

FUNDRAISING FOR KPI VOLUNTEER TRIPS

YOU CAN DO IT!

TIPS FOR FUNDRAISING

Kids Play International (**KPI**) provides you with a letter you can customize and send to potential sponsors as well as other resources to help you get started with fundraising. Below are some tips to help you.

Use KPI's Sample Letter to Potential Sponsors but be sure to customize the letter to suit yourself and your trip details.

GET STARTED!

- Start with family, friends and people you know.
- Extend your network to include sports groups, church groups, co-workers of family members, small business owners in your community, and more. You will get the best response from people who know you and want to invest in your personal growth.
- Engage your friends to assist you.
- Ten people will know significantly more people than you do, so ask your friends to help you out and get involved in contacting potential sponsors.
- Start immediately.
- Fundraising takes time and effort; it doesn't just happen. If you start early and slowly chip away at your goal piece by piece you will be surprised at how every contribution adds to your goal.
- Keep your letter short
- Keep your letter no longer than one page and use the template KPI provides.
- Set a target goal and let people know it.
- If you are trying to raise \$4,000, tell people your goal and ask for specific contributions to aid you in reaching it. Let your sponsors know about your progress.
- Follow up with a phone call.
- Don't expect people to just give you money, especially if they don't know you. Follow up with a phone call and ask if they would like to know any further information.
- SAY THANK YOU.

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Don't just take their money and leave. Keep your sponsors updated with your travel plans and come back to them after your trip with photos and a big thank you note!

EXAMPLE: "This trip has taught me many life lessons about the environment and the community that surrounds the various environments in which the group was given the opportunity to visit. The different lessons and interactions I have learned on this trip has made me a better person. I will keep all the lessons close to my heart and hopefully can try to pass them on to others that aren't as fortunate as I am in the opportunity to learn from another country." ~NAME

FUNDRAISING IDEAS

1. Letter to Potential Sponsors: A sample letter in Word document format for you to customize.
2. Instructions for Sponsors: Guidelines for your sponsors on how to make donations.
3. Sponsorship Cards: Personalized "sponsor me" cards to hand out to potential sponsors.
4. Press Releases: Article templates for you to use to get the news out about your trip.
5. Donation Coupons: For sponsors to submit with a donation check.
6. Financial Record Sheet: For you to keep track of donations.

Crowdsourcing Online:

Set up a profile on a crowdsourcing website such as Volunteer Forever - Invite all your friends and online network to support you by making donations online. Tell a story with your profile, use pictures and videos and most of all - SAY THANK YOU!
Set Up a Profile Here.

Matching Gift Donations:

Check with your friends and family as many companies will match the donation of an employee to a non-profit organization.

Facebook and Blogs:

Make a Facebook page or create a blog describing your trip and its purpose. Ask for donations from your Facebook contacts and online network.

Business Visits:

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Many students have had a lot of success visiting small businesses in their area. Print out a small blurb about what you are trying to do, and include the donation materials that ISV provides. Approach business owners and explain what you are doing and that you are asking for any amount they can donate. Leave them with an envelope and tell them you'll be back the following day. If they can donate- great, if not- no problem. Return the next day and collect your envelopes.

Donation Jars:

Ask your local businesses (such as hair salons, nail salons, pizza shops, etc.) if you can leave a jar with your information on it for donations. Have a picture of you, some pictures of the program and a sign saying "Donate your Change for Volunteerism." This actually works! Over the course of weeks and months, a few dollars at a time can add up to hundreds of dollars.

Service Groups:

Approach local service groups such as Rotary and Lions Club. Ask for sponsorship assistance. In return, offer to come back and be a guest speaker and talk about the amazing work being done in your host country and even put in some volunteer hours with them when you return. Service organizations love investing in young people, especially if they are able to come back and share their experience.

Food:

Everyone loves food and drinks. Sell hot chocolate, soup, cookies, coffee, cupcakes etc., in busy areas on your campus. These are cheap to prepare and you can make a very reasonable profit on your sales.

See's Candy Sales:

Go to http://fr.sees.com/index.cfm/Fundraising/Fundraising_Programs. You can raise funds for special events or all year long!

Krispy Kreme:

Krispy Kreme also offers fundraising support by selling donuts by the dozen. There is \$5 profit to be made per box. Many students set up stalls at events and get their parents and co-workers help them make sales. Visit <http://www.krispykreme.com/fundraising/4-ways-to-raise-funds> for details.

Market Research:

Many companies are looking for people to take part in market research focus groups. These generally pay well and require little time commitment. Google search for "paid market research," "focus groups," etc. in your area to see what is on offer.

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Chamber of Commerce:

Go to your local Chamber of Commerce meeting or mixer and ask to speak. Then ask for support from the local business owners in your city who are at the event.

University Grants:

Many universities, campus programs or student development clubs offer grants or scholarships for students who choose to study overseas or get involved in volunteering. Contact your course supervisor, volunteer office or financial aid office or student union for more information.

Casual Friday:

Your workplace or your former high school may be interested in helping you raise funds for your volunteering trip. Ask if they will offer a casual Friday with donations going towards your ISV program.

Clothing Swap:

Have an on-campus clothing swap. Invite as many people as you can to donate items of clothing. Set up an area on your campus for a massive clothing swap/rummage sale. Have all participants donate their unwanted clothing. In return they may take one other piece of clothing and purchase any other items for \$3 for example. Donate all the left over clothes to charity. This is a great event that is easy to organize and promote!

Movie Night:

Ask your campus or local movie theatre if you can hire a screen for the night and charge for the movie and popcorn. They may even be willing to rent the screen to you at a discounted price if you explain what you are fundraising for. Invite your friends and ask them to bring friends; some groups have held all-nighters where everyone brings sleeping bags and has a movie marathon.

Restaurant Fundraiser:

Approach a local restaurant offer cheap food or beverages and let them know you can bring in X amount of people, which is new business for them. Ask for a percentage of the proceeds to contribute to your Program. You may wish to theme the specials or the dress code around your host country.

Party/Game Night:

Host a party or an event and charge an entry fee; 100 people at \$5 each is \$500 in one night. Provide refreshments and snacks and host a variety of board games, video games, and/or

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card games. The winner of the competition will be the person who wins the most games, and the winner will receive a prize of your choosing. Alternatively, host a poker tournament.

Trivia Night:

Trivia nights take a bit of time to organize but can be very profitable. Team up with other volunteers to bring more people along. Have businesses donate prizes and put on extra games to help you raise a lot of money in one night. For a guide to trivia night fundraising, visit <http://stepbystepfundraising.com/trivia-night-fundraiser/>.

Raffles:

Raffle off those unwanted items that you, your friends, your family and your neighbors have to the community and local businesses. Collect product or service donations from local businesses who may wish to help you out.

Haircuts/Cut a Thon:

Past participants have had a lot of fun and made a lot of money by offering haircuts/buzzcuts to students on campus. Get a bunch of your friends together outside. Create a fun, party atmosphere and invite people to come on down for haircuts/buzzcuts. Alternatives include temporary hair color and manicures for those who don't wish to have their hairstyle changed. Alternatively, ask a local hair salon to sponsor a cut a thon to support your effort.

Balloon Games:

Some students have sold balloons in the past, for a minimal amount of \$2. Since it is for a good cause people are generally more than happy to buy one. Another student sold water balloons for \$2 and allowed people to throw them at her (she was in a bikini). She made over \$200 in 2 hours. Guys could make this work too- think board shorts.

Babysitting:

Offer to babysit for your friends, family, and coworkers in exchange for a donation to your trip. Post in your school bulletin boards or newspaper explaining the situation (and your love of kids).

Pet Sit/House Sit:

Ask someone who has pets or who is going out of town if you can pet sit/house sit for them.

Dog Wash:

Find a place where many people walk their dogs. You will need a brush, dog shampoo and a source of water to start your dog wash. Alternatively, offer to walk dogs in your neighborhood for donations.

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Gardening Work:

Offer to do work such as raking, mowing, weeding and gardening for friends, family, co-workers and neighbors in exchange for a donation.

Recycling:

Recycle cans, glass, newspapers and plastics. Go to schools, businesses, friends, families and co-workers and offer to recycle their items. Exchange the recycled items at a recycling center for money.

Host or Promote a Challenge or Dare:

Ask a local restaurant to host a challenge or a dare, and patrons pay to see you complete the challenge. One student raised \$150 in an hour by being challenged to drink a cup of KFC gravy. Or for every donation over \$100 you will do something in return; do the chicken dance and post on FB, sing a song, etc.

Prepare a Group Dinner:

Maybe you know someone who is throwing a party or event or just does not like to cook. This would be the perfect opportunity for you to cook for this event and make some money for your cause.

Business Clean-up:

Many businesses need to have the area around them cleaned up. Restaurants might have trash around the edges of their parking lots, some businesses may need their signs washed, and others might need their sidewalks and lots swept. You could clean up a property in exchange for a donation.

More FUNDRAISING Ideas Online:

Still want more fundraising ideas? Check out ideas online at www.fundraiserinsight.org.