



Helping Hands both at home & abroad!

# FUNDRAISING? ME?

So, you want to volunteer with Global Volunteers but just don't quite have the funds to do it?? Well, many of our volunteers have not only raised funds for their service program fee but their airfare as well! You can too! "How?" you say? Ok, let's get started - first things first!

1. Commit to one program
  2. Choose your dates
  3. Get on the team!
- These are truly the first crucial steps. It tells those whom you will be asking to help that you are serious and have already committed yourself and your money to the effort.



## Create a Fundraising Work Plan:

1. Create a list of all possible donors

- **Make a list of at least 100 people you know.** Include everyone you can think of: aunts, uncles, grand parents, old neighbors, high school sweethearts, former teachers, or coaches, your doctor, your dentist, former employers, co-workers, family attorneys, high school and college alumni, boards or organizations to which you, a friend or family member may belong, and vendors, restaurateurs or other professionals you have patronized on a regular basis. List your parent's friends, people who are on their holiday card list, members of civic clubs, and members of their church, synagogue, or mosque.
- **Local businesses** are far more likely to support you than are large corporations. The key is to make a linkage between the owner of the business and you or someone close to you. Asking for \$100 or more is not unusual.
- Approach your **local place of worship.** Go to your local church, synagogue, or mosque and ask for a specific amount (\$150 - 300) and offer to do an informative presentation about your experience when you return.
- **Service clubs and civic groups** such as Rotary, Kiwanis, Lions, and Optimists, and fraternal organizations such as Elk and Moose clubs are excellent sources for fundraising. Ask friends or family members if they, or someone they know, are a member. They may very likely be interested in sponsoring you, especially if you can give them a special presentation when you return home. Also, ask if the group has a newsletter that you might be able to place a small article about your upcoming Global Volunteers Service Program and your need for help.
- Don't overlook asking **your employer**; it is often a great source of support. Many companies even have matching grant programs designed specifically for volunteer opportunities like Global Volunteers offers. The company will donate to a non-profit organization an amount equal to what the employee donates. If your employer does not have that benefit, it is possible your parent's employer might. There is a list at the end of this document that identifies all the companies that have matched employee contributions to Global Volunteers in the past.
- If you are a student, one major source of funding is **your college or university.** Many school clubs are allocated a certain amount of funds through student activities. See if your club is eligible. Many departments also have discretionary funds for projects and programs. If your service program can be integrated into an academic or service-learning course, there may also be some funds that could be used for your program.

## 2. Create a budget.

- Estimate a specific amount that you reasonably expect each person and organization can contribute. Be realistic. Everyone will not contribute, but many will.
- Make sure that your total estimate is at least 200% of the amount that you need.

## 3. The letter campaign.

- Draft a letter explaining that you have an opportunity to make a genuine difference in our troubled world. Describe Global Volunteers, where you will be going, the work project that you will be engaged in, why the work is important, and what you hope to accomplish by serving. You can take whatever information you need for this purpose off our website [www.globalvolunteers.org](http://www.globalvolunteers.org). State in the letter that you have already or intend to contribute a specific amount from your own resources, but that you cannot afford the entire amount. Ask each prospective donor for a specific amount of money. Almost everyone can give you \$25. Many can easily afford \$50. For close relatives and good friends, \$100 is not too much to ask. Employers, places of worship, service clubs, and local businesses will often contribute \$100 to \$300.
- Keep your letters to one page. People are busy and don't have a lot of time to read too much information. Many of your donors may not know much about development, but they will be interested in contributing to a good cause: building a school, providing village health care, protecting the environment, caring for vulnerable children, etc.
- Send your letter to at least 100 friends and family plus businesses and organizations.

## 4. Follow up.

- You need to follow up with every person and organization to which you send a letter. Get on the phone to let your prospective donors know that you really need their help and support. One follow-up call can make the difference between the person writing a check or pushing your request to the back burner and never getting to it. Ask for an opportunity to meet with the person(s) who makes the money decision at your employer, places of worship, service clubs, and local businesses. Go visit these folks and plead your case. Offer to do a presentation when you get back.

## 5. Thank everyone

- Send a thank you letter to everyone who makes a contribution.
- Offer to speak to groups or show slides when you return. Tangible evidence of your service helps people "see" where their dollars have gone.
- Other visuals, such as pictures of you on your service program can be good reminders of how they have helped.
- Remember, often the prime motivation for giving is how it makes the giver feel, not how it makes the receiver feel.

## Common Fundraising Mistakes:

- Not sending out enough letters!
- Not following up!
- Not thanking contributors
- Lack of organization

LAST STEP



**DO IT !!!**

## SAMPLE FUNDRAISING LETTER

[Date]

Dear \_\_\_\_\_,

I am writing to you because I have just discovered a wonderful opportunity where I can volunteer and make a real difference in our troubled world.

Global Volunteers is an internationally known non-profit, non-sectarian organization that offers short-term volunteer service programs in countries all over the world. I have the opportunity to go to (community and country) where I will be working with a team of volunteers (explain work project.) (You can add information from Global Volunteers website.)

The service program fee for the (length of program, e.g. three-week) program is \$\_\_\_\_\_. All meals, lodging, and in-country transportation are included, but airfare to [destination country] is extra. I'm personally contributing \$\_\_\_\_\_ toward this service program, but I cannot afford all of it. Since all volunteers are responsible for covering their own expenses, I am in need of financial assistance, and hope you can help by contributing \$\_\_\_\_\_. If you make your check out to Global Volunteers approximately 70% of your donation will be tax deductible.

Global Volunteers is a highly regarded organization. It is recognized as an official NGO by the United Nations and has been featured on CNN, the Today Show, ABC Evening News, and the CBS Early Show and by People Magazine, the Wall Street Journal, and numerous other media. If you like you can speak with them directly at 800-487-1074 or look them up on the web at [www.globalvolunteers.org](http://www.globalvolunteers.org).

For your convenience, I have enclosed a stamped, pre-addressed envelope. Should you have any questions about the volunteer program, please call me at [your #]. Your support, as well as that of any of your friends who might be interested in endorsing my endeavor, will be greatly appreciated. I look forward to sharing this extraordinary experience with you upon my return. Thank you in advance.

Cordially,

[Your name]

\$ \_\_\_\_\_. (Another Sample letter - this one was sent by one of our volunteers and proved to be quite successful. She raised enough to pay for her entire service program fee to Tanzania and her airfare - not just once but twice! She returned the following year!)

Dear Friends and Family,

My life is once again filled with adventure and change! I have decided to take this summer to fulfill one of my life-long dreams.

To make a really long story short, let me just say that I have been presented with the incredible opportunity of joining a Global Volunteers Service Program in Tanzania, Africa this summer. Since I was 12 years old, the wilds of Africa as well as the overwhelming poverty have astounded me. After a lot of research into several short-term volunteer opportunities, I have decided to go with Global Volunteers. Global Volunteers is a non-profit, non-political, and non-sectarian organization that operates service programs in several poverty stricken areas throughout the world. Because it does not accept any donations from Religious or Political organizations, there is no hidden mission or agenda behind their aid and assistance.

The philosophy with which Global Volunteers is run closely matches my own. Global Volunteers establishes long-term ties with local communities throughout the world. The relationships they build with each community puts the local people in charge of determining what work needs to be done and what their own priorities are. In my opinion this is the single most important thing you can teach a struggling community. It gives them ownership of the tasks at hand and teaches them independence in solving their own problems.

Towards that end, the volunteers work side by side with local people to help them achieve the goals they have set for themselves. In the recent past, volunteers in Pommern Village, Tanzania (the community I will be visiting) have aided in the construction of a well-baby clinic, a girl's dormitory for the middle school, helped to dig ditches to lay piping for potable water and taught English. Projects I might work on are similar to those listed above, but won't be determined until about a month before the program's departure. Past volunteers who live in the Denver area have told me that the Tanzanian people are extremely warm and loving people and that the opportunity to interact with them and all of the Tanzanian children was the most rewarding experience of their lives! I have included a fact sheet on the organization if you're interested in learning more.

The program I am going to join runs from July 27<sup>th</sup> Through August 15. To participate, they are asking me to make a contribution of approximately \$100/day to cover preparation, materials and actual on the ground costs (food, accommodations etc.) of the program plus a donation to the community that will cover the lumber, piping, or other construction type materials that we will need to

complete which ever work project the community decides is most important to them by the time I arrive.

If you would like to help out, please consider joining a program yourself! If you are unable to join a program, but feel this is a cause worth supporting, I hope you will consider sponsoring part of my program by donating a quarter day, a half-day, a full day or more. When I return to the U.S., I will be sending out a newsletter with a full program report and pictures to all friends and family. I am also planning on presenting slide shows in the Denver, Buffalo, and San Francisco area for those who are interested.

*Many thanks for your time and support!*