



FUND RAISING GUIDE



educational
travel
adventures

FUNDRAISING TIPS & IDEAS FOR YOU & YOUR GROUP



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TIPS

BE IN THE KNOW

Read about your destination's history, geography and cultural facts. Knowledge of your trip destination will make marketing your trip to others a breeze!

BE CLEAR

Make a checklist of reasons why you want to go on this trip. This will help you articulate to potential donors.

BE CREATIVE

Think of ways to raise money that you have not seen before to supplement fundraising ideas that have worked in the past. Think of different organizations that would be interested in contributing to your trip.

BE ENERGETIC

If you are excited, you will make everyone around you excited! Be enthusiastic and smile when you are talking about your trip.



FUNDRAISING IDEAS

Letter Writing

One effective way to fundraise is through letter-writing. This can be to friends, family, organizations, corporations or more.

While writing letters to companies you may want to keep the following points in mind:

- Try contacting businesses that have similar missions as your trip. Having the same goals in mind, it will be easier for those companies to relate to what you are trying to do.
- Handwritten letters give your request a personal touch and let the audience know that you are taking the time to think of them.
- Offer to speak with the person/company/group after the trip is over. If you can tell them about your experiences, they may be more likely to give you money. It is a win-win situation!
- In the letter mention your school name and trip destinations. Explain what you will be doing and why it is so important to you.
- Always leave with a thank you and that you are looking forward to hearing from them.
- Leave your contact information: name, address, email, phone

Volunteer-A-Thon

Like a walk-, run-, or phone-a-thon, a volunteer-a-thon is a wonderful way to raise money while spreading awareness for your cause. A volunteer-a-thon is a specific volunteer event in which each participant asks donors to pledge a certain amount of money for every volunteer hour served. For example, a donor may pledge \$10 per service hour. If a participant volunteers for an eight hour service event, that participant has raised \$80 from that donor. (Be sure to tell your donors how many service hours you plan on completing.)

A Volunteer-a-thon may consist of different types of volunteer events or activities. You may choose to:

- Hold a special one-day service event
- Designate one week as a special service week and include all volunteer activities for that week

Rent-A-Volunteer

Turn a day of yard work into service for a cause! Invite teachers, parents and neighbors to “rent a volunteer.” Instead of paying someone to rake leaves, they will know they are contributing to your continuing volunteer efforts.

Suggest activities such as yard work, cleaning homes, babysitting, etc. Be clear about the details such as what time the service will begin and end, what is expected of each volunteer, and how many volunteers will work on each assignment.

This is your time to get creative!

- **If you drive, offer transportation**
- **If you garden, offer plants, labor, garden planning**
- **If you like to cook, offer to cook a meal, deliver a meal, share a meal**
- **If you sew, make an item for sale, offer to mend clothing, offer to construct a garment**
- **If you knit or crochet, make a sweater or a warm scarf, custom order or ready-made**
- **If you have a skill, offer to teach it to someone, or offer to use it to benefit someone**
- **If you love kids, offer to babysit**
- **If you write music, offer to compose a song**
- **If you are good with animals, offer to pet sit**
- **If you have an eye for organizing, offer to help organize someone else's closets**

Auction

The best way to hold an auction where the profits from the items sold go toward your trip is through a live or silent auction event.

Live or Silent Auction

If you are interested in having interactive bidding with an auctioneer, a live auction is for you. Here people bidding hold paddles with dollar amounts and the highest bidder wins. During a silent auction, items are placed around the room with bidding sheets (dollar amounts and increments set by you) and people put their name next to the amount, which holds them to their bid. The highest bidder at the end of the night wins. At either of the two auctions, begin the night with an overview of the reason why people are there, an explanation of your trip and where proceeds will go. Keep a list of donors and send thank you notes to each of them after the auction.

50/50 Raffle

- Months before the event, solicit community business to donate items for the auction. Put together a procurement form (donor form) for their and your records.
- Set up an auction committee to assign students to different fields, so two people are not calling the same business.
- Try to call local travel agents, environmentally conscious businesses and companies that share the same mission as your trip. Gift certificates are a good item for an auction as well. Be sure to

People are always excited about the opportunity to win money! Host a 50/50 raffle once, or how about once per month. Take the raffle to your school football game, or a performance event hosted at the school.

The more people buying raffle tickets the larger the pot. In a 50/50 raffle, tickets are purchase (price set by you) by patrons and at the end of the night one ticket is selected out of the pot. Half of th pot goes to the selected ticket holder and half to your group's trip.



- Use a double ticket role to make things easier. One ticket for the pot and the other for the patron to hold on to
- Offer financial incentives to buy more tickets (3 tickets for \$2, or 5 tickets for \$4, etc.)
- Consider a 60-40, 70-30 split so you raise more money for your trip

Travel-a-thon

Ask your ETA Representative for more information about the successful Travel-A-Thon fundraiser.

Other Ideas

- A car wash
- A bake sale
- A yard sale
- A school talent show with admission
- Spaghetti dinner night with admission

FUNDRAISING WEBSITES

School Fundraisers – www.school-fundraisers.com

A great source with a lot of different items to sell such as candles, cookies, cheesecake, gourmet nuts, magazines and flower bulbs. You can earn 40% – 50% of the profits.

World's Finest Chocolate - <http://worldsfinestchocolate.com/>

Who doesn't love chocolate?

The Value Card Program – Local discount card for businesses in your school's area. This program saved some families over \$250.00 this year just from pizza and fun park discounts! Call 800-862-6978 and ask for Craig.

Yankee Candle - <https://www.yankeecandlefundraising.com>

Everyone loves Yankee Candle! Why not let them help you with your fundraising endeavors?

Classic Cookie - www.classiccookie.com/collections.htm

Sell cookie dough!

Joe Corbi's Pizza & Grandma Corbi's Cookie Dough - <http://www.joecorbi.com/>

Sell pizza and cookie dough to raise money!

Now that you know a little more about the various fundraising opportunities for your trip, go out and have fun! Good luck, safe travels and we will see you on tour!