

## Fundraising Support Guide



Congratulations for making the decision to go on a trip with Broadreach! The adventure itself will be enhanced by the knowledge that you helped raise money to pay for it. The experience of fundraising will also give you important life experience for the future. There are various methods to fundraise and here you will find some ideas and tips to help you reach your goal. Keep in mind that we, at the Broadreach Foundation, are more than happy to help you with your fundraising plan, so please do not hesitate to reach out!

***To increase your chances of having a successful fundraising campaign consider these three keys:***

- **Assertiveness**

Confidently reach out to your friends and family to let them know your goal and how they can help. People will appreciate your energy and if they can help they will. Do not be concerned about offending someone by asking for support. Be respectful and never pushy. Reach out to make your needs known and accept their answer graciously no matter the response.

- **Excitement**

Your enthusiastic positive energy will show potential donors that you are motivated and that will encourage them to support you. Be proud of what you are trying to accomplish and don't be discouraged by rejection.

- **Knowledge**

Know your program inside and out and be able to discuss details about the trip. Do your homework and impress potential donors that you are taking this seriously. Be prepared to talk about what you hope to gain and emphasis any service activities that might be a part of your trip.

### **Set a Goal**

The first step is to set a financial goal and make a fundraising plan. Establishing the amount needed to make your trip happen is very important and the more accurate the better. Here are some expense line items to include: program fee, airfare, books/course materials, passport, insurance, gear, doctor's visit, vaccines, incidentals, and souvenirs. Create a spreadsheet or simply make a grid to clearly detail how much you will need to raise to make your trip happen. Also be sure to set some target deadlines.

## Fundraising Opportunities

Make yourself familiar with the various fundraising methods mentioned here so you can select the various options that will make up your fundraising plan. The Broadreach Foundation is here for you to answer any questions you might have or help you in any way we can.

### Places to Start:

**Find Other Foundations, Grants or Sponsorship Programs** Besides applying for a Broadreach Foundation scholarship there are many other foundations and organizations that might be able to help fund your trip. This will definitely take some research, but here are a few sites to get you started:

- Foundation Center - <http://foundationcenter.org/findfunders/foundfinder> •
- Guide Star - <http://www.guidestar.org>
- Minds Matter - <http://mindsmatter.org/>
- Summer Search - <http://www.summersearch.org/>
- Do Something - [www.dosomething.org](http://www.dosomething.org)
- Fast Web - [www.fastweb.com](http://www.fastweb.com)
- FinAid - <http://www.finaid.org/>
- Starbucks Foundation - <http://www.starbucks.com/responsibility/community/starbucks-foundation>
- The Jack Kent Cooke Foundation - <http://www.jkcf.org/>
- Earth Island Institute's New Leaders Initiative - <http://broweryouthawards.org/> •
- Gene Doyle Memorial Foundation - <http://www.genedoyle.org/foundation.php>

Don't forget to look for foundations in your area. A simple Google search for "community foundation" in your city will get you on the right track. This could be a great option and some will be designed specifically for giving to young adults and/or for educational travel.

**Apply for School Financial Aid** If you are receiving academic credit for your Broadreach trip, your school may have opportunities to provide financial support. Check with the financial aid officer at your school. Inform them you will be receiving academic credit and provide the Broadreach contact information.

For college students: University staff can be great resources in getting your fundraising efforts off the ground. Start by identifying key faculty and administrators who might be interested in your program. Schedule a meeting to discuss your plans and ask if they know of fundraising opportunities you could pursue. Professors, deans, and department heads could be particularly interested in funding your program if there is a research component to it. Endowed chairs and other key administrators often have discretionary funds available for innovative student projects and research. Finally, absolutely do not forget about the school's alumni networks; many alumni are happy to help worthwhile causes initiated by students from their alma mater. Contact your university's alumni affairs office and find out how to

send a letter, make a phone call, or tap into this vibrant network of potential supporters.

### **Grassroots Fundraising Ideas**

#### **Crowdfunding**

Definition: Crowdfunding (alternately crowd financing, equity crowdfunding, or hyper funding) describes the collective effort of individuals who network and pool their money, usually via the Internet, to support efforts initiated by other people or organizations.

Presenting your proposal online, individually in person or to a group of people is a valuable experience. Encouraging donors to make an investment in your experience is the goal and explaining your purpose and what you hope to gain is essential. Another key is letting them know that you will be sharing the experience afterwards through your images and writing.

Crowdfunding has become quite popular and there are many sites that offer the opportunity to develop a campaign around your program. Kickstarter is a well-known crowdfunding website; however it does not allow travel or other “cause” campaigns, only creative projects. The Broadreach Foundation offers a limited number of individuals the opportunity to post their profile online for crowdfunding purposes. If you are interested please apply to have your profile listed.

It’s important to understand that simply putting your profile online and then sitting back to watch the money flow in is not a realistic crowdfunding plan. Large numbers of anonymous donors are not surfing crowdfunding sites looking for a cause to give to. You shouldn’t expect random individuals to donate the bulk of your fundraising goal. This may represent a very small percent, but predominantly it will be your networking that will drive donors to your campaign.

Offering perks for different donation levels are what makes crowdfunding especially effective. When you design your campaign you get to custom design perks and designate each of their prices. Donors would select the perk in exchange for their contribution. Your challenge is to offer meaningful, compelling, useful, and unique perks in exchange for donations. This is also something we can help you with if you choose this option.

Utilizing social media (Facebook, Twitter, Instagram, Blogs) to draw people to your profile will be effective. A web presence with information, photos, and videos about you and your program can generate increased buzz and interest in your work. Even the most basic website or blog can become an invaluable fundraising tool and your school or university may have the resources to help you build one. A secure donation form or PayPal account can enable users to donate to your commitment in a matter of seconds. Finally, you can also do as this past BR student did and create a Facebook page where people can be kept up-to-date: <https://www.facebook.com/GreatWhiteSharkFan>.

Here are couple of links that can help you build your campaign and generate some online buzz:

- 10 Crowdfunding Websites - <http://www.hongkiat.com/blog/crowdfunding-sites/> •
- Top Blog Sites - <http://topsitesblog.com/blog-websites/>
- Top Website Builders - <http://www.top10bestwebsitebuilders.com/>



### **Personal Letter Writing Campaign**

Write personal letters to friends, family, and neighbors asking for their support. First come up with a list of potential donors. Here are some suggestions to consider: • Your Extended Family (aunts, uncles, cousins, grandparents)

- Family Friends (your parents' friends, neighbors)
- Members of your church, congregation, synagogue, mosque, or other religious group
- Professional Acquaintances of your parents or family members (coworkers, clients, suppliers)
- Members of any social, charitable, or professional organization, to which your parents or family members belong (PTA, Rotary Club, country club, sports team)

A form letter is not going to impress people and it won't get results. A personalized, compelling and passionate letter stating why you want to go, what you hope to gain and what you're doing to raise funds can move others to support you. Here are some keys to an effective letter campaign. Explain your plan and what you hope to gain.

- Personalize it in a way that lets the reader know you are thinking of them and not a generic spam letter.
- Keep it short and simple and let them know you're happy to provide more information if they are interested.
- Inform them how to donate. If it's an older person that doesn't use a computer you can include a self-addressed stamped envelope. For others you can include a link where they can give.
- You can ask people to donate for specific things, like a registry for gifts! One person can sponsor your insurance, one person can sponsor your vaccines, another can buy the course books for your academic program or the gear!

### **Present to local service clubs**

Service clubs are an excellent way to not only raise potential funds, but network in your community and get experience with public speaking. Some groups will allow you to come to one of their meetings and personally present your proposal. First ask your family and friends to find out if anyone is a member of one of these clubs. This personal introduction can go a long way, so try your best to find a connection this way. Be sure to let them know that you'll come back and present after your trip. Please note that speakers for meetings are generally arranged far in advance so jump on this right away.



Have a prepared proposal that can be tweaked for various opportunities. For something like this you would also want a presentation to go along with your proposal. Using Powerpoint with images and a well-rehearsed presentation will be most effective. The Broadreach Foundation can provide you with some images that can be used. We are also happy to review your presentation and offer feedback.

The list below includes links for most national websites. You will need to search for the local group near you. In the case of groups like Rotary there may be several in your area. Contact the clubs with which you or one of your acquaintances have a relationship first, as you'll have your best chance with these groups. With anyone that you approach for support, if they can't help, ask them who they would recommend to contact. • Local Chamber of Commerce

- Civitan International - <http://www.civitan.com/>
- Community Foundations - <http://www.communityfoundations.net/>
- Elks Club - <http://www.elks.org/>
- Jaycees (Junior Chamber of Commerce) - <http://www.usjaycees.org/> •
- Kiwanis International - [www.kiwanis.org/](http://www.kiwanis.org/)
- Key Club International - <http://www.keyclub.org>
- Knights of Columbus - <http://www.kofc.org>
- Lions International - <http://www.lionsclubs.org>
- Moose Lodge - <http://www.mooseintl.org>
- Optimists International - <http://www.optimist.org/>
- Rotary International - <http://www.rotary.org/en/StudentsAndYouth/YouthPrograms/Interact/Pages/ridefault.aspx>
  - Ineract (Rotary International's service club for young people ages 12 to 18  
<http://www.rotary.org/en/StudentsAndYouth/YouthPrograms/Interact/Pages/ridefault.aspx>
- Shriners - <http://www.shrinershq.org/>
- Soroptimist International - <http://www.soroptimist.org/>

Use the websites above to find the group/club nearest you. You can also Google to find the nearest group as well. For example searching for "elks club raleigh, nc" gives <http://www.raleighelks.com/> as the result and you can make your contact from there.

**Faith Based Opportunities** If you are involved with a church, synagogue, mosque or other faith based group in your community find out what opportunities there are within these groups. Contact Broadreach Foundation for more support.

### **Host an Event**

A fun way to raise funds and awareness for your trip is to hold a community event. Whether you choose to host a car wash, sell lemonade on a hot day, warm apple cider on a cold day, or hold an information session at the public library, a public event will not only raise money for your commitment, it will also raise awareness of your project among your peers and community. Everybody loves a party, if you are part of a sorority/fraternity or a club, get them involved

and organize a big party where people contribute at the door! This also works well if you can get a load of local bands together to do a fundraiser. Or even better if you are in a



band!

Here is a list of potential ideas. This is by no means a complete list. Be creative and come up with your own ideas to raise money. For assistance with any event please feel free to contact Broadreach Foundation.

- **Host a party-** Ask friends and family for a donation in exchange for refreshments you provide
- **Partner with a restaurant-** Ask a local restaurant or coffee shop if you can host a fundraising event at their location. See if the restaurant will donate a percentage of proceeds (10% or 20% for example) towards your tuition and then invite everyone you know to eat there on a specific day.
- **Hold an aerobics or yoga event-** If you contact local gyms and instructors in your area sometimes they might offer the donations made in their class to go towards worthwhile projects! Sometimes they will run extra classes specifically for that cause and donating their time for free.
- **Have a car wash-** All your friends and family can help! And maybe your school can advertise it and provide the grounds to hold it on....
- **Create a scavenger hunt-** Create a set of clues or a list of items that the participants need to find in order to win. Advertise your scavenger hunt and charge everyone a small fee to participate. The winning person or group gets a prize (make sure it's not too expensive but still appealing to win).
- **Participate in an endurance event-** You can get sponsored for bike rides, swimming or running races and ask for a donation per mile



### **Sell Stuff**

Here are a few ideas of things you can sell to raise some funds!

- **Garage/yard Sale-** There are various methods of obtaining items to sell. Advertising on radio, in local papers and shops, at school, 1-2 weeks ahead asking for peoples donations and offering to collect them. A big clean out at home, with family and friends, distributing leaflets to houses in local streets, including copies of any newspaper articles you've been in! Also try writing letters to parents of school friends

to see if they can donate anything for you to sell. To get people to the sale you can advertise on craigslist or in local papers/TV/radio.

- **Used Book Sale**- Ask all your friends, relatives, and teachers to donate their old books. See if you can set up a table at an event, then advertise your sale. If there are unsold books, you can donate them to a local library, shelter, or school.
- **Jewelry/Craft Sale**- Think about what you're good at making, or what you might like to learn how to make, and sell the finished products to friends and family. Visit craft stores for ideas.
- **Plant Sale**- Organize a plant sale with plants donated by local nurseries, or plants you've grown from seeds.
- **Bake Sale**- Make some of your most delicious recipes and sell them at school or a community event.
- **Recipe Book Sale**- Gather together favorite recipes (ask your parents, grandparents, neighbors), type them up and create an attractive book to sell. Try to get the printing/photocopying done by local offices as a donation.
- **First Aid Kit Sale**- These are more useful than boxes of doughnuts or candy bars so you may be more successful: <http://www.first-aid-product.com/first-aid-kit-fund-raising-raiser.htm>

### **Perform a Service**

Offer to rake leaves, shovel snow, mow lawns, walk dogs, wash cars, paint or help decorate, clean, etc. Ask the recipient for a donation toward your worthy cause. Post leaflets around your neighborhood offering up your skills and a suggested donation per hour (state that they can always donate more!)

Some other services you may be able to provide are:

- **Gift wrapping service**- Great around the holidays, especially for busy parents. Check out dollar stores for good deals on wrapping paper, ribbons and bows.
- **Babysitting**- Think beyond typical single-family babysitting – offer babysitting during PTA meetings and other school events, or worship services. If you have lots of families interested, ask a friend to help.
- **Tutoring**- Offer to tutor students (elementary school students or other students in your school) in a particular subject that you're strong in, and ask their parents for a donation towards your program cost.
- **Photography service**- If you have taken a photography class or you're an especially good photographer, offer your services to photograph events, take family portraits/group photos, etc.

For more fundraising ideas check out this website: <http://www.fundraising-ideas.org/DIY/>

### **Some General Tips:**

- Contact local newspapers or blogs with a press release about your project. It might get picked up and the attention could help your efforts.
- Think about your connections: a grandparent's nursing home, your place of worship, your neighborhood, your parent's office, your doctor/dentist, and any clubs or organizations you or your family belongs to are great resources.

- Advertise your service or event through websites such as Craigslist, Twitter, Facebook, at local community centers, coffee shops, or anywhere in your area that has a public message board.
- Think outside the box and agree to do something outrageous if you reach a certain fundraising goal like shaving your head, dying your hair purple, or bungee jumping. • Think about things that you're good at or that you're interested in and turn them into a fundraiser (if you're great at math, offer tutoring, or if you love animals, offer pet sitting, etc.)
  - If you need to purchase items for your event/service, do the math beforehand to determine how much you need to charge to make a reasonable profit.
- Take advantage of events where there will already be a lot of people (local sporting events, school events like PTA meetings, street fairs, etc.) if you're planning to sell things to fundraise.
- Never guarantee donors that a donation will be tax deductible. Only donations directly made to the Broadreach Foundation are tax deductible.
- Finally remember that it never hurts to ask and know that this can be exhausting, but it is important to stay positive and be persistent. More than anything if you believe in your cause, others will too! .

## We'd love to talk to you!

We are here to help, please contact us to work together on your fundraising plan!

Main: 919-256-8200

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