final outcome must achieve the intended financial goal			
The event must be fun for all involved (youth, volunteers, community, etc.)			