

FUNDRAISING

YOUR TICKET TO THE



ATTITUDE AND APPROACH IS EVERYTHING!

Attitude is probably the most important factor in asking people to help you. A positive, energetic approach will help every other step you take lead to success. You may face people saying “no.” Don’t let this discourage you. While this person may not be able to help you, he or she may know someone who can. There are many people willing to give to a worthy cause. It is up to you to demonstrate how your cause is the one they want to support. Remember that you are not being selfish and asking something only for yourself. What you gain, you want to bring back to your community. You are offering potential donors an opportunity to get involved. Don’t give up. Your first attempts may not always bring you immediate success. Persistence, dedication, patience and positive thinking can make the difference. Remember that you will be developing a group of supporters that will help you throughout your life.

PROMOTING A WORTHWHILE CAUSE

Below is a list of points, which will help people see that they will be giving to a worthwhile cause. You can use them as a basis for written or verbal presentations.

- Young people are the future. We make up 50% of the population. We will be the managers, bankers, educators, parents, lawyers, and doctors of tomorrow. I want to be well prepared for my role. The Global Youth Village is a program geared to give me hands-on experiences working with people of diverse backgrounds, discussing complex issues, working with adults, and exploring a culture which may be different from my own.
- The fact that the world is getting smaller is reflected everyday in the media and through the internet. I want to understand different cultural, political and social situations. The Global Youth Village will give me exposure to many different people and their perspectives.
- Unemployment, alcohol and drug abuse, violence, and crime are signs of hopelessness.
- Indifference is not an option in my mind. I hope to learn how to get young people involved in their communities and homes so they see their value and take responsibility.
- Legacy and the Global Youth Village places emphasis on cooperation and dialogue. I think these are areas I will always be able to access no matter what I choose to do in the future.

Remember you can be a great fundraiser!

KNOW WHAT YOU NEED – CREATING BUDGETS

Before starting to raise money, calculate how much you will need, including the cost of the camp and transportation to get there. You can call a travel agent to check on current prices for airfare, bus fare, and/or train fare. Ask how far in advance you need to buy your ticket to get a good price.



GENERAL RECOMMENDATIONS:

1. *Believe in yourself:* people will trust you because you have learned to appreciate your talents and interests and pursue them.
2. *Believe in your cause:* enthusiasm will be conveyed to prospective funders. It's contagious!
3. *Be professional:* It's important to type letters and proposals, return phone calls, be in a quiet space while on the phone with potential supporters, and follow through on any commitments you make.
4. *Be friendly:* Funders and supporters are people too! The best way to secure a long-term supporter is to make friends with them. Try to meet in person at least once whenever possible. For them to see you as a real human being, not just a voice on the phone or another request for money will make a big difference.
5. *Remember many people want to help:* By approaching people with a great project or idea you believe in, you're doing them a favor! You're giving them the opportunity to contribute to something wonderful.
6. *Don't take "no" as rejection:* If someone doesn't give you a contribution, don't take it personally or let that stop you. Ask them if you should try again at a later time, and if they say yes, ask when and do it. If they say no, redirect your energy somewhere else. In any case, contact many people or organizations. The more people you contact, the more you increase your chances of receiving the support you need. Any project, no matter how great, and no matter how good the fundraiser, will receive plenty of rejection letters (usually form letters). The trick is to take these in stride, and keep right on raising money for what you believe. The more times you ask, the more times you'll be turned down -and yet the more funds you'll raise.
7. *Celebrate success:* Every time someone donates to a project or organization, they are taking a stand for something they believe in. Take the time to appreciate and enjoy their support. Always send a thank you letter, and follow up later to let them know how their money was used and the results it created.

FUNDRAISING PROJECTS AND ACTIVITIES

Below are projects that clubs and organizations use to fund themselves. They work! You may want to use them, or some variation of them, in your fundraising to get to the Global Youth Village.

Donor Campaign

Start by making a list of everyone you know. Include your friends, parent's friends, relatives, friends of relatives, former teachers, coaches, local business people, people you've met at any sort of social gathering, and anyone you can think of. They don't have to be wealthy. Some people will only be able to a small contribution. But many small contributions will add up.

Challenge yourself to make your list as long as possible. You can include friends of friends, and even people you don't know personally.

Letter Writing: Write a letter which describes the project for which you seeking funds-in this case, your participation in the Global Youth Village. This letter should be both friendly and factual (a sample is attached) Share your sincere enthusiasm for the project. Tell them why you want to go and how you think the program will support you to be more culturally aware and develop your Arabic language skills. Tell them how much money you need to raise and by when. Let them know how much you have already raised and how far you have to go. It is usually good to ask for a specific amount of money. You might say something like, "I am hoping that you will be able to make a contribution of \$50 or more to help ensure my participation in the Global Youth Village. If you are not able to contribute \$50, any amount will be helpful and sincerely appreciated."

Send the same basic letter to each person, but personalize each one a little bit. Instead of "Dear Friend", put their actual name at the top, "Dear Sue and Bob Jones". If you know them, add a sentence or two like, "It was nice to see you the other day. How are things going with your new baby?"



LEGACY
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Matching Campaigns: You may want to include in your letter that their donation to Legacy International can be matched by their company, if their company has a matching campaign. You can suggest they check and fill out a request. This will double their contribution.

Follow up: Follow up with phone calls or personal visits a few days after your contact receives their letter. This is the most important part. It will more than triple your positive response rate. Make sure you don't skip this step. Tell them you are calling to make sure they got the letter and answer any questions they might have. If you have to leave a message, call at least one more time if they don't call back.

Thank you letters: Send a thank you letter to everyone who contributes.

Crowdfunding Campaign

Start an online campaign to raise money from your social media online network (friends and family) via GoFundMe or other similar platforms.

Ten tips for a successful crowdfunding campaign:

1. **Talk to the experts:** Many crowdfunding services offer you the opportunity to discuss your project with them. Take them up on it! They can answer any questions you have and also offer advice and feedback on your project.
2. **Check out the competition:** Research at least 10 projects similar to your own. Get a sense of the kinds of rewards, descriptions and promotions that work well. And feel free to steal ideas and adapt them!
3. **Be realistic with your target:** Crowdfund what you actually need – don't get greedy. There is every chance you could raise more than your target, but you won't raise anything if you don't meet your target in the first place. Projects that reach 30% of their target go on to succeed in more than 90% of cases
4. **Factor in your costs:** Delivering rewards and devoting time and energy to a campaign can cost money. Factor this in when setting your target – it won't all be net income.
5. **Be creative:** The uniqueness, quirkiness and diversity of your rewards make up an important part of your project's narrative and marketability. Offer experiences people can't get anywhere else.
6. **Focus on the first 48 hours:** The first 48 hours of your crowdfunding campaign are critical. In fact, the launch is the most important thing you will do. Getting off to a good start will build your momentum and put you in good standing for the entire campaign.
7. **Use social media for more than just asking for money:** Only 20% of your posts should directly ask people to pledge to your campaign. 80% should look at more meaningful things such as exciting project news or relevant developments globally – with your crowdfunding link at the end. If you continually ask people to pledge they will lose interest.
8. **Deliver what you've promised:** Do everything you can to deliver the rewards you've promised, and deliver them on time. People have been good enough to support you, so make sure you come through. If something unexpected happens and you're unable to deliver, be open and honest and immediately communicate it to your supporters. They'll be far more understanding than if you just shut up shop.
9. **Stay connected:** Use your supporters' contact details to stay in touch with them after the campaign has finished. Keep them updated and keep your community strong.
10. **Turn supporters into donors:** If you're a not-for-profit or community organization, look at ways to turn project supporters into ongoing financial supporters.

Yard Sale

Get together a bunch of stuff you or your family no longer need, have others do the same, and raise money while practicing a form of recycling. You can get people to come to your yard sale by having it in a prominent place (such as a school), by making signs around the neighborhood with arrows to lead people to it, and by advertising in a local newspaper. You can collect extra items to sell by going door-to-door in your neighborhood to invite people to donate things they don't need to the garage sale –and while you're at it, you can invite them to make a financial donation to the cause as well.

Going To Local Businesses

Invite local businesses to be sponsors or supporters. Your parents place of work may have money to donate to their employee's scholarship fund. In return they could have a letter of appreciation that they

can put up on their wall. More substantial support can be acknowledged in other ways, such as mention in media coverage. A good way to find local businesses that tend to support causes like yours is through the Chamber of Commerce. Corporations are usually happy to donate \$200-\$300 to what they perceive as a tangible investment. What could be more important than a local youth who wants to expand his/her perspective and role in the community (local and global)? Also, you should emphasize this is a unique opportunity for you to immerse yourself in a different culture and dramatically improve your language skills. It's also great to approach local stores and businesses you already use and/or like (the pizza place, family restaurant.) If you know the owners at all, that could be a big help. One young woman from Long Island went to all the places her family frequented (diner, pizza place, and dry cleaner) and collected small amounts. She raised \$800 in two weeks.

Going to Large Corporations

Many corporations give away a portion of their profits to good causes. Make a list of major companies in your area. Call the company and ask to speak to someone in charge of donations. Tell this person about your project and invite them to contribute. They will probably ask for some written information, in which case you can ask for their address (make sure to get the correct spelling on their name, too!). It's crucial to establish a personal connection (over the telephone) with someone at any large company. If you just write your letter could get lost in the shuffle. But after talking to a person, they'll remember you so your letter or package will stand out when they get it.

Individual Philanthropists

Do some research into philanthropists (wealthy people who give away money). After you've got some names and numbers, call them. See if you can set up a personal meeting. If that's impossible, at least tell them what you're up to over the phone and send some information.

Follow-Up with Companies and Individuals

About a week after sending information, call to make sure it arrived and to find out if they've had time to consider helping. If they haven't made up their minds, continue following up regularly until they either say "yes," "no," or "maybe some other time" to your request for support.



Recycle and Cash In

Some place give money for cans and bottles (and sometimes paper) that are brought in for recycling. If you get an entire school or workplace to recycle, that can add up to significant money.

Potluck

A potluck or covered dish dinner is a fun way to have a feast. Look at the list you generated for the donor campaign. Invite a group of people and have them invite friends, and ask everyone to bring something to eat. Explain that you will be raising funds at the dinner and hope that people can bring change they have collected, check books etc. You may want to arrange some creative entertainment like music or educational videos. Make a presentation about yourself, your hopes for the future and the Global Youth Village. When you return you can send these people a picture of yourself in Morocco, or invite them back for dinner ad tell them stories.

Benefit Dinner (another idea)

Cook up some good food or get it donated by local restaurants, pass out flyers, invite people by word of mouth and ask for a sliding scale donation (for example, \$5 to \$50)

Working around your neighborhood

Offer your services to people in your neighborhood – yard work, cleaning, taking the trash out, washing cars and agree on a fee for your services. Explain to people that the money you are earning is going towards your summer experience at the Global Youth Village.

Associations

Check to see if there is a Rotary Club, Lions Club or Kiwanis Club in your town. These are service organizations usually with good representation from local businesses. You can ask if they will support you. Tell them you would be happy to give a presentation.

Press Release

Write a short piece (250-500 words) that can be printed in a newspaper or a newsletter (school, community center, or place of worship). The style should be brief and intend to motivate people to give. Start with an enticing lead-in. Follow this with details and description and a contact for more information line.



Legacy International

Global Youth VILLAGE

Your donation creates real, practical, and sustainable change by supporting a global network of youth leaders spanning five continents.

 \$1700 sponsor tuition of one great leader for the full 2 weeks	 \$700 sponsor 20 hours of instruction of our LSBS workshop	 \$100 sponsor the transportation of a youth leader to Bedford, Virginia	 \$50 support 5 great dinners at Global Youth Village
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The LivingSidebySide® (LSBS) workshop at Global Youth Village differentiates between dialogue and debate, emphasizes the importance of listening to all perspectives, and affirms shared values. Strangers become lifelong friends and peer mentors.

CONTACT US
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PRESENTATION TIPS

PUBLIC PRESENTATIONS:

- Make a simple outline that you can refer to:
 - Introduce yourself, age, school
 - Some sort of statement of what you would like the future in your community to look like and how you feel investing in young people and their skill development will help that vision become real
 - Describe the Global Youth Village
 - Describe your goal in raising funds and how they can be a part
- Smile, stand tall, look at everyone
- Memorize a creative opening and conclusion – you could ask them to think who will be the doctors, managers, pilots of tomorrow and the type of knowledge or qualities they will need.
- Practice, practice, and practice with friends and family. Get input. This is a skill you will use your whole life.
- Dress neatly and arrive a little early
- Enunciate, be enthusiastic, give personal examples and statistics.

WRITING A REQUEST LETTER

- Format; make sure your letter follows correct business standards with no grammatical or spelling errors.
- Length: keep your letter to a single page. You may and should attach supplementary materials (a brochure, news article, letter of recommendation, or an acceptance letter from the Global Youth Village)

Be thorough. Put in a little extra effort. Be a little more creative. Be a little more friendly. Check through all your files every once in a while to make sure you aren't forgetting anything --like a follow-up or an application deadline. Think positively imagine your project well funded. Realize that every funder you contact can help to make that possible.

Good Luck!

Sample Letter

Return address and phone

Ms. Cynthia Smith
President Joseph's Coat
1 Main St.
Camden, NJ 19999

Dear Ms. Smith:

My name is Michelle Corey and I am a rising sophomore at Camden High School. I have been nominated to represent my school and community at the Global Youth Village this summer.

The Global Youth Village (GYV) is an international summer program that brings together selected youths from more than 15 different countries. I will have the unique opportunity to join other teens and take dynamic workshops in peace building/conflict resolution, global issues and community health. In addition, I will have many opportunities to develop my leadership and cross-cultural communication skills. The Global Youth Village is a project of Legacy International, a registered non-profit educational organization, which is being supported by the US Department of State.

GYV is a program geared to give me hands-on experiences working in a different culture with people of diverse backgrounds, discussing complex issues, working with other teens and experienced adults. I look forward to learning the new 'languages' of 'respect', 'change' and 'future'. The fact that the world is getting smaller is reflected everyday in the media and through the internet. I want to have a better understanding of different cultural, political and social situations. The Global Youth Village will give me exposure to many different people and their perspectives and also help me to prepare or my future career.

My participation in the Global Youth Village depends on whether I can raise enough in sponsorships. The tuition is \$1,700 plus transportation. To date I have raised \$300.

I am approaching you because I have often purchased clothing from around the world at your store. I know you value global education. I am hoping you can assist me with part of the tuition costs. I strongly believe that as a young person, I must start developing a worldview and my community organizing skills. Through living, working and learning with young people from a wide array of cultures, my goals will be realized.

Your support would be greatly appreciated. I must raise these funds by (say within a month). Checks should be made payable to Legacy International. Your donation is tax-deductible. I have enclosed a brochure of the program. I will call you next week to answer any questions you may have.

Thank you in advance for your consideration. Sincerely,

Michelle Corey