

Leadership Initiatives



Fundraising Guide

Introduction

As you prepare to attend your upcoming program, you may find that you need to raise additional funds to cover tuition and costs. Many of our students turn to community fundraising to earn the money they need to attend. Whether you choose to seek sponsorship from local businesses and organizations, organize a fundraising event, or provide a service, fundraising enables you to develop your planning, presentation, organization, communication, and leadership skills; demonstrate your leadership potential; and network with a wide variety of people.

Let's get started!

Step 1: Determine a Fundraising Goal

The very first step is to determine how much money you'll need to raise. This means taking into account the full cost of attending the program—tuition, travel costs, incidentals—and then subtracting the amount that you'll contribute from your personal savings or family donations. You can use our Fundraising Planning Worksheet to determine exactly how much you'll need to raise:

Attendance Costs	
Program Tuition	A.
Transportation Costs (airfare, gas and tolls, taxi/shuttle, etc.):	B.
Incidentals (souvenirs, gifts, personal items, off-site meals):	C.
Total Costs: (add lines A through C)	D.
Available Funds	
Student Contribution:	E.
Family Contribution(s):	F.
Total Contributions: (add lines E and F)	G.
Fundraising Goal (subtract line G from line D)	H.

Step 2: Develop a Plan

Now that you have a starting point to work from, you can decide on your best course of action to reach your fundraising goal. This may come in the form of finding scholarships, hosting an event, setting up an online donation site, or providing goods or services. Points to keep in mind as you brainstorm fundraising ideas:

- Timeline
- How donations will be collected
- Publicity
- Authorization/permission
- Materials and resources

First, you should establish a timeline. Work backwards from the date when your tuition is due to see how much time you have to raise your funds. If you are unsure of your tuition due date, please contact the Office of Admissions. Also, think about how much time you have in your day or week to devote to your fundraising efforts. This may help you decide how you're going to go about meeting your goal.

Now you need to decide what kind of fundraising you want to do. Here are some options for various types of fundraising:

SPONSORSHIPS

Local businesses often have funds set aside for sponsorship opportunities. You can also ask individuals in your community to sponsor you in attending your program. You can seek out sponsorships in person, via mail, or have people contribute online.

In person: Visit local businesses, your parents' workplace(s), and/or community centers and ask about sponsorship opportunities. Explain the program you have been accepted to and why you are excited to attend. Bring information about the program and explain how much you're hoping to raise. Be sure to leave contact information, and thank them for their time, even if they are not able to donate.

Via mail: Put together sponsorship packets including an cover letter describing your fundraising effort, information about the program, a short biography about you and your accomplishments, and contact information. Send the packet to local businesses, your parents' employer(s), and local community organizations. Be sure to keep a record of responses so you can thank them promptly.

TRADITIONAL FUNDRAISING (DOOR-TO-DOOR SALES)

Leadership Initiatives has teamed with eFundraising to provide you with resources for fundraising campaigns that are low in cost, but high on impact. The most popular fundraisers include cookie dough packages, scratch-card coupon books, and candy bar variety packs. Find more information about eFundraising at envisionexperience.com/fundraising.

FUNDRAISING EVENTS

This is a great way to provide goods or services in exchange for funds, while getting involved in your local community. Fundraising events can also help bring attention to your cause, which may result in even more donations.

You might consider holding a carwash, a bake sale, talent show, yard sale—whatever you do, make sure to get the necessary permissions and authorizations if you are holding your event in a public place. Publicize your event as much as possible, making sure to note the reason for your fundraiser, and set reasonable price points.

OTHER OPTIONS

Leadership Initiatives alumni have used personalized fundraising pages Like GoFundMe.com. Before deciding to use this site, we strongly encourage you and your parents to read the Frequently Asked Questions to ensure this is the right tool for you.

NOTE: Leadership Initiatives and its programs are not affiliated with Go Fund Me. Any use of this site is at the discretion of the customer. If you have any questions you must contact the company directly.

Step 3: Follow Up

When you return home from the program, make sure to reconnect with your sponsors and donors to thank them for their generosity. All of the people who helped you achieve your goal will be interested to hear about the program, and sharing the knowledge you gained will allow others to benefit from your experience.

Write a sincere thank-you note to let your sponsors and donors know how much you appreciate their help. Put together a presentation or report that you can send or e-mail including information about what you learned in the program, the experts and speakers you interacted with, photos, and how the experience affected you and your goals for the future.

By giving your sponsors such positive feedback, they may be willing to sponsor other qualified young people from your area in coming years.

A Final Note

Whatever you choose to do, success begins with you. Let your excitement about the program shine through and emphasize what you will gain from attending. Those who know you best will be most receptive to rewarding your educational success and helping you achieve your dreams.

We wish you the best of luck in meeting your fundraising challenge. Please don't hesitate to contact us if you have questions or need advice.

Sample Donation Request Letter

123 University Street
Bloomington, IN 47405

Date

Mr. Daniel Boone, President
World Design Company
456 Grant Street
Bloomington, IN 47406

Dear Mr. Boone:

I am a sophomore at Bloomington Middle/High School and have been nominated to represent my school and community at (Program) in (City).

By attending (Program), I will join other motivated students from around the country for an experiential (leadership/career exploration) program. I have enclosed a sample of our itinerary for your review. As you can see, this will be a powerful experience, enabling me to interact with respected professionals in various fields while building relationships with students who will be my future colleagues.

Attending this program will enable me to further my interest in the field of _____ and reach my career goals of becoming a _____. I maintain a _____ GPA, am involved in _____ activity and was recently awarded _____.

Imagine if you had been given this opportunity for a life-changing experience when you were in school and were unable to participate for lack of funds. That is why I am writing to you today.

My participation in the program depends on whether I can raise \$ _____ in sponsorships. (The program tuition is \$ _____ and my travel to the program will be \$ _____.) I am investing every dollar I can of my own money to make sure I don't miss out on this unique experience and am also taking on extra jobs to raise the funds I need. In addition, through my family, friends and neighbors, I have already raised \$ _____.

That leaves me with a balance of \$ _____, and I am hoping that the World Design Company will consider assisting me with all or some of these costs. I also have contacted Stop and Shop and Computerland, Inc. with similar fundraising requests. My tuition must be paid no later than (Enrollment Application due date).

Your support for my sponsorship request would be greatly appreciated. I will contact you next week to discuss the possibility of receiving your support.

I have enclosed background materials on the program to answer your questions and help you make your decision. Please contact me at xxx-xxx-xxxx or you may contact the (Program Name) at xxx-xxx-xxxx for any further information.

Sincerely,

Mary Williams

Sample Thank You Letter

123 University Street
Bloomington, IN 47405

Date

Mr. Daniel Boone, President
World Design Company
456 Grant Street
Bloomington, IN 47406

Dear Mr. Boone:

I want to thank you for your generous support in sponsoring me and making it possible for me to attend (PROGRAM NAME). Upon my return, I would be honored to give your organization a presentation on what I learned from this tremendous educational experience.

Thank you again for what I am sure will be a life-changing experience for me.

Sincerely,

Mary Williams

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Fundraising Tips

- Develop a realistic timeline, plan ahead, and start early.
- Start with your community and seek out people active in local affairs, your high school principal, PTA president, clergy, and other school officials. Reach out to as many people as possible. NOTE: Congressional offices and our partner universities do not supply sponsorship money, and we strongly discourage soliciting them for financial assistance.
- Be direct, polite, and courteous, but remember to relax and be yourself! Share what your fundraising goals are, and what you hope to gain from entry into the program. Don't be afraid to show your enthusiasm!
- Seek out mentors or professionals who can point you toward the right people or businesses to solicit for program sponsorship.
- Suggest a specific amount to each donor, but don't over-ask. Make it clear how much you are personally contributing to your goal (for example: by working a part time job, tapping into funds from your savings account, conducting a bake sale or other fundraising activity, etc.).
- Stay organized by tracking leads and results in Excel or some other format.
- Have fun!

Finding Sponsors

Here are some places to look for sponsors to help you with your fundraising efforts:

HOMETOWN AND FAMILY

- Immediate family, neighbors, and family friends
- Previous teachers, guidance counselors, or principals
- Former and current employers
- Businesses you or your family patronize frequently
- Parents' or relatives' employers

SCHOOL

- Academic departments
- Alumni associations
- Student clubs and organizations
- Work/Study programs

LOCAL COMMUNITY

- Supermarkets and retail stores
- Law firms
- Realty firms
- Banks
- Boards of education
- Utility companies
- American Legion Post
- Chamber of Commerce
- Religious organizations
- Women's clubs
- Restaurants
- Newspapers
- Insurance companies
- Veterans of Foreign Wars Chapter
- Medical offices
- Kiwanis, Rotary or Lions Club Car dealers