

Ideas on fundraising

A Resource for Youth, Group Organizers
and Educators



www.experiencescanada.ca

This publication is intended for those involved in the Experiences Canada Community Involvement Program; including:

- Community youth participants
- Students
- Group Leaders
- Teachers / Educators
- Supporting adults

The Experiences Canada **Community Involvement Program** is intended to support and facilitate youth and the adults working with them, in planning and carrying out a project in their community. SCIP groups may be associated with a community organization or be a class of students. Some SCIP groups meet weekly out of school hours, others meet regularly as part of your school timetable.

For more information please visit our website at www.Experiencescanada.ca or contact Exchanges staff:

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Ideas on fundraising

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Youth Entrepreneur Sustainability

www.YesWeb.org

A fundraising Toolkit

Successful fund development takes preparation, planning, commitment & follow-through and just as important is teamwork, energy and enthusiasm. Youth Entrepreneur Sustainability website provides you 'A Fundraising Toolkit' that will support, guide you and suggest ideas for your fundraising activities.

Introduction



Experiences Canada is pleased to share with you some ideas on fundraising to consider while you work on your community involvement project. We hope that some of these ideas will inspire you and provide a useful introduction to the world of fundraising.

Please remember that these are ideas for you and your group to use and consider. Ultimately, the way you raise funds for your project is up to you.

If you have ideas that you would like to add to this resource so that we can share them with others please send them to your Program Operations Assistant or info@Experiencescanada.ca. Be sure to include your name and the names of anyone else who contributed to the ideas you would like to share so that we can give full credit.

We are looking forward to hearing your ideas, stories, successes and challenges.

Raise more than enough money

“My advice for fundraising, make sure you raise more than enough money. You are going to need money not only for your project, but for those things you do while your twin group is with you. Try to do a variety of fundraising projects and do not just rely on donations from businesses in your Town or City.”

— **Kelly**
Participant, Manitoba

Part 1 – Fundraising



As the word describes, fundraising is about finding the ways and means to raise the money you need to accomplish your project. It assumes that most of the money will not be coming from your pocket, so you need a plan to ask others to donate money. Money raised will cover not only the costs associated with your project but also the additional expenses involved with your exchange.

There are two basic ways to raise money for your program: through donations and through sponsorships. You, in collaboration with the other members of the Fundraising Committee, can consider using both of these methods. Whether you decide to use one method or both, the first step is to be able to say why you want money in a short and specific way. In identifying and being able to express your need you have determined your “ask”.

Organization is key

“You have to be organized, very organized. There are so many forms you have to fill out and due dates. We learned about that, organization. And we asked for a lot of donations. Pepsi gave us donations of gift prizes for raffles. Students’ council gave us donations of school t-shirts.”

— A student from Quebec

Suggested Activity:

Try answering the following questions in one or two sentences.

Who are you? (eg. student, at a school, doing a community project)

Why are you doing a community project?

Who are you working with on your community project?

What do you need from others to be able to do your project?

Once everyone in your group has answered these questions, practice presenting your “ask” to each other. Make changes to your text so that it sounds smooth and easy to say. Once you have finalized what you want to say, write it below and keep it handy as you move forward with your fundraising efforts.

[illegible]

Practice your message

“We practiced our message over and over until we could say it easily and comfortably. When it came time to ask for money for real, we were ready.”

— **Katie**
Participant, Quebec

Environment Canada

<http://www.ec.gc.ca/education/default.asp?lang=En&n=ED3D58C4-1>

Official government website with lots of useful links to help you take action.

Official government website with lots of useful links to help you take action.

Part 2 – A Donation vs. a Sponsorship



Fundraising is about communicating your “ask” to people who could support your project, and inviting them to give money or resources to support your need. They do not expect anything in return except a thank-you. This is a donation. In the case of a registered charity, the donor receives a receipt for tax purposes. Many schools are charities, so ask your Principal about a possible receipt.

Secondly, your project has a sponsorship value. This means that you can ask individuals or companies to “sponsor” parts of your project or your project as a whole. A sponsorship involves making an agreement with an individual or a company so they receive something in exchange for the support they give to your project. What they receive could include being named on a thank-you plaque at the project site, acknowledging their support in media coverage or at special events, or it could involve having their name printed on a product or giveaway. It is important when accepting sponsorships for your project that you carry out what you have agreed to, no matter how big or small.



NOTE:

before accepting donations or sponsorships for your project, it is important to check with your school or organization to ensure you are complying with any requirements that may exist in terms of fundraising.

Youth in Philanthropy

www.YIPCanada.org

[YIP resources/YIP resource listings/](#)

‘Getting to Give’ guide

So you have lots of energy, creativity and resourcefulness but need help to organize yourself to accomplish your fundraising goals? This guide will help you develop your fundraising strategy and mindset as well as highlight useful information on raising funds and maintaining donor relationships.

Part 3



It will take a few weeks for the project to be determined, but start fundraising right away. You already know you will need money to fund the activities during the exchange. This includes things like sightseeing while your twin group is staying in your community, buying meals if you plan to have meals together, organizing a welcome party, taking the bus to and from the airport...these are just a few examples. You will need to work with the Administration Committee to determine how much money is needed to support the exchange component of your program.

Once the project has been determined, you will work with the Project Committee to determine how much money is needed for your community project. The total amount of money that you as a group will need to raise will be the total needs of the Administration Committee, the Project Committee and any costs associated with getting started.

So start fundraising right away! You can begin with things such as organizing bake sales and bottle drives. The results of these efforts will start coming in while you're planning more complex fundraising efforts.

Parents are a great resource

“I would say that our parents are our biggest resource of all because they have a vested interest in having a fundraising event be successful. Also parents usually have wonderful connections to activities or free items from their work or simply as a support through the whole process.”

— **Robin**
Group Organizer, New Brunswick

Part 4 – Your Plan



Take the time to determine your fundraising plan. This is important! You should already have an idea of when your project will take place. If you count the number of weeks between now and when your project will take place, and you consider all the steps involved in realizing your goal you will see that you'll need all of the time available. Steps include: determining your need; making your ask; allowing people to consider your request and make a decision whether to donate or sponsor; receiving their donation or sponsorship; recording it; raising enough money to reach your goal; thanking people for donations and fulfilling the terms and conditions of your sponsorship.

Here is a suggested series of steps to complete in order to determine your plan. This is only a suggestion. We would love to hear your experience in using this series of steps, or alternatively the steps you followed in setting your plan. Please send all feedback to your Program Operations Assistant or info@Experiencescanada.ca.

100% participation

“In my fundraisers, the involvement and 100% participation of everyone made it a bigger success.”

— **Rachel**
Participant, British Columbia

WHAT IS YOUR ASK?

In order to be effective in fundraising, it is important that everyone involved understands what the “ask” is for your project. The fundraising “ask” not only describes the community involvement project but states why you need people to support the project. Additionally you need to be able to answer without hesitation how people should donate to or sponsor your community involvement project.

Spend time with your fellow members of the Fundraising Committee to determine what your fundraising “ask” is...and discuss it with the rest of the group. It is time for everyone on the Fundraising Committee to meet and compare the results of the previous activity “Determining your ask”. Once your group has decided on one “ask”, you should plan to meet with the other committees as well. At the end of this process you will have one “ask” that represents the entire group; one that everyone will use in speaking about your community involvement project.

Your group's "ask":

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Experiences Canada would love to hear what your fundraising "ask" is– please send to your Program Operations Assistant or info@Experiencescanada.ca.

Brainstorm fundraising ideas

“Come up with tons of ideas and further brainstorm on what you will do. Constantly strive to do fundraisers but do not get too attached to them. There may be some ideas that flop, but do not let that affect your enthusiasm for the other ones. Don’t forget, it’s supposed to be a FUNdraiser, have fun while you’re at it!”

— **Rachel**
Participant, British Columbia

SETTING THE TARGET

While initially you should just start fundraising, at this point it is important that you set a target amount of money you need to raise. The Administrative Committee will tell you how much money they need to support the activities of the exchange; the Project Committee will tell you how much money they need for the actual community involvement project and the Media and Public Relations Committee will tell you if they need any funds to promote and ensure community awareness of the program. To these three amounts you will add any anticipated costs for fundraising initiatives and voila! You have your fundraising target. It is important that everyone knows what your target is so that you have full commitment and a realistic idea of the task at hand. You may want to announce the target amount or create a visual such as a poster or ad in your school newspaper.

YOUR LIST OF LEADS

There are many people, companies and organizations around you that would support your project if you asked them. Sometimes there are people who can support your project in your immediate circles that you are not even aware of. We suggest you ask as many people and groups as possible for ideas on who might be able to help. You could start by asking the following groups for leads:

- teachers at your school during a staff meeting
- parents of participants of your program at a parents’ information night
- coaches and others at a sports event

Volunteer Canada

<http://volunteer.ca/volunteer/pdf/youthworks.pdf>

“Creating and developing youth-led volunteer projects” guide.

If you are ready to take on a challenge this guide will provide you with practical check lists, templates, tips and help you get organized.

Name: _____

Contact Information: _____

Referred by: _____

Details: _____

Name: _____

Contact Information: _____

Referred by: _____

Details: _____

Name: _____

Contact Information: _____

Referred by: _____

Details: _____

Name: _____

Contact Information: _____

Referred by: _____

Details: _____

Silent auctions as a fundraiser

“ Another successful fundraiser is to have a silent auction. We have found that approaching local businesses as well as tourist attractions provides some much sought-after auction items. People will even be interested in tourist sites that are only as far away as a day’s journey and make a holiday out of it.”

— **Hilary**
Group Organizer, Ontario

Raise money for your project and community

“Raise funds for the project by having a car wash or something similar, that way you’re helping the community as well as raising money for your cause.”

— **Barry**
Participant, Ontario

Name: _____

Contact Information: _____

Referred by: _____

Details: _____

Name: _____

Contact Information: _____

Referred by: _____

Details: _____

Name: _____

Contact Information: _____

Referred by: _____

Details: _____

Name: _____

Contact Information: _____

Referred by: _____

Details: _____

Work well together

“Find people with a common interest for your committee, especially those who like fundraising to work on fundraising. If people work well together, it’s a lot less stress on students and much more work can get done.”

— **Leslie**
Participant, Manitoba

DECIDE ON WHAT INITIATIVES YOU’LL DO

So now that you know how to express what you need money for, how much money you need, and possible contacts to approach, it’s time to decide on what fundraising events you will undertake. Your list of events should include a variety of efforts targeted to both your internal (i.e. within your school or organization) and external audiences (out in the community). Below are some ideas to get you started. We are looking forward to hearing from you all the ways you and your group chose to fundraise.

Remember, it is important to know your community and target audiences in order to decide whether an initiative you are considering is suitable. Be sure to check with your Town or City to see if there are any requirements around carrying out fundraising initiatives. For example, you might need a permit to have a car wash, or pay a fee to set up a table at your local shopping centre. Any costs associated with a fundraising initiative should be taken into consideration when determining your budget.

Please send your fundraising information to your Program Operations Assistant or info@Experiencescanada.ca.

Initiatives aimed at your internal audience (school or community group):

- bake sales or other food sales
- bottle drives
- dances (for your grades or organizing them for younger grades)
- car washes for teachers on a day when there are no classes
- product/craft sales
- sporting events with a participation fee
- workshops (ie. how to make your own jewelry)
- silent auction over lunch hour or at special events
- selling themed items such as heart cookies for Valentines Day etc

Initiatives that target both internal and external audiences

- talent shows
- flea markets
- chocolate or other product sales
- food sales at sporting and concert events

Initiatives that target both internal and external audiences cont'd

- car wash
- penny drives
- packing groceries at your local grocery store
- shoe shine
- setting up a looney line at a public place, asking the public to fill in the path from your community to the community you're travelling to
- babysitting or animal sitting services
- mowing lawns, raking leaves, shovelling snow or cleaning flower beds for a fee
- garage or rummage sales
- doing face painting at a local event or public place
- setting up an arts and craft corner at a local store or shopping centre
- doing a presentation to Mayor and Council and asking for support
- working with your local Chamber of Commerce to give a presentation to their membership
- a fundraising letter sent to business and organizations in your community
- selling sponsorship to your project

APPROACHING INTERNAL AUDIENCES

Internal audiences know you and so asking them to support you and your project is easier. Internal audiences could include the students at your school, members of your community group, families, friends etc. Even though they know who you are, you still need to be able to express clearly what your project is, why you need money, how much you would like and the way they can donate. Practice your "ask" on an ongoing basis.

APPROACHING EXTERNAL AUDIENCES

External audiences do not necessarily know who you are. You need to be able to introduce yourself and your project. Depending on what fundraising initiatives you undertake, it might be helpful to have a letter of confirmation from your school or community group. As with internal audiences, you need to be able to express clearly what your project is, why you need money, how much you would like and the way they can donate. Practice your "ask" on an ongoing basis.

ASSIGN ROLES

Once you and the Fundraising Committee have considered all the fundraising initiatives you would like to undertake and have decided on which ones you will proceed with, it is important to assign roles. This will ensure that everyone knows what is expected of them and the time within which they need to complete their parts. We suggest you use the template below and create a fundraising binder.

For each activity you plan, complete an information sheet. The information on the sheet lists all the things you need to do in order to complete the activity. Once completed, put them all in binder in chronological order. Keep this binder in a handy spot where anyone involved in your project can access it. Once an initiative is complete, record how much money was raised and any feedback from the experience.

We would love to have copies of the sheets in your binder. Please send them your Program Operations Assistant or **info@Experiencescanada.ca** or by snail mail to Experiences Canada, 300-950 Gladstone, Ottawa, ON K1Y 3E6.

Fundraising ideas

“Our experiences in fundraising were; car washes by students, t-shirt sales, pre-purchasing video souvenirs of our trip, pizza, noon-time movies for other groups in the school, etc.”

— **Chantal**
Group Organizer, Quebec

Fundraising Initiative

Page: _____

Name of fundraising initiative: _____

Date planned: _____

Materials needed: _____

Tasks and completion date

Task: _____ Who will complete: _____ Date Needed: _____

Task: _____ Who will complete: _____ Date Needed: _____

Task: _____ Who will complete: _____ Date Needed: _____

Task: _____ Who will complete: _____ Date Needed: _____

Task: _____ Who will complete: _____ Date Needed: _____

Task: _____ Who will complete: _____ Date Needed: _____

Task: _____ Who will complete: _____ Date Needed: _____

Task: _____ Who will complete: _____ Date Needed: _____

Notes: _____

Amount raised: _____

WORK WITH THE OTHER COMMITTEES

You will need to work with the other committees on an ongoing basis. Plan to meet as a larger group often through the duration of your project. These group meetings are an ideal occasion to share the results of your efforts, ask for support on various initiatives, have people volunteer to take on some of the tasks and provide them with information for their committees.

The Project Committee benefits by knowing how much money is being raised and when the funds can be expected. This way if they need to adjust their plans and timelines they will be able to do so.

The Administration Committee needs to know how much money you will be raising above and beyond the needs of the project. This way they can plan activities and outings during the exchange portion of your program.

The Media and Public Relations Committee can help with garnering support for your fundraising initiatives. Especially if the initiative is aimed at external audiences, a little media attention often makes the difference between good and great results. More than that they can help you arrange interviews for specific events.

BE PREPARED TO SPEAK TO THE MEDIA, AND OTHER POSSIBLE SUPPORTERS

You've already taken the time to know how to speak about your project and what support you need in a short and direct way. It is important to keep practicing so that you can speak about your fundraising efforts at a moment's notice. You should also practice adding a short statement on the individual fundraising initiative to the end of your general statement. This way you will be able to take advantage of every opportunity.

Environmental Youth Alliance

www.eya.ca

EYA Resources/Guides and Manuals/Organizational Development

Take a look at this website and their guides for tricks of the trade on fundraising methods, how to 'shmooze' and promote your project 'shamelessly'!

TOOLS AND TRACKING YOUR RESULTS

In addition to creating your fundraising binder there are other tools you can use to track your efforts and motivate your group. It might be helpful for you to develop a tracking sheet to record when money comes in; what form it comes in (ie. Cash or cheque); what fundraising initiative it is related to; whether it's a donation or a sponsorship; if it's a sponsorship what needs to be done to fulfill the obligation; acknowledgement given and when the thank you was sent.

In addition to an overall tracking sheet it would be very motivating for everyone to put up some sort of visual goal chart. This could be a large thermometer with zero at the bottom and your financial goal at the top. You could also use an arrow, or a ladder... any sort of large chart you can post in a place where everyone can see it. Get creative and use a visual such as a mountain...with mountain climbers reaching the top or anything that relates to your project. If you're planning on building a skate park for instance, you could add a jump for every target of money reached. If you're planting trees in a forest, you could stick a tree on a picture of a forest for every \$10 raised. The ideas are limitless.



Thank those that helped you

“The amount of people that helped us was amazing. When it came time to thank them, we did not even know what to say. It’s so important to say thank you, that way when other young people go to them and ask them for money for another project, they will give money again. The help they gave was worth so much more than money.”

— **Katie**
Participant, Quebec

- making an announcement at ceremonies
- a plaque at your project site
- certificates of support

Suggested Activity:

Throughout the planning and implementation phase of your project, keep track of the people and organizations you would like to acknowledge. This way, at the end, you will not forget. Keep notes on the support they gave you.

Experiences Canada would love to hear the ideas and opinions you came up with on the subject of acknowledging the support you received for your fundraising – please send comments to your Program Operations Assistant or info@Experiencescanada.ca.

[illegible]