









Contents

-  Introduction
-  Budget estimate
-  Guidelines
-  Receiving donations
-  Principled fundraising
-  Fundraising strategy

Much of this fundraising guide is adapted from the Canadian Youth Delegation's fundraising package. Our sincere appreciation to the CYD for sharing this great resource.

Introduction

We are committed to ensuring that the Sprout e-course program is able to provide meaningful and accessible online learning experiences. In order to keep Sprout alive, we charge a fee of \$250 per participant to cover some of the costs of running the program. This fundraising assistance package has been designed to help you fundraise to cover the costs of your participation.

Budget estimate

This budget is simply an estimate. Depending on where you are from and the currency you use, these amounts will vary significantly. We have used the Canadian Dollar (CAD) below and you can convert the value of this currency online at <http://www.xe.com/ucc/>.

Enrolment	\$250
<u>Internet connection/wireless café</u>	<u>\$50</u>
Total	\$300

The true cost of running the Sprout e-course program is approximately \$1500 CAD per participant. Sprout is able to offer the e-course at a reduced cost thanks to the generous support of our sponsors. If you raise *more* money than you need to cover the cost of your participation, you are welcome to:

- 1) Donate to the Sprout program to distribute directly to other delegates in need.
- 2) Donate to the Sprout program to help keep the program accessible for others in the future.





Guidelines

Mindset

Many people can find the exercise of fundraising uncomfortable or unfamiliar. Remember, by asking people to donate, you're not bothering them - you're giving them an opportunity to spend their money on something really important to the future of this planet – you!

Honesty and clarity

Always be upfront with people about what you're raising money for. You should be able to answer all of these questions clearly and concisely:

-  What is the Sprout e-course?
-  What do you intend to accomplish by taking the e-course?
-  What are you hoping to gain from this experience?
-  Why are you doing this? And so on.

There are many compelling reasons why it's important for you to take the Sprout e-course program. Write them down and practice saying them out loud. It might seem bizarre, but learning to communicate them effectively will help immensely.

Diversify

Don't expect to get all your money from the first person/organization/company that you approach and especially not from one source. Fundraising requires tenacity and can be really profitable if done correctly.

Time management

One of the most common fundraising mistakes is to put it off until it's too late. Be sure to make a plan with a detailed schedule and stick to it. Start NOW and work hard.

The plan

When making your plan, make sure to read through the whole guide, and then chart out all the approaches you're going to take (remember: diversify!) and draw up a master list of all the people and organizations you're going to ask. Keep all your files together and keep them all organized.

Proofread everything





There is nothing that will hurt your fundraising efforts more than a poorly written letter full of spelling mistakes (poorly written letter full of spelling mistakes). Get someone else to read through your outreach materials and to provide input and feedback from an outsider's perspective.

Fundraising as an exchange

At all times, frame your asking as an exchange: "If you donate to me, you'll be supporting such a great cause <insert lavish praise for the Sprout e-course here> and I'll keep you updated with emails, pictures, a final report and/or presentation." By offering to involve your donor, you will be helping them to become engaged in your growth.

Don't fear rejection

As mentioned earlier, it's natural to get anxious about fundraising. Some people will say no when you approach them for money. You can assume that you will only get a donation from a select few of those you approach. Unfortunately rejection is a big part of fundraising. Thankfully, there are ways to deal with rejection:

-  Have high hopes and low expectations
-  Maintain an unwavering belief in your cause
-  Stay close to your purpose. Do not switch gears as a last ditch effort to keep the potential donor interested
-  Gracefully accept rejection when you encounter it

Thank you cards

It's important to show your donors that you appreciate their support and that it made a real difference in your ability to participate in the Sprout e-course. There are many ways to do this, but one way we have seen to be effective is to send them personalized thank you cards or emails. This will also increase your chances of the donor re-investing in your success!

Wise words

If at any point during the fundraising process you're feeling a bit lost, you can read through these wise words of wisdom:

- 🍃 There are 3 major principles to fundraising: persistence, persistence, persistence.
- 🍃 Three (other) principles: patience, persistence, and politeness.
- 🍃 Be serious, be professional.
- 🍃 It will not just happen on its own.
- 🍃 The more you ask, the more you'll get. If you don't ask, you won't get anything.
- 🍃 Let your passion and confidence in what you're doing shine through all your fundraising efforts and you'll inspire people to help you.

Receiving donations

If your donors wish to receive a tax receipt for their donation, there is a series of steps to follow that are outlined below. If they do not require a tax receipt, the money can be directed straight to you.

Charitable donations

To receive a tax receipt, money will be received through TakingITGlobal.

How donors can pay

🍃 By mail

For charitable donation, please have cheques made out to the "TakingITGlobal Youth Association." For charitable receipts, a personal cheque is preferred. If sending a cashiers cheque or something without the address of the donor, please remind them to include the address!

🍃 Online

It is important to put this information in the correspondence you are having with a potential funder who is a friend or family member. Approaching companies and organizations will not require this to be in the letter/email.

US and International: <http://biturl.cc/CaE>

Canada: <http://biturl.cc/igy>

How to receive funds

You may send regular updates on your fundraising to Emily Briggs, Sprout Program Manager, at emilyb@takingitglobal.org. Include the amount, name of donor, date sent (if known), and charity status (ie. receipt required or not). Please send summary emails every week or so, not an email for every donation/receipt!

If donors have sent funds to TakingITGlobal online, they will receive a tax receipt immediately from our online partners, Canada Helps or Network for Good.


Principled fundraising

When approaching people/organizations/companies for money, it's important to take into consideration their motivations and their business ethics. Many organizations and/or companies will want to provide their support to you because this kind of philanthropy is aligned with their mission, they want to create brand traction and/or they want to position their work closely to yours. While this is reasonable, granting this type of positive exposure to organizations/companies who engage in unethical practices is irresponsible. Money will not be accepted from organizations and/or companies with unsustainable and inequitable practices.

If you are unsure as to whether a potential funder you wish to approach is acceptable, please contact Emily at emilyb@takingitglobal.org.






Fundraising Strategy

You should base the amount of money you request on the amount that you expect your prospective donors will offer and then ask for 10-20% more. Each time you approach a donor, request a set amount of money (between \$500 and \$1000 is reasonable for medium-sized corporations or organizations). Be aware that some organizations may have funding guidelines to follow and work with them to find a solution that fits you both.





 TIP: Make personal contact with a potential donor before sending a fundraising request. You can research who the appropriate person is to contact and give them a phone call or visit their office. You are far more likely to get a positive (and timely!) response than by simply sending an impersonal letter.

Fundraising Sources and Approaches

Each potential donor requires a unique communication approach. Be sure to reflect before you make that first phone call or send an email:








-  What qualifies them to support my participation in Sprout?
-  Why should they donate to me?
-  What will they expect in return? What can I reasonably provide?
-  How much money are they willing to donate?
-  What is the best way to contact them?

Potential funding sources

-  Individuals: Your parents, friends and family – small contributions DO add up
-  Local businesses, organizations and service groups
-  Community foundations
-  Companies and organizations outside of your community

Fundraiser events








If you're a student, you may also consider approaching:

-  The President of your college or university
-  The Dean of your Faculty
-  Your department administrator or chair
-  Your student union
-  Other campus student governments
-  The Director of student programs
-  Travel bursaries

Notes for approaching individuals

Create a spreadsheet of at least 100 contact names, email addresses as well as street addresses. Go beyond your comfort level and get addresses from a wide variety of people: extended family; good friends; distant friends; friends of friends; fellow students, coworkers; neighbours; housemates; friends and colleagues of parents, guardians; parents and guardians of friends; past and/or present employers, teachers, and professors; people you know through sports teams, and community and religious groups; and so on – the worst thing that they can do is say no. If you have willing friends, get them to write up a similar list to the one above – addresses included. This is a great way to expand your network even further. Remember to tell your friend to send a primer email to his/her contacts, letting them know that a friend of his/hers will be sending them an email/letter.

Next, write an email/letter that outlines what you're doing and why you're doing it. Some tips and suggestions:

-  Make it personal, informative and relevant to the recipients.
-  Be clear and concise.
-  Include examples of concrete things that you'll be doing as part of the Sprout e-course and/or a story that motivated your decision to apply.
-  Though it might make you uncomfortable, providing people with your desired minimum donation (for example, \$20) will probably result in higher donations. However, be clear that *any* donation will be very, very welcome.
-  Be sure to mention if you're contributing some of your own money – or you've already secured money from another source(s).
-  Prepare 2 or 3 versions of this email/letter which reflect the diversity of your audience.
-  Be sure to include clear instructions about how people can donate to you.

Notes for approaching local organizations, businesses and service groups

Create a second spreadsheet of all the organizations, businesses and service groups that you want to approach. These may include service clubs, local small businesses, places of worship, local unions, student organizations at your school, etc.







Notes for approaching companies and organizations outside of your community

Seeking corporate donations can be difficult, particularly from large, multi-national companies or international organizations. Often they don't give donations to individuals or they can demand a lot of brand-exposure in return. It is generally a much better use of your time to focus on businesses and organizations that are in your local community. Being able to walk in and introduce yourself is exponentially more productive than mailing a letter that might simply sit unopened on a desk. However, if you feel that you have a good chance of getting a response, then it's likely worth exploring the opportunity.

Notes on planning a fundraising event

Hosting an event is a great way to get prospective donors of all kinds together to raise awareness, have fun and get their support. However, it's important that you promote your event as your fundraiser and not as an event for Sprout or TakingITGlobal. When planning the event, make sure that the amount of money you expect to raise is worth the time you're going to invest. Hence, simplicity and efficiency are key.

When planning an event, remember to:

-  Discuss your event with friends, family members and well-wishers. This will help you define exactly what you want to do and help you to determine how feasible the event is.
-  Get others involved. If your event is big, try sharing the work with other participants – or caring friends – and host the event together.
-  Know your goals for the event. Determine realistic goals for the turnout and what you want to accomplish from the event.
-  Make a budget. Take the time to consider what, if any, your expenses will be and what your target income from the event will be.
-  Plan ahead. Make a list of all of the things you have to do to prepare for the event, including a liquor license when applicable. Set these items in order of priority and mark the day that you will do it on a calendar. Revisit this list many times.
-  Invite everyone you know. Promoting the event through listservs and the contacts you compile is a very effective outreach strategy.