



Tremendous
Hearts

Fundraising For Your Service Year

Ready, Steady, GO...

WHERE TO BEGIN

- ♥ **Establish your fundraising goal...** complete the Budget Planning Worksheet to determine how much money you need to raise.
- ♥ **Be specific** on the types of expenses you need to raise money for such as airfare, rent, transport, etc so that you can ask donors to fund a particular component of your placement.
- ♥ **Set a date** by which you want to have reached your goal. We recommend at least one month before you leave.
- ♥ **Put it on paper and keep it somewhere in view...** Writing your fundraising goal and due date down and putting it on the fridge or bedroom wall will keep you accountable!
- ♥ **Enlist a friend or family member** to be your coach and to check in with you weekly on your progress. Having someone else to whom you are accountable will be motivating and they may be able to help you if you get stuck.

MAKE A PLAN AND WORK YOUR PLAN

- ♥ **Break it down...** Break your financial goal down into manageable pieces. If you need to raise \$5,000, think about finding 5 people or groups who can give \$1,000 each, 10 people or groups who can give \$500 each or 50 people who can give \$100 each.
- ♥ **Make a list** of everyone you know and all of the groups to which you belong such as church, civic clubs, alumni chapters, professional associations, etc and consider how you might include each person and group on the list in your fundraising plan. Some will respond better to a letter or email, others could be asked to an event and still others may have a formal application process.
- ♥ **Prepare your elevator speech...** If 30 seconds is all you have to explain to someone why you want to volunteer abroad, what would you say? Write out your service year goals and reasons for volunteering and be confident in your aspirations as this will be important as you make your case to potential donors.
- ♥ **Ask, ask and ask again...** Philanthropy research has shown that the chief reason people don't give money is that they are not asked. And, while it often feels like you are simply asking for money, you are really asking someone to participate in a project you are passionate about. Sometimes it's a matter of asking for something the donor can say "yes" to. One donor might be a great cash donor, another might be willing to use their frequent flyer miles to buy your plane ticket, still another might lend you their gorgeous garden for a fundraising event. Be aware that some people will be thrilled that you asked them to support you in this work while others will decline. That's normal, so don't take it personally or allow it to shake your confidence.

- ♥ **Be generous with your thanks!** Saying thank you is very important. Even if you thank your donors verbally, it is always a good practice to take the time to write a thank you note so donors know just how much you truly appreciate their support.

STRATEGIES TO CONSIDER

- ♥ **Start with yourself...** Do you have any assets that have value which you don't need? Sell them! Can you change your current spending habits to increase your savings over the next few months to meet part of your goal? Can you ask your family and friends to contribute to your trip fund instead of giving you birthday or holiday gifts?
- ♥ **Write a letter or email** to as many people as you can. Keep it simple and to one page. Be passionate about your goals, ask for a specific amount of money or item and convey a sense of urgency.
- ♥ **Follow up** by phone or in person with everyone you send a letter or email to within a week.
- ♥ **Think practically...** Look at your prospect list and see if there's anyone who might be in a position to donate your airfare using their frequent flyer miles.
- ♥ **Research grant and scholarship opportunities.** The Foundation Center has an online database [<http://gtonline.fdncenter.org/>] with a 30 day subscription fee of US\$20. In addition, your local library may have printed directories and other resources available for free.
- ♥ **What's close to home?** Take a look at the list of groups you belong to and see if any of them offer grants or subsidies to members for travel, professional development, continuing education or sabbaticals. If you attend religious services, talk with your clergy about funds that might be available for mission trips and projects.
- ♥ **Community groups** may be able to assist you. Contact local civic/service clubs and religious groups and ask if you can give a presentation to their group and ask for their support.
- ♥ **Host a house party...** Do not charge admission and invite as many people as you can. During the party, give a short talk about your service year and ask everyone to consider a gift of \$25, \$50, \$100 or more (depending on the crowd). Either pass out envelopes and ask people to give then, or after the party contact everyone individually who came and ask for a gift.
- ♥ **Get creative** by asking a few friends to help you put on a bake sale, book sale or garage sale. You and your friends bake the goodies or collect the books, clothes, furniture required for the sale, staff it and clean up afterwards. This is an excellent way to get people involved in fundraising without ever actually asking them for money.
- ♥ **Get active** by participating in a race (running, walking, cycling) and get people to sponsor you.

WHILE YOU ARE IN SOUTH AFRICA

- ♥ **Keep in contact!** Plan to send a couple of email updates on your service year experiences to your donors. You'll need to be careful to maintain the privacy of the adults and children you're working with but donors will really appreciate hearing about your experience and the difference you are making in South Africa as a product of their generosity.
- ♥ **Reporting** may be a compulsory part of your funding, especially if you have received an official grant, so make sure that you are aware of the reporting requirements and capturing any required data.

WHEN YOU RETURN HOME

- ♥ **Send a final THANK YOU note** and summary of your service year to each of your donors.
- ♥ **Party...** Consider inviting your donors to a donor appreciation party where you can thank them and personally share your stories and experiences from your year in South Africa.

NEED MORE INFORMATION?

- ♥ The **web** offers a variety of resources on fundraising. We recommend visiting Idealist's page [<http://www.idealists.org/en/ivrc/cost.html>] on international volunteering for a list of helpful sites.