



Fundraising Packet, Tips, and Ideas: You can do it!



*****FIRST OFF***:** *A lot of people have initial discomfort with fundraising and asking people for money. Let go of this discomfort! 90% of Americans donate to charities every year and this donation is no different. You are not asking people for money for you to use on yourself for clothes or food or concert tickets, you are sharing with them an exciting project that you are participating in and giving them the opportunity to invest and indirectly be a part of it themselves. Their investment as a donation to help cover your trip cost puts them even closer to the project and many people are often grateful for the opportunity to engage in this way especially if they are an older person who maybe can't pick up and leave their jobs and families to do amazing environmental action projects abroad but want to see those projects done in the world. Here are some tips we've gathered over the years. With some elbow grease and creativity, you can fundraise for your trip! We have seen students raise \$1000-2500+ using these techniques!*

1. Set clear goals, make a plan, and stick to it!

Think about how much money you need to raise, and the amount of time you have to raise it. Set achievable goals and allow yourself enough time to reach your target. Make sure to plan your

time wisely and follow through! One recommendation is to make a timeline and work backwards. What needs to be accomplished when? When are your deposit deadlines? What local events, festivals or holidays are occurring between now and your deadline that could interfere or help with fundraising? Who are you going to reach out to?

2. Do the math

Some fundraising strategies involve an initial financial investment. Make sure that you do the math in terms of how much money you'll need to invest in certain events or projects and how much money you hope to achieve in return. For example, it might cost \$30 to get baking supplies for a bake sale, but by being animated and interacting with passerbys you could raise up to \$300-400 with your baked goods.

3. Crowdfunding/Social Networking

Reach out to all your friends and family and ask them to reach out to their networks as well. Use all the social networking tools you have (Blogs, Twitter, Facebook, Instagram, etc.) to reach out, connect and keep people updated with your progress. Online fundraising tools can let people follow your fundraising and can be a great way to get the word out about the great work you're doing. If every one of your "followers" decided to chip in \$5, you would reach your goal in no time. Let those followers that are inspired by your updates give you some cushioning with \$10 and \$20 donations here and there. Some students have raised around \$100 in one day by just getting their friends and family to share the link through social media site - small donations add up!

4 . Select Potential Donors Carefully.

Whether you are requesting a donation from an organization, business or individuals, it is always important to make 'the ask' relevant. Target individuals or organizations that will be interested in your project and people who are concerned about similar issues. Make sure you organize your donors carefully too.

5. Don't be afraid to ask for money!

Ask for a specific amount from people you know can contribute generously. People are excited when young people take initiative, and many people will believe strongly in the causes that you believe in. Many people are too busy to commit their time and energy to volunteering or creating contacts in other countries. By supporting your goals for this, they can fulfill their own desire to make change.

6. Explore Corporate Matching

Some companies have a fundraising - matching scheme for employees raising money for specific causes. It is worth approaching your friends and family who are helping you in your fundraising efforts to see if their company or place of work would be willing to match whatever donation they make and you could double their donation instantly!

7. Always say thank you!

Make sure you keep track of all of the wonderful people who help you out. Make sure to say thank you to them and follow up after your trip to let them know about the experience and how grateful you are for their contribution. People always appreciate a follow up email with some pictures and stories from your trip!

8. Never forget why you're doing it!

Fundraising can be hard work but don't forget why you are involved and the great contribution that you and your network can make to our global community. Whether you're hosting an event or asking people for money, keep your passion in mind – it will make more people willing to help and support you.

Calculations

These calculations can help you project how much money you have, how much you need to raise, and how much can come out of each donor you approach or each fundraising strategy.

In what ways are you already making money?

Do you have money saved up? How much? \$_____

Do you have a job? Will you get a job (temporary work like yard work or babysitting)?_____

How much does it pay per hour and how many hours do you/will you work?

Additional sources of income? \$_____

Any grants you are applying for? \$_____

Total expected income by final deposit date_____

How much do you need to raise?

Before you start your fundraising you'll need to sit down and work out how much money you are going to need to raise.

Your Program Cost: _____

Equipment and resources: _____

Total fundraising goal: \$_____ - parental/personal contribution =
\$_____

Email/Letter Writing Campaign

Many of our students find that sending email campaigns or mailing letters with small, personalized, hand written notes is the most effective way to execute a letter writing campaign and fundraise for their trip. However, since you know your supporters best, we suggest that you think carefully about whether your network would respond better to a mailed letter or email. Before writing your letters, please read the following guidelines and suggestions:

- Write a short letter that describes: information about yourself and description. Make your letter personal - explain why this experience is important to you and why you are excited to volunteer your time.
- Include the amount you need to raise, and give a date that you hope to raise it by. It's also helpful to ask for the amount you want donated. For example, "I need X amount by this date, would you be willing to donate \$50-100 to my trip?" This may seem pushy but it is actually really helpful for the donor, instead of awkwardly trying to figure out how much money to give you they have a clear idea of how much you need from them and can decide to give it or give you less.
- Proofread your letter and ask a parent or friend to edit it. You should be concise, specific, and communicate the relevant information in a clear, structured format.
- Decide if you want to write at the end of the letter: " I'll follow up with you in a few days to see if you have any questions." Be prepared to make phone calls and casually ask if they've had a chance to read your letter. Many people are very busy and will be reminded that they want to contribute when you call. Be prepared to talk about your trip and give specifics.
- Include pictures of the projects you're going to work on, make them as inspired and excited as you are!
- Send donors a thank you card expressing your appreciation. When you return from your trip, send another letter or make phone calls to thank them and share your experience.

Who to Engage:

1. Family members/family friends (Parents; brothers; sisters; aunts and uncles; cousins; grandparents; godparents; etc.)

2. *Your friends (especially your classmates in your program, other friends interested in the mission of the organization or the project specific to the trip). If a friend would give you \$5-10 for lunch they should be inspired to give you \$5-10 for a project like this!*

3. *Friends or colleagues from your parent's work*

4. *Adults in your life from school (teachers, administrators, principals, etc.)*

5. *People you know in the community (coaches, business leaders, student council, community leaders, doctors, dentists)*

6. *Place of Worship (church, synagogue, mosque, temple)*

7. *People who share a belief in youth leadership, community organizing, environmental restoration, international relations, etc.*

8. *Other: _____*

Host a Fundraising Event

Another fundraising idea is to host a fundraising event. The possibilities for the types of fundraising events you could host are endless. We have provided a few examples and ideas below but be creative and do whatever you think will have the greatest impact on your fundraising goals. Hosting events can be more involved and time consuming, but have a great potential to raise small amounts of money from large numbers of people attending or participating in your event while also getting your cause out there. For larger events, you may want to consider teaming up with other students to share in the work of planning and hosting the event and split the money raised.

Some ideas for fundraising events include:

- *Sports tournament (5 on 5 soccer, 3 on 3 basketball, bike race, running race, volleyball tournament, ping-pong tournament)*
- *Car wash (with biodegradable soap)*
- *Yard sale with donated items from family, friends, neighbors and anyone else*
- *Walk-a-thon, run-a-thon, swim-a-thon, or dance-a-thon*
- *Dance or other social event*
- *Art show and sale*
- *Performance events such as a 'battle of the bands', talent show, poetry slam, comedy show, dance off, etc.*
- *Trivia night, game night, or bingo*

Things to think about:

- Find a suitable venue – make sure there is enough parking and ideally, find a space that is easy to bike and/or walk to. (try to find a venue free like a community hall, school building, etc.)
- Will you organize the event with a team of students or as an individual?
- Determine a price for the event that will be affordable enough to attract a lot of people but will also help you raise money towards your goals.
- Will you be awarding prizes or awards and can you get local businesses to donate them?
- Will food or drinks be available to event goers?
- Who can ask to sponsor the event? What local businesses and organizations would want to donate and be promoted?
- Decide where and how you will promote the event (Ads on Craigslist, the local newspaper, the school newspaper, etc.)