

Guide to Fundraising

It's really easy to think of raising money as "too hard" or "uncomfortable." But *anyone* who ever made significant change had to learn how to transfer resources to where they were needed. For this reason fundraising is an integral part of NGC's FACE Goals.

Below are ideas of some fundraisers your team might organize. These are merely suggestions and by no means is this list exhaustive. But perhaps for those of you looking to take your first steps: go ahead, **pick a fundraiser...**

Benefit Concert

Time Required: 6+ weeks

Supplies: Sound system, bands, stage, lights, volunteers, tickets, decorations, cash box

Cost: At least \$300 for food, band payments, sound system payments, community room fees etc. The more donations you get, the better!

Estimated Profit: \$500-\$1,500

Volunteers Needed: At least 8-15 team members and parent chaperones

Target Audience Size: At least 100 people

Works Well For: Schools that like music and teams with a lot of school-wide supported

Description: Hold a Benefit Concert and you can raise a lot of money with good music and a great cause. This event can even be opened up to the public and concerts are always a good time.

Action Steps:

- Find an appropriate venue and get permission.
- Find local/high school bands that are willing to play and book a date with your school or community center. You'd be surprised how many great bands in your area are looking for an opportunity to play . . . for free!!! Think about finding local bands on Craigslist. But, first get permission from your Team Advisor.
- Find or hire someone with a sound system and a person to connect it all on the day of the show.
- Set prices, rules, sell tickets.
- ADVERTISE! Like crazy!
- Have a lot of volunteers at the show to collect tickets on the way in, help set up the stage and sound system, decorate, sell food or merchandise, and have parent and teacher chaperones.

Pros:

Can reach out to a group of people that might not be involved in your team
Gets the community involved

Cons:

Takes a lot of time and planning
May be hard to find bands to play
May be hard to find a location

Bake Sale

Time Required: A few days

Supplies: Cash Box, donated food

Cost: Nothing unless you have to reimburse people for making the food...but try to get donations!

Estimated Profit: \$25-\$200

Volunteers Needed: Volunteers to make food and about 2 volunteers to sell

Target Audience Size: Host the bake sale at a big event like a football game so that you can sell to about 40 people at least.

Works Well For: Schools with a healthy appetite

Description: Having a bake sale is a relatively low maintenance fundraiser that has the potential to raise a lot of money if it is hosted at an already established and popular event like a rally or football game. Make sure you advertise the importance of your project as well as the yummy baked goods.

Action Steps:

- Find an event where you can host your bake sale and make sure it is okay with the event's organizers.
- Recruit volunteers to bake the food for free.
- On the day of the sale, you should have at least 2 volunteers to sell the food and collect money.
- You can also have flyers about your project to give to your customers!

Pros:

Donated food can raise a lot of money.

Since bake sales usually occur at already established events, little publicity or organizing before the event is required.

If lots of friends and family agree to make treats, then your group doesn't have to take on a load of work on its own.

Cons:

Usually bake sales don't make as much money as other fundraisers.

If people expect to be reimbursed for the cost of baking supplies then there will probably be very little income left to donate.

Some schools may not allow you to sell home-baked goods.

Dodge Ball Tournament

Time Required: 3 weeks

Supplies: A gym, tape, dodge balls, first aid kit, a poster for the bracket, cash box

Cost: Buying tape and any food you may want to sell

Estimated Profit: \$200-\$500

Volunteers Needed: About 5 and volunteer referees

Target Audience Size: At least 10 dodge ball teams

Works Well For: Schools with a lot of spirit and athletes

Description: Host a dodge ball tournament and have each team of 8 players pay an entry fee of \$24-\$40 (which is \$3-\$5 per person). Do the math and you can even raise \$400 if 10 teams sign up! You can also charge a small admission for students to come watch the tournament.

Action Steps:

- Book a date with your school's gym.
- Announce and advertise your tournament. Start team sign ups!
- Make the official dodge ball tournament rules and any liability forms if necessary.
- Recruit teacher or parent referees for the tournament – getting popular teachers to referee is a good way to get more people to come and watch the tournament.
- Get prizes for the winning team donated from local businesses.
- Arrange a meeting to talk to team captains and referees about the official tournament rules.
- On the day of, use tape to make the court lines and make a public bracket so each of the teams know who they are playing. Also have a check-in booth to make sure all teams check-in with their entry fee.

Pros:

Gets a lot of students outside of the team involved
 Can easily become a school tradition or a fundraiser that you could do twice a year since it's so fun!
 Teams get really into the tournament and often make their own team costumes – FUN!

Cons:

Setting up the rules can be difficult
 May be hard to find teacher/parent referees

Candy Sales

Time Required: A few days to get the candy donated or purchase it

Supplies: Candy and ziplock bags

Cost: Money to buy candy ahead of time

Estimated Profit: \$100-\$500

Volunteers Needed: As many team members to sell candy as possible!

Target Audience Size: Bigger schools will be able to sell more candy

Works Well For: Schools with hungry students

Description: Candy can be bought for cheap when in bulk or you can work to get the candy donated. Get all your enthusiastic team members to start selling!

Action Steps:

- Try to find a place that will donate candy for you to sell or just go out and buy some candy for the fundraiser.
- Package the candy in ziplock bags and count how much you give to each team member so that you know how much money you should expect from them in return.
- Include a description of your project and make sure that all the students selling the candy can easily explain the importance of your Global Project.

Pros:

Candy sells easily at schools.

Little labor involved and can make a lot of money

Doesn't directly depend on the number of students selling the candy (a few students can still sell a lot)

Cons:

Some schools have policies restricting candy sales by students

You have to pay money upfront to purchase the candy, unless you can get it donated.

It can be hard to keep track of each person's sales.

Chocolate can be a problematic candy to sell (unless it is Fair Trade—a good resource for fair trade chocolate is Global Exchange: <http://store.gxonlinestore.org/wandf.html>) because of the exploitation that is involved in its production.

Car Wash

Time Required: 2-3 weeks, but you'll want to reserve the location a few months in advance!

Supplies: suds, buckets, towels, squeegees, newspaper, hose, etc.

Cost: Expensive, unless the gas station or other location is willing to donate all the supplies, you have to purchase them upfront

Estimated Profit: \$100-\$600

Volunteers Needed: 15-25. The more the better . . . You'll want at least 5 or 6 people washing cars, and a few more waving signs at all times. However you can set up shifts so everyone is not there all day.

Target Audience Size: 25+ cars

Works Well For: A busy area in town, a school unable to do on-campus fundraising, a team in need of some bonding

Description: A car wash is a great way to engage the community and your team. Instead of charging, call it a free wash and ask for donations. Usually people will pay \$5-\$20. Also, have a shady overhang with snacks and drinks where people can wait and get educated about your project. Don't forget to use newspapers to dry car windows because they don't leave streaks. Also, remember to buy quality car-washing soap. People are unlikely to donate if you just messed up their paint job.

Action Steps:

- Secure a central, busy location with a faucet spigot for the all-day Saturday car wash.
- Publicize in local newspapers, on Craig's List (www.craigslist.com), over the school PA and bulletin, and post flyers around your school and community.
- Come up with a Plan B in the event of bad weather.
- Bring music and play it loud.
- Have members stand on the street, with signs advertising the event. It could read, "Your money will help change the world!" Remind the passer-bys that you aren't just out there for fun...you have big plans with this money.

Pros:

This can bring a lot of money for a fun event.

It doesn't require a lot of publicity, as most of your customers will be people driving by.

If you secure a location, you can hold a series of car washes.

Cons:

- You cannot control the weather, yet it is a big factor in your success (i.e. if it's sunny, you'll make a lot more money!)
- Although there isn't a large amount of preparations and publicity involved prior to the event, it does require a lot of labor the day of the car wash.
- The fundraiser takes a lot of supplies that you have to pay for up-front and requires a location with a faucet spigot, a hose, etc.

Classroom Competition**Time Required:** 3-4 weeks**Supplies:** Manila-envelopes, fliers**Cost:** Practically nothing**Estimated Profit:** \$700-\$8,000**Volunteers Needed:** 10 to 20 depending on the size of your school**Target Audience Size:** The entire student body**Works Well For:** High schools with a leadership class, big schools**Description:**

Every classroom in the school has a manila envelope, and it's a school-wide competition. During a designated call period (for instance, 2nd period), students and teacher are encouraged to donate in their class's envelope. Then at the end of the week or two weeks, whichever class raises the most money wins.

Action Steps:

- If you have a student government class that meets at the same time everyday, it is extremely helpful if you get them on board for this event, Reason being, students from that class can collect the envelopes from the classrooms everyday because they may have that period open to do student activities business. It's really hard to get your team out of class everyday for a week (or more) to help collect the envelopes.
- Place envelopes in all the classrooms with a flyer on each one, explaining your project.
- Publicize a lot way before the competition so that people are pumped up and ready to donate.
- During the actual fundraiser, after you collect the envelopes, count the money in every class and announce the totals of the top three classes over the PA system so students will get pumped and competitive.
- Choose which classes you're going to give prizes to (only the number 1 class, the top 3 classes, etc.) You can give them a pizza or ice cream party or another type of prize. And remember ask businesses in your area to sponsor the prizes, i.e. a local pizza restaurant to donate 10 large pizzas and soda, a local grocery store to donate ice cream, etc.

Pros:

- This can make A LOT of money.
- It's a great way to get your whole school involved in and thinking about your project.

Cons:

- It is very labor intensive because you have to collect the envelopes everyday during the event and keep track of the donations (much if which is in coins).
- It can be hard to get students excused from class to collect envelopes.
- Some people don't approve of events that rely on competitiveness and prize awards.

Change for Change Challenge

Time Required: 1-4 weeks, 3 to get permission and advertise, one for the event itself

Supplies: Clear boxes or jars (4—one per grade: senior, junior, sophomore, freshman)

Cost: \$0-\$40 (depends if boxes can be donated, and price of prizes)

Estimated Profit: varies (up to \$3,000)

Volunteers Needed: 5-10 to help count

Target Audience Size: At least 500 students

Works Well For: Competitive, big, spirited schools

Description: This challenge is a competition between grade levels (freshman, sophomore, junior, senior). It usually occurs over the course of a week, and everyday at lunch there is a clear box or jar for each class placed in the courtyard or quad. Every penny placed in the box is one point, and all other types of coins and dollars are negative points. The object is for one's grade level to have the most points, so people put pennies in their own grades box and silver change and dollars in other class's boxes. Each individual cent, in dollar bills or silver change is one negative point. For example a \$20 bill would be 2000 negative points, and a quarter would be 25 negative points.

Action Steps:

- Cooperate with Student Government to get permission for the fundraiser, and to help with publicizing the event.
- Create flyers, make announcements over the PA system, and spread the word about your fundraiser and what the money's going to.
- Find someone willing to donate a coin roller.
- Place the four clear boxes/jars in a public area of your school and make sure they are labeled by grades

Pros:

If students at your school are competitive, you can make a significant amount of money doing this.

This activity is basically free, besides for possibly prizes which you could try and get donated.

Cons:

If your school isn't large or competitive, this may not be effective.

Some people don't enjoy activities that rely on competitiveness and prizes.

It may be difficult to reserve your schools courtyard or quad for the week due to other school activities.

It is very labor intensive.

Restaurant Fundraiser

Time Required: 3+ weeks

Supplies: Costs to create flyers, posters, and any other advertising you wish to promote your event

Cost: Printer copies for flyers

Estimated Profit: \$80-150

Volunteers Needed: Should have team members present for the duration of the fundraiser

Target Audience Size: At least 50 people to make about \$100

Works Well For: Schools with enthusiastic kids that like to eat out

Description: Many restaurants will do fundraisers where a certain percentage of their proceeds on your designated fundraising day are donated to your project. You can also approach local business that might be willing to donate a whole day's worth of profits to your cause.

Action Steps:

- Call a restaurant to book and finalize a date at least 2-3 weeks in advance .
- Advertise! Post flyers in your school and community about the fundraiser – Use a catchy name like “Take a Slice out of AIDS”.

Pros:

It provides a fun and social environment.
Potential team bonding
A good way to get others outside of your team involved easily

Cons:

To make a lot of money, you need to have a lot of people show up to your event.
Usually the restaurants will only do this on a weekday so it may be harder for students to attend.
The restaurant may only give you a small percent of their proceeds.
Students have to go out of their way to participate off-campus, which may be hard to do.

Ribbon Sales

Time Required: 1-4 weeks (depends on location)

Supplies: Table, chairs, ribbons, pins

Cost: \$0-\$40 (depends if supplies are donated)

Estimated Profit: \$1/ribbon

Volunteers Needed: 5-15 people (To make and sell the ribbons)

Target Audience Size: At least 50 people

Works Well For: Larger schools with on-campus lunches

Description: Set up a table at a local university, festival, or school event and sell AIDS ribbons or ribbons of other colors for other issue areas such as hunger, poverty, armed conflict, etc. Many teams decorate the ribbons with fabric paint stamps or handmade charms and beads.

Action Steps:

- Find a location to sell your ribbons, and get permission to use that space.
- Visit a local craft store and see if they are willing to donate the ribbons and safety pins, if not, keep trying and look for other stores!
- Get volunteers together to create the AIDS ribbons.
- About one week before your event advertise your cause and find some facts about what their money will do, for example your \$1 for this ribbon will pay for someone's HIV in Sub Saharan Africa for one day. Ask NGC if your unsure what impact dollars will make.
- Borrow a table and chairs from your school or from any individual in your team.
- Sell away!

Pros:

This can be applied as a long term or short term fundraiser (meaning you can do your whole project focus on selling ribbons or it can be one of many ways you raise money).

This is not very costly (you only need ribbon and safety pins).

You can tag this onto other events and sell the ribbons at various locations.

This fundraiser constantly raises awareness for your cause with a visible sign, the ribbon.

The ribbons aren't hard to make, thus it's not a very time consuming project.

This event can potentially raise a lot of cash and a lot of awareness—*One NGC team did this event over the course of a couple days and raised almost \$4,000 dollars and educated over 1,000 students on issues of girls' education and empowerment in Tanzania. Instead of*

Silent Art Auction

Time Required: 3-4 Weeks

Supplies: Donated art, snacks, drinks, sign up sheets, pens, sharpies, tables, note cards (for bidding numbers), cash box

Cost: Just advertising costs if the art is donated

Estimated Profit: \$300-\$1,500

Volunteers Needed: 3 minimum

Target Audience Size: About 40 people if you have 25 pieces of art (make sure you invite parents and other adults)

Works Well For: Communities where there are people interested in purchasing the art or just very involved parents

Description: An auction is a great way to involve the both youth and adults in your Global Partner project.

Action Steps:

- Hit up art classes for donated auction pieces! Be sure to contact the art teacher(s) WAY in advance. Also talk to friends and family that might be willing to donate art or photography.
- Try to get the pieces framed so that they are more appealing and “bid-able”. Remember that frames can be costly if they aren’t donated or bought at a reduced price.
- Accumulate a variety of pieces in terms of type and price. Ex: paintings, photographs, sketches, pots, tiles etc. Have a variety of price ranges, some pieces for \$2 and others for \$100. You can have volunteers take nice pictures of kids at school/neighbors etc. so that their parents will come buy the photographs.
- PUBLICIZE! Flyers in teachers’ boxes, notices on email-lists, local community papers, pass out flyers in local businesses. Drop off flyers at art classes etc. Remember most of the bidders will be adults!

The Actual Fundraiser:

- At the auction everyone gets a bidding number and you keep a list with each person’s name and number. Allow about an hour and half for people to walk around and place their bids at the art tables. Also give them flyers about where the money is going.
- Set up tables with the art and put a sheet next to each piece that has a place for people’s bidding numbers and bids. On some higher quality pieces, set minimum bids (ask someone who knows a lot about art to set the minimum bid). Remember to incorporate the price of the frame into the minimum bid.
- Sell Refreshments to make additional money.
- Playing music or providing some kind of entertainment will encourage people to stay for the entire bidding process.
- Make sure winners are present and that everyone pays before they leave!
- Give everyone another opportunity to donate as they leave. People will surprise you with their last-minute support!

Pros:

Can be a huge money maker especially if your art is donated.

The actual event is not labor intensive or time consuming (an hour to set up and clean up).

Cons:

Success is extremely dependent upon the presence of people willing to purchase the art. It may be hard to find donated artwork.

Strategic Alliance

Time Required: 2-5 weeks (3 weeks to get permission and 2 weeks to advertise the event)

Supplies: Flyers

Cost: Nothing! Student council should provide funding for flyers.

Estimated Profit: Varies

Volunteers Needed: 2-5 people, to hang up flyers and help pitch the idea to student government or other similar groups

Target Audience Size: At least 50 people

Works Well For: All schools

Description: A great way to make money is to collaborate on an event as a group. You can do this by adding money onto something that people already pay for, for instance adding on \$3 to a dance ticket to be donated to your cause, or splitting the proceeds of an event that people already attend (for instance, people pay \$10 for a dance and the student council agrees to donate \$4 per ticket to your project).

Action Steps:

- Find out what events student council is planning, and choose one that you wish to pair with them.
- Prepare a very convincing presentation for the people running the event, and emphasize how this could benefit them (for example a bigger turn out).
- Contact your student government and negotiate to either add money onto the tickets, or split the proceeds.
- Put up fliers, use the PA system, tell your friends, and advertise the event making sure to mention your cause and explain where the money is going.
- Get everyone to attend your event!

Pros:

There is less labor involved for you than most other fundraisers because the event itself is being planned by other people.

This is all profit and can raise a lot of money depending on the event.

Cons:

It can be hard to get the people running the event to let you join—be convincing.

Talent Show

Time Required: 4-6 weeks (3 to book your theatre and 4 to allow contestants to prepare their acts)

Supplies: Flyers, possibly concessions

Cost: About \$40 (money for flyers and programs, try to use your school theatre (it's free!) and get prizes donated)

Estimated Profit: \$500-\$1,500

students pinning ribbons on their shirts, ribbons were collected, taped on a large poster with information on the project, and hung where everyone could see.

You can easily tie an advocacy campaign into this event—i.e. take a photo of all the display ribbons and send it to your local Congressperson with a letter requesting support. Or perhaps package up all the ribbons with that letter and send them to your government representative. He/She will surely be surprised receiving hundreds, perhaps thousands of ribbons along with a letter stating your support for HIV/AIDS education.

Cons:

If you stop at selling someone a ribbon once, it can be hard finding new people to sell to. Why not ask people to buy more than one ribbon. You can incorporate this into a class challenge where the class with the most ribbons purchased wins a prize such as an ice cream social with the ice cream donated from your school's cafeteria, the Parent/Teachers Association, or a local business.

It's difficult to keep momentum going for the project. Keep it to just a few days of selling ribbons and make a HUGE PUSH on those days. Perhaps display a thermometer or tape ribbons on a poster for people to see the progress of their combined dollars.

School Dance

Time Required: 3+ weeks

Supplies: Decorations, tickets, cash box

Cost: Any costs for a DJ, advertisement and decorations

Estimated Profit: \$500-\$1,500

Volunteers Needed: 6 team members for tickets and selling water and parent/teacher chaperones

Target Audience Size: At least 100 people

Works Well For: Schools with a lot of spirit

Description: School dances can be tons of fun! Especially if the money you are raising goes to a good cause.

Action Steps:

- Book a date with the school and find a location.
- Hire a DJ for the dance.
- Decide on a theme for decorations and buy decorations.
- Set a ticket price, sell tickets and advertise!
- Set up decorations on the day of the dance and get ready to party like a rock star.

Pros:

Has potential to raise a lot of money and be way fun!
Can get a lot of people involved outside of your team

Cons:

Takes a lot of advertising and planning
May be hard to find chaperones

Volunteers Needed: At least 8—try to get some theatre people to help with lighting and the sound system.

Target Audience Size: At least 50 people

Works Well For: Schools with talented people

Description: Students at your school volunteer their talents to perform in a talent show. Charge an entrance fee at the door, and if you choose you may sell concessions. Usually the school theatre is available for student activities, and it's free.

Action Steps:

- Find a large venue with a stage and seating area far in advance of the event (at least 6 weeks) and try to find a space that is free.
- The first round of advertising is finding acts to perform at the show. Publicize auditions all over the school over the PA system, using flyers, online blogs, and just talking to people. Specify any prizes you are offering to the finalists.
- Go to clubs and organizations that may have acts willing to participate in the show (local dance studios, gymnastics centers, musicians).
- Once you have enough contestants for the show, start advertising to the public, and make sure to explain your cause.
- You can sell tickets in advance and/or at the door. If you choose, set up a table at lunch on the quad and sell tickets the week leading up to your show. This will also help publicize.
- Create a program for the talents show, listing the acts in order. Then somewhere on the program explain your projects and where all the proceeds are going.
- Have a full dress rehearsal a few nights before the show, perfecting the lights, music and costumes.
- On the night of the show, have someone perform a brief intro, explaining your project and allow everyone to give another donation, beyond the price of admission.

Pros:

The costs are very low because the performers are volunteering their talent.

It's pretty easy to get a good turn out for the event because friends and family of the performers will come.

You can make a lot of money on this event.

Cons:

It can be difficult to get enough acts for the show.

The acts that you get may not be good quality, or ones that people would want to pay money to see.

The event is extremely labor intensive.

Whatever-a-thon

Walk, Swim, Dance, Read-a-thon

Time Required: 4-6 weeks

Supplies: Sponsorship forms

Cost: Printing fees, food (if not donated)

Estimated Profit: Aim for \$100/participant

Volunteers Needed: At least 10 volunteers to supervise

Target Audience Size: At least 40 participants

Works Well For: Most schools, especially athletic schools

Description: The “A-Thons” are fun team bonding activities that raise funds while also raising awareness in the community. In this event participation goes well beyond just your team members and everyone can easily get involved.

Action Steps:

- Secure a venue like your school track, pool or gym.
- Make sponsorship forms – be sure to include information about the cause, space for the sponsors’ contact information (names, phone numbers etc.) and pledge suggestions (e.g. \$10/mile, 1 cent per page).
- Try to get food donations or have your team members bake food for participants. Look for sponsors to help you with this!
- Advertise your event to find participants. Put posters around school and have your sponsorship forms readily available at a central location.
- Hold a meeting 3 weeks before the event for all participants to brief them on the details.
- Follow up with participants to ensure they are receiving sponsorships.
- Walk, Swim, Read and Dance!

Pros:

Has the potential to get a lot of your student body involved
 Can generate a lot of money because there is little overhead costs
 Also raises awareness within your community about your project

Cons:

Takes a while to organize
 It may be hard to get many participants.
 If you cannot get food donations, food may cost you a lot.

Other Creative Ideas:

Merchandise!

- Design t-shirts and get them printed! Or, Use fabric paint or stencils and bleach and water to create a design.
- Find a friend with a button machine and order buttons from online. They are easy to design!

Think Fashionably – order items like colorful tote bags or trucker hats in bulk, use your artistic skills to design them with markers or spray paint and stencils and sell!

Ask for donations from Businesses

Raffles

Candy Grams (“Kiss” a Senior Goodbye, Flower Grams, Holiday Grams...)

Prom Flowers

- If your whole senior or junior class is really involved in your project, one creative fundraiser is to

have your team sell cheaper flowers before prom at the same price as a corsage. Then donate all the money you raise to your project!

- This fundraiser will only work if you have the support of your school.

Holidays/Special Occasions

- Valentines: Candy, Roses -Winter (and remember to use Fair Trade chocolate and flowers)
- Winter holidays: Hot Chocolate (on-campus lunch)
- Mothers' Day

Key Points to Remember

Prepare to speak about what you are doing.

Practice telling someone, in 10-20 seconds, what you are doing and why. Make sure everyone working on your project can do this. Begin by determining the “key words/phrases” that describe your project. For example, “much needed medications,” or “critical needs of girls in the developing world.” Check out the NGC “Elevator Pitch” online training.

Be ready to answer the many questions that will arise...

How much is it going to cost?

How much are you trying to raise?

How do you know this is going to help?

How do you know the money will actually get there?

Prepare, Prepare, Prepare!

Hold plenty of meetings to discuss all the different aspects of your fundraiser...

What kind of fundraiser will you organize?

What supplies do you need?

Who are you trying to raise funds from? (Fellow students? Parents? Local businesses? The community?)

Whose help/permission do you need?

When will you hold the event? (Be sure to post flyers and get the word out!)

Where will you hold the event?

And in order to stay prepared, be sure to make a calendar of everything that needs to happen before your fundraiser and create a schedule of who needs to do what during the fundraiser!

Seek out in-kind donations to help your fundraiser.

In-kind means donations of goods (t-shirts, bottles of water, artwork) or services (use of a space, free printing, etc.) that will help you keep your costs down so that you can donate more of the money you raise! Local businesses are often very willing to give materials and supplies when they learn about youth led projects taking place in their communities. Make sure you approach them in a way that makes them feel comfortable. Often, companies will have a specific way they like to be approached. This is something you can usually find out with a phone call if your Internet search didn't turn up anything. A good strategy is let them know that you'll display their logo on your t-shirts or on banners on your events—They'll love the idea of getting some advertising in exchange.

TIP: Budgeting for your fundraiser

Make a list of everything you will need for your fundraiser. Once you know what you need for your

event you can ask friends, community members and local businesses to help out with in-kind donations. Take a look at an example budget at the end of the Fundraising section of this guide.

Stores to target when soliciting for in-kind donations:

Hardware/building supply stores. Local hardware stores are good places to start for any construction materials, wood and hardware.

Grocery Stores. For many events it is nice to have refreshments, bottles of water, etc. For these items you can ask your local grocery store and general supply stores. Often these stores have a monthly amount that they can give away to local non-profits.

Copy Stores. You can ask for a discount on the printing or see if they will donate 100 flyers, a banner or signs.

Art Supply Stores. They may be able to donate pens, poster board, chalk etc. The best way to approach these stores is to go in person with a written letter requesting specific items. It is also important that you let them know why you need these things and what they will be used for. And sometimes if a store is a large national corporation vs. locally owned, the process of getting in-kind donations can be longer and more difficult.

NOTE: Make sure you keep track of all items donated and their value (how much they would have cost if you had to buy them).

Be prepared to ask people to donate

No matter what type of fundraiser you hold, it is always good to ask people to give more! For example, if you are having a bake-sale, you might be selling a cookie for a dollar, but you could always ask people to donate \$5 instead. How can you best convince them to give? *Put yourself in their shoes and think about what would convince you to give!*

- Share an inspiring description of the project that clearly demonstrates how it will directly benefit from their donations.
- Remind them that you are a group of dedicated young people taking on an enormous problem in our world and that you need everyone's support.
- Demonstrate that you have a clear understanding of the issue that your project addresses and that you are serious in your commitment to it.
- Let them know that because you are their daughter/son/student/ friend/fellow citizen who is giving your time and energy to bring positive change locally and globally, they ought to fully support your project.

Gratitude and Recognition

Saying thank you isn't just polite, it is imperative. Whether someone volunteered for you, gave \$2, or wrote a check for tens of thousands, your heartfelt thanks goes a long way. Remember that someone chose to give money to you instead of someone else—it's a vote of confidence for you and your project.

If you are doing a car wash, look each person in the eye and say "Thank you. We are that much closer to reaching our project goal."

If your mother donates \$15 to your project, get your team to sign a letter of thanks. Although she did it because she believes in you, it is good to remind her that there are many others like you.

If someone donates a significant amount needed for your project, make sure s/he is publicly

thanked. And remember that companies are made up of people. So it's important to say, "Thank you to (the company) and to (the name of the person or people) who really believe in our team and helped make this possible."

In all cases, be yourself—your most grateful self.

TIPS for a Successful Fundraiser

Think of ways to connect the act of giving to the need itself. For instance, on one single day, ask everyone at your school to not buy a drink at lunch and instead donate the dollar to support a clean water project in Guatemala. It's no big deal to have lunch without a drink; it is a huge deal for a community to be able to have clean drinking water.

Try to involve the maximum number of people while raising money and awareness. It is **extremely important** to let people know why you're fundraising. Someone who may have only been willing to pay \$3 for an item will then pay \$5 or \$6... the money adds up. At the same time, you are educating them about the needs of a community in another part of the world and inviting them to participate.

Think about where people at your school and in your community already spend money. For example, everyone goes to the Valentine's Day dance (let's just say). Would they be willing to pay an extra \$1 per ticket to support your project? Pitch it to your school: "If everyone pays just one dollar, we can raise \$500 to help repair a well and keep water running for 2,500 people in a rural village in South Africa." What about a movie night or music show? What do you already do that you could turn into a fundraiser?

In Conclusion...

Don't get discouraged by anyone who tells you that raising money "Isn't appropriate" or that "Young people don't have money to give." Remind them of a few facts:

Young people in the U.S. alone control \$211 billion in spending each year. Most of that is spent on entertainment, clothing, and non-essential food.

(Source: Harris Online)

The U.S. represents 5% of the world's population and controls one-third of all the world's resources. Half of the world – over 3 billion people – live on \$2 per day or less.

(Source: United Nations Population Fund)

In terms of percentage of income, the poorest people in the U.S. give the most money to social causes. (Source: Chronicle of Philanthropy)

Sample In-Kind Donation Request Letter

(Date)

Dear friends at Copycenter:

On behalf of Mesquite High School's New Global Citizens team, I would like to request a charitable donation of 100 black and white photocopies from Copycenter.

Our team has taken on an ambitious project to help impoverished children in India. We are helping to establish a mobile library for children living in extreme poverty in Orissa, India. Some children in India, due to terrible poverty, must work all day in train stations on the platforms, sweeping, shining shoes, selling tea or food, etc. Because they need to work, they can't attend school, and the cycle of poverty has no chance of breaking.

The Ruchika Social Service Organization of Orissa has developed an excellent system for providing preliminary education to some of these children by bringing the school right to the platform, teaching the students who stop working between train arrivals. This model has become so successful, that the schools can now also be found in the surrounding slums, where thousands of children spend their days caring for their families. These schools are in need of a way to transport books and toys around each of the 40+ locations - **a mobile library for over 4,000 children!** In total, the library costs \$16,000 to establish (bus, driver, gas, upkeep, etc.).

We would really appreciate your business helping us to make the mobile library dream a reality by providing a tax-deductible contribution of \$100 black and white photocopies of our enclosed flyer. We will use this flyer to promote our project, raise awareness about child labor, and raise funds for the Ruchika Mobile Library. Thank you for your time and generosity. I look forward to hearing from you soon.

Sincerely,

(Your Name)

(Your New Global Citizens Team Name)

(Your address)

Sample Event Budget— Art Benefit and T-Shirt Sale

Item	Cost	Notes
Art Gallery	-	Donated by downtown gallery owner
Decorations	-	Donated by local craft store
DJ/Audio Equipment	\$50.00	Local DJ willing to perform at a reduced cost
T-Shirt Printing (100 Shirts)	\$200.00	Local printer willing to charge a reduced price
Flyers (300 copies)	-	Staples willing to donate printing
Art Work for Auction	-	Donated by student art club
Other	-	-
Total Expenses:	\$250.00	Contact businesses in the downtown area and ask for event sponsorship in exchange of putting business logos on t-shirts; Use funds from previous bake sale as seed money.

Revenue	Estimated Revenue	Actual Revenue
Ticket Sales (200 tickets @ \$4 per ticket)	\$800	\$600
T-Shirt Sales (100 @ \$7 per shirt)	\$700	\$625
Event Sponsorship	\$300	\$500
Revenue from Art Auction	\$300	\$250
Other: Public donations		\$200
Total Revenue:	\$2,100	\$2,175