



Polina - Button art sales help the Animal Welfare League

What was your goal and what did you achieve?

I wanted to do fundraising for the Animal Welfare League so I could raise funds for it and just help it out. This year I made buttons with my button press and I sold them. And by doing this I achieved learning how to like sell things and advertise and making buttons. I sent out emails and messages. I also did posters and I got my friend to help me hang posters around.

Your biggest success so far?

My biggest result was probably selling them. So, for the first day which was yesterday, I got around \$100 and then I'm going to be doing it again tomorrow to get more.

Next steps?

For people who forgot to donate I'll put out a box that says something like - here take a button.

What did you enjoy most?

Probably the button pressing because that was really fun, it was satisfying and it felt nice that people wanted to buy my art.

Your advice to other students?

Don't be lazy, draw your ideas down. Find what you can do and if it's cost-effective and if people would buy it, if people would want it.

This case study was transcribed from an interview. These are Polina's words and opinions.