

International Service Trip 2009 Fundraising Guide

**(with excerpts from the WorldTeach Volunteer
Fundraising Guide)**

DEADLINES:

June 30: \$200

August 1: \$350

August 22: \$100

September 18: \$600

October 16: \$600

November 13: \$600

Fundraising Guide

This is a basic outline of some fundraising ideas. As a group, you may individually brainstorm more. If you run out of ideas go through this list again to make sure you have raised as much as you possibly can. Most of the ideas have more detail outlined on the given page number.

HAVE YOU ...

- ___ Written letters (p. 5)
 - Friends, family, religious organizations, schools, corporations

- ___ Advertised in printed media (p. 8)

- ___ Solicited Community Based Organizations
 - Rotary Club, Lions Club, Kiwanis Club

- ___ Found your strength and used it (p. 9)
 - arts, sports, cooking

- ___ Submitted Grants (we will also write grants in the fall)

- ___ Put on other events like: bake sales, garage sales, concerts

- ___ Other ideas:
 - Pledges (running, biking races, etc) (a-thons)
 - Matching Efforts (If I raise this, you will match me)
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Fundraising Letters

Who is it appropriate to send fundraising letters to?

- **Local businesses** (think about how the focus of the business relates to or could lend to the trip if they are not willing to donate money. Example: a bakery cannot donate money but would like to donate extra food so that you can hold a bake sale and make money. In-kind donations can be used for other fundraising projects!)
- **Community Organizations** (If these organizations are unwilling to donate money, perhaps you can at least persuade them to let community members know about your trip and maybe someone who would like to donate will approach you. The community organization may even be willing to host some sort of promotional event if you ask them.)
- **Family Friends** (These individuals may even relate to or fall under the local business or community organization umbrella. Think about how you can use family connections to work towards a goal.)
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A few helpful hints:

Things to avoid and things to just be mindful of:

- **Avoid Confusing jargon or geographical references** (“The Center” instead of the Center for Service and Learning, city names without explanation, “Mumbai”, solar panel technical terms, etc.)
- **Avoid LONG paragraphs**, lots of short paragraphs are better if you can manage it
- **Thank the recipient of your letter PROFUSELY**, even if they have not donated yet, assume and act like they will, but don’t be pushy
- **Give them enough background information that they feel fully informed on the project**, but don’t be too long-winded
- **Be sentimental and focus on the goals of the trip but also factor in what aspects of this trip the letter recipient can relate to and hone in on those elements to peak their interest**
- **Sound Excited!**
- **You may specify a request for monetary aid, but also leave options open for other kinds of donations that you might use for fundraising in another form!**

Example Fundraising Letters

The following letters are examples from participants of the trip in the past two years, as well as some examples from other fundraising efforts. Keep in mind in the fundraising letter process that we would like to stay as consistent as possible in the language that we use to describe the goals of this trip. These examples use language from the mission statements of previous trips but you can use their formatting as examples in writing your own. Try to draw from keywords in the mission statement from this year’s trip (drafted at the end of 8th block) when writing these kinds of letters. This will make the purpose of donated money more clear to donors later in the process as we collaborate once again as a group.