



Fundraising Packet

Welcome!

We are excited that you will be traveling with Global Student Embassy (GSE) this spring. Your participation will further our collective goals for creating connections with other youth internationally and making our communities better places to live.

A large portion of the money you fundraise towards your trip payment will be used to fund the project that you'll be contributing time and energy towards abroad. We hope this package will be helpful; please keep us updated on your progress. We are here to support you and we believe in you!

If you have any questions or concerns during your fundraising process, please don't hesitate to contact:

High School Programs: Kate Crigler - gsecommunity@gmail.com

University Programs: Adam Goldberg - gsesonomacounty@gmail.com

About your fundraising:

- We suggest that donations are made in the form of checks written to:
Global Student Embassy and sent to Global Student Embassy, PO Box 544, Sebastopol, CA 95473
- 100% of the money you raise goes directly to your program costs.
- **For all checks: please write your name and school in the memo area so that we can be sure to credit your account.**
- Donors may make donations through the website but you will lose 3% of their donation to our online processing fee (\$100 donation only provides \$97 towards your fundraising goal). Supporters must also indicate the student they are supporting. We will notify you by email upon receiving online donations in your name and credit your account.
- GSE is a 501(c)(3) non-profit, all donations are tax deductible. Tax ID: 27-1662008

By accepting GSE's fundraising packet, please note that you agree to be an ethical fundraiser. When community and family members contribute towards your trip, they expect their donation to go towards your program and community development project costs. Donations may be used for program-related expenses only: GSE program payments, vaccinations, necessary items (backpack, sleeping bag), etc.

\$200 Registration Fee due upon registering to secure your spot

First program deposits of **\$1000 due April 20th**

Final payment of **\$1000 due May 15th**



Where to begin

Before you start your fundraising you'll need to sit down and work out how much money you are going to need to raise.

Your Program Cost: _____

Vaccinations (consult your physician): _____

Equipment and resources: _____

Total fundraising goal: \$ _____ - _____ = \$ _____
Parent financial contribution

What's Next?

To help you on your way to reaching your fundraising goals, GSE has put together a list of helpful tips to keep in mind throughout the process.

1. Set clear goals, make a plan, and stick to it!

Think about how much money you need to raise, and the amount of time you have to raise it. Set achievable goals and allow yourself enough time to reach your target. Make sure to plan your time wisely and follow through! The final deposit deadline is January 18th!

2. Do the math

Some fundraising strategies involve an initial financial investment. Make sure that you do the math in terms of how much money you'll need to invest in certain events or projects and how much money you hope to achieve in return.

3. The Social Network

Reach out to all your friends and family and ask them to reach out to their networks as well. Use all the social networking tools you have to reach out to people and connect.

4. Spread the word

Social networking tools such as a blog, facebook, or an online fundraising tool can let people follow your fundraising and can be a great way to get the word out about the great work you're doing.

5. Select Potential Donors Carefully

Whether you are requesting a donation from an organization, business or individual, it is always important to make 'the ask' relevant. Target organizations that will be interested in your project and people who are concerned about similar issues. Make sure you organize your donors carefully too (strategies to follow).

6. Corporate Matching

Some companies have a fundraising matching scheme for employees raising money. It is worth approaching your friends and family who are helping you in your fundraising efforts to see if they run a matching scheme and you can double the money you raised instantly!

7. Always say thank you!

Make sure you keep track of all of the wonderful people who help you out. Make sure to say thank you to them and follow up after your trip to let them know about the experience and how grateful you are for their contribution.

8. Never forget why you're doing it!



Fundraising can be hard work but don't forget why you are involved in GSE and the great contribution that you and your network can make to our global community. Whether you're hosting an event or asking people for money, keep your passion in mind – it's make more people willing to help and support you.

In what ways are you already making money?

Do you have money saved up? How much? \$ _____

Do you have a job? Will you get a job (temporary work like yard work or babysitting)?

How much does it pay per hour and how many hours do you/will you work? _____

Additional sources of income? \$ _____

Suggested Fundraising Strategies

[REMEMBER: When considering all of the strategies below, always calculate your expenses and how much money you will make.]

1) Letter Writing Campaign (friends, family, close network)

Supplies needed- letter envelopes, small envelopes, stamps, nice paper if you like, and printed copies of GSE's pledge forms. Get your letters out as soon as possible so that people will have the chance to support you with a tax-deductible donation before the end of 2012. Make sure your supports know the deadlines for deposits so that you receive all of your donations in time (there will be no refunds after the deposit dates.)

One of your GSE peers has already raised the full cost of the trip by writing letters and has kindly allowed us to use her letter as an example (at the end of this packet). Please use the following guidelines, each step is important.

- Consult the personal essay that you submitted with your application to write a short letter that describes: information about yourself and description of your participation with Global Student Embassy, your interest in youth leadership, the specific project in Ecuador or Nicaragua that you will be helping with, and why you want to travel abroad.
- Include the amount you need to raise, and give a date that you hope to raise it by.
- Proof read your letter and ask a parent to edit it. You should be concise, specific, and communicate the relevant information in a clear, structured format.
- Decide if you want to write at the end of the letter: " I'll follow up with you in a few days to see if you have any questions." Be prepared to make phone calls and casually ask if they've had a chance to read your letter. Many people are very busy and will be reminded that they want to contribute when you call. Be prepared to talk about your trip and give specifics.
- Lastly, write a short personal note (casual "hello" "thanks for reading!" or whatever is appropriate) at the end of your letter. Sign each letter by hand.
- Send via post mail, rather than email for best results. **Include one of GSE's pledge forms and a smaller envelope addressed to you already stamped.** Make it easy for people to support you!



- Send donors a thank you card expressing your appreciation. When you return from your trip, send another letter or make phone calls to thank them and share your experience.

Who to Engage

Make a list of all the people that could help you fundraise and donate funds for your trip:

1. Family members (Parents; brothers; sisters; aunts and uncles; cousins; grandparents; godparents; etc.)
2. Your friends (especially your classmates in GSE, other friends interested in the mission of the organization or the project specific to the trip)
3. Friends of the family
4. Friends or colleagues from your parent's work
5. Adults in your life from school (teachers, administrators, principals, etc.)
6. People you know in the community (coaches, business leaders, student council, community leaders, doctors, dentists)
7. Place of Worship (church, synagogue, mosque, temple)
8. People who share a belief in youth leadership, community organizing, environmental restoration, international relations, etc.
8. Other...

There are many more possibilities, add them to this list as you think of them. Write them down, consider what type of support you need to accomplish the idea, and make a plan of action. Allow yourself enough time to plan out your event and ask for help!

Organize Your Donors

Think about this carefully. Looking at the list you've made, rate everyone on your list by how likely it is that the individual or group will make donations for your trip. Rate them on a scale of 1 to 3, with 1 indicating those who are very likely to donate and 3 indicating a lower probability.

As an example:

- You would probably be able to convince someone rated 1 to donate \$250- \$1,000 or more if they knew it would help you reach your goal. If you think they may be excited about the project you plan to work on either locally or abroad, you can ask them for a specific amount (it depends on your relationship with the person and their ability to fund our goals).
- A 2 rating would probably donate \$100 - \$300 to help you.
- A 3 rating would be someone that you think would be happy to give you anywhere between \$20- \$150.

****These are just approximate amounts. Feel free to raise or lower them. Remember this is your brainstorming session****

Now organize the 1's, 2's and 3's in three separate lists. Let's say that after your brainstorming session, you have 50 people on your list. To get an idea of how much you can expect to raise, let's work through an example. Perhaps



out of your list of 50 you end up with the following:

- High potential donors (1 rating) 8 people
- Medium potential donors (2 rating) 12 people
- Low potential donors (3 rating) 30 people

Even if only ½ of people give on the lower end of the spectrum, you can you still get very close to your total fundraising goals!

For example:

- High potential donors 4 people x \$250 = \$1,000.00
- Medium potential donors 6 people x \$100 = \$600.00
- Low potential donors 15 people x \$20 = \$300.00

Total = \$1,900.00

***Remember: You don't have to have 'high potential donors' who are able to give \$250+. You can engage more medium and low potential donors to make up for the difference!**

DON'T BE AFRAID TO ASK FOR MONEY! Ask for specific amount from people you know can contribute generously. People are excited when young people take initiative, and many people will believe strongly in the causes that you believe in. Many people are too busy to commit their time and energy to volunteering or creating contacts in other countries. By supporting your goals for this, they can fulfill their own desire to make change. Our organization is grassroots, meaning we take the money directly to the locations and implement the projects ourselves!

2) Bake Sale

Things to think about:

- Be engaging and outgoing - step outside of your comfort zone! Students who do often raise \$200+ in 3-6 hours!
- Find out in advance which stores will let you sit outside and sell cookies. Consider Safeway, Whole Foods, Trader Joe's etc., and plan a date.
- Set up a table with some images and information about your trip (GSE's pledge forms and info sheets, or a poster board telling people what you are raising money for will help people be attracted to your table and be excited to support you.)
- Sell some cookies wrapped in cute bags or paper with ribbon (5 for \$5, 10 for \$8 etc.) so people will be enticed to buy more or give some as gifts. Make a colorful sign telling what types you have.
- Ask people for donations that don't want treats. Be a pro! People are impressed by well-practiced, confident young people who are looking to make a change.

3) Garage Sale – Collect donated items from neighbors, or combine forces with other students and put collection boxes around your school/campus with a flyer about GSE (make sure to get the administrations permission first!)



Things to think about:

- Who will organize the items and price them?
- Decide where and how you will promote the event.
- Find a suitable venue – make sure there is enough parking and ideally, find a space that is easy to bike and/or walk to.
- Promotional material should include where and when the event will take place and contact details.
- Put signposters up about the event

- 4) **Craft Sale** - Sell homemade holiday cards in bundles of 5 or 10. Sell wreaths, mistletoe, or garlands for the holidays. You could also create calendars and sell those as a fundraiser. See bake sale guidelines above and remember to bring info about your trip. Consider doing a craft/bake sale combo!
- 5) **Dinner Party**- Host a dinner with a big group of family and friends. Make a small presentation about your participation with GSE and your plans to travel. Approach local businesses/markets to donate necessary food.
- 6) **Host an Event**
- Sports tournament (5 on 5 soccer, 3 on 3 basketball, bike race, running race, volleyball tournament, ping-pong tournament)
 - Walk-a-thon, run-a-thon, swim-a-thon, or dance-a-thon
 - Dance or other social event (Try to find a venue free like a community hall, school building, etc.)
 - Art Show
 - Car Wash (with bio-degradable soap)
- 7) **Performance Events**
- Battle of the Bands
 - Talent Show
 - Poetry Slam
 - Dance Off
 - Comedy Show

Things to think about for all performance events:

- How and where will you advertise for performers?
- Will you organize the event with a team of students or as an individual?
- Who will be organizing the promotion of the event?
- Who will be responsible for the event finances?
- Who will be introducing performers and judging the competition (if there is one)
- Will the event be ticketed?
- Will you charge performers to enter? How much?
- Will you provide food and drinks and if so how much?
- Who can ask to sponsor the event? What local businesses and organizations would want to donate and be promoted?

Think about profit ratios!

What's the relationship between time invested and returns potential?



GSE Global
Student
Embassy

PO Box 544 Sebastopol, CA 95473
High School: Kate, gsecommunity@gmail.com
University: Adam, gseonomacounty@gmail.com

[Example letter from former student]

Dear friends,

Throughout the first semester of my junior year at Analy High School I've had the privilege to make a direct and meaningful impact on our community here in Sonoma County. Working with Global Student Embassy, a youth empowerment and foreign exchange program, I have helped to create a one-acre community garden that provides over 2,500 pounds of fresh organic produce annually to those in need.

This spring, a group of my classmates and I will have the opportunity to apply the skills and knowledge we've gained in an international habitat restoration project in Ecuador. In addition to reforestation of La Punta Gorda ecosystem, we will be working with local high school students in Bahia de Caraquez to establish their own school garden and greenhouse. I love speaking Spanish and after five years of study, I'm excited to practice my language skills with young people in Latin America. What inspires me most is knowing that the simple act of planting a tree can dramatically improve the environment for future generations.

Part of Global Student Embassy's vision is to promote youth leadership and self-advocacy. Writing this letter and asking for community support is just one piece of my learning experience. I need to raise \$2,200 before Thanksgiving if possible, and any contribution helps me to reach my goal. I hope you will support me as I continue to pursue this exciting opportunity!

Sincerely,

Jane
examplejane@gmail.com
(707) 333-2222