

IDEAS FOR FUNDRAISING ACTIVITIES

Friends of Volunteers Initiative Nepal

<http://www.friendsofvin.nl/>

AUCTION

Auction off any:

- Art piece (painting, sculpture, etc.)
- Toys (X-box, puzzles, Jenga, lego...)
- Instrument
- Equipment (blender, juicer, lawn mower, you name it)
- Or anything you don't want or don't use anymore.

Donate the proceeds to
Friends of VIN

ACTIVITIES

- *Cycle or walk to work for a month and donate the money you save to Friends of VIN*
- *Organize a sponsored walk, swim, cycle, run, silence – the possibilities are endless*
- *Ask people to make a donation to Friends of VIN to mark a special occasion such as a birthday*
- *Or ask a person who has everything (and is difficult to buy gifts for) to request donations to Friends of VIN rather than gifts for themselves*
- *Start a spare change or foreign currency jar and ask your friends to donate you theirs*
- *Ask friends, family and neighbors to have a clear out and sell their unwanted items at a car boot or lawn sale – if you find any special items, auction them on e-bay*
- *Give up cigarettes, fizzy drinks or other bad habits for a week and donate the savings*

LETTER WRITING

One of the most effective ways of fundraising is to do a letter campaign to as many relatives, friends, former teachers and professors, former co-workers, etc. as possible.

Sending a detailed letter to over 100 friends and relatives explaining the program and what you hope to accomplish while you're on it will help you reach your goal.

Ask for a specific amount of money - €20 is a nice round figure, but for older, more established relatives and friends €50 is not too much to ask; for peers and fellow students, perhaps €10 to €15.

You may want to break your potential supporters into two, three or more groups, sending a custom letter to each group based on your relationship with them or the amount of money you are requesting.

If you send out 100 letters asking for €20 on average, and one-half respond, you have raised €1,000. Often a few people will be very inspired by what you are doing, and may give much more.



“BUY SOMETHING” CAMPAIGN

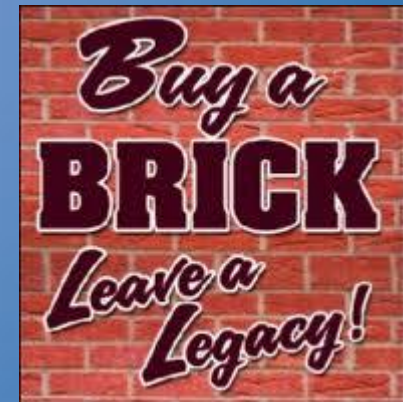
Another way to request general donations is to tie it to a campaign such as "Buy-A-Brick to Help Build a School in Nepal" or "Buy-A-Seed to Help Plant Trees in Okhaldhunga, Nepal."

Make sure you have some literature to give people, as well as a registration form that includes name, address, and how many bricks the person purchased.

It is important to keep a record of who gave what, because they might give again the following year. This is part of institutionalizing fundraising.

One key element of this type of fundraising is making your donation request affordable. By doing a Buy-A-Brick campaign, you should set the value of the unit, in this case a brick, low enough that your friends, relatives, classmates, or professional associates would be willing to buy one or two.

People, especially students, will be more apt to buy a €3 brick than a €10 brick.



UNIVERSITY FUNDS

If you are a student, one major source of funding is your own 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 trip can be integrated into an academic or service learning course, there may also be some course funds that could be used for the trip.

One of the best resources on campus may be your University's development office. Their sole purpose is to raise money for the university and university programs.

The alumni office may also be able to help, especially in identifying potential alumni volunteers.



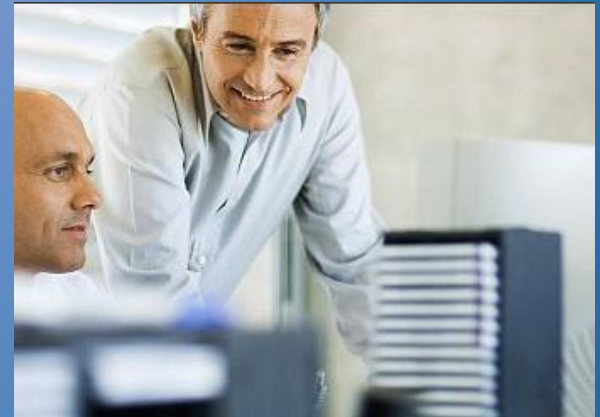
GRANTS

One of the most common ways to raise money is through grant proposals.

Though a grant proposal is very simple to write, getting it accepted is extremely difficult. The Ford Foundation receives over 1,000 proposals daily requesting money.

Also, grants are often time sensitive in that foundations have deadlines and funding cycles.

If you are going to go apply for grants, it is best to follow the "Who Do You Know" principle. One of the most comprehensive books on foundations is the Foundation Directory which is available at most libraries. In the Foundation Directory, it lists the board members of all of the foundations. See if someone you know is on the board of a foundation that might give to your cause (the Foundation Directory also lists what types of projects foundations fund).



GRANTS (CONT'D)



Local businesses are far more likely to support you than large corporations. The key is to make a linkage between the owner of the business and you or someone close to you. You may want to approach the businesses with a letter first, enclosing all relevant material and a pledge form, then follow up with a phone call. Asking for €100 or more is not unusual.

Tips:

- It is important that the requested budget is within the limits of the funding organization's limits. Check their annual reports or similar documents to see the average size of funding made available.
- Make sure you have clearly outlined exactly what is intended - do not use grand language without the substantial details of the exact impact that is intended, or benefits for the target groups.

GRANTS (CONT'D)



- Make sure you have fully studied and understood the priorities of the funding organization, and the reasons they are providing funds.
- Many times, key wordings and well articulated proposals help convince the funders of its viability and impact. Again, link it strongly to the priorities of the funding organization, but don't quote it verbatim!
- Most funding organizations have clear guidelines, instructions and guides on their funding procedures. Many times they are targeted at a particular group, for a particular purpose or a region.

If you are a student, make sure you have the approval of the university when writing grants on behalf of your university program. Contact your school's development office for policies and procedures.

SERVICE CLUBS, PLACES OF WORSHIP, LOCAL SPORTS CLUB

Service clubs such Rotary, Kiwanis, Lions, and Optimists, fraternal organizations, and churches and temples are excellent sources for fundraising.



Most service clubs donate money. Follow the "Who Do You Know" principle. Is someone you know a member or do they know of a member?

The best course of action is to contact as many clubs in your area as possible and ask to give a presentation to their club. Many clubs have breakfast, lunch, or dinner meetings which may last anywhere from 1 - 2 hours. If you get accepted to speak at a club, be prepared to speak for 15 - 20 minutes.

If you're fundraising with a group, we suggest sending two speakers (preferably 1 male and 1 female), but no more than three. This is your chance to sell your program.

Visual aids such as slides and videos help tremendously. Friends of VIN can send project videos for this. Remember, you are not asking for money for your vacation, you are asking for a donation to a social development organization and to make a difference in the world.

Also, let them know that you will be willing to come back and will show them slides or a video of the program.

SERVICE CLUBS, PLACES OF WORSHIP, LOCAL SPORTS CLUB

How much should you ask for? Many of these organizations get inundated with requests for money. If you try to ask for €2,000-€4,000, the chances of them donating it to you are very slim. You might try asking for €200-€400, which is much more reasonable.



After the meeting, write a follow up letter thanking them for letting you speak and reiterating your request for money.

Be specific about how much money you are requesting and how it will be used. Instead of directly asking for money, you may want to ask if they will help you in a joint fundraising event. If you have not heard from them a couple of weeks after the presentation, give them a call. Be persistent, but not pushy.

When you give a post-program presentation make sure you explain how their money helped achieve something worthwhile.

EVENTS

When designing an event, make sure that the expected amount of income from an event is worth the amount of time and money put into the event. If you spend 80 hours and €500 to raise €1,000, is it worth it? Simplicity and efficiency should be your guiding rules.

Organizing events gives people something for their money. Also, for people who have already supported you directly it gives them a chance to contribute in a different way.

Here are some event ideas:

- Hold an evening to auction your and your friends' services to others, e.g. cleaning, gardening, dog-walking, hairdressing... discover your friends' hidden talents
- An evening of Nepalese food, dancing, music and dress
- See if you can get a Nepalese dance teacher to come and teach a lesson for free
- Set up a tournament - from football to go-kart racing - charge teams to enter, provide refreshments for a small donation and run a sweepstake among supporters.



SALES

One of the traditional ways to raise money is through bake sales, candy sales, garage sales, etc. Some sales, such as candy sales, cost money (i.e. you buy the candy for €0.25 a bar and sell it for €1.00).

One warning with sales (especially candy) is to be careful not to eat your profits. Often sales can be associated with holidays - pumpkins for Halloween or flowers for Valentine's Day.

One of the easiest and most profitable sales is setting up a table outside a very busy intersection on campus and selling coffee and soda. Another easy sale which has little overhead is to have a rummage sale.



RAFFLES

Often groups can get items donated to them from local stores and restaurants which they can use to raffle off - usually at a larger event such as a dance.

Use the "Who Do You Know" principle. If there are no larger items to raffle, sometimes groups buy something like a television as a "grabber" to get people interested. This is fine as long as the raffle brings in well over the amount of the item(s) purchased.



PARTIES, DANCES, MUSIC

These can range from gala black tie affairs to simple pizza parties or trivia games sessions. Again, simplicity is the key. Use the "Who Do You Know" principle. Do you have a friend in a band? Do know the owner of a bar or restaurant?

Some simple events include having a band play at a club, and your group gets the cover charge or a percentage of the drink sales. Chances are a restaurant or bar won't be willing to just give you food and drink, but if you can make it worth their while, they would be happy to accommodate you. For example, offering an all you can eat buffet at a restaurant for €15 where you get €7.50 and the restaurant gets €7.50.

These types of events can be very labor intensive or not at all. Be careful on how you structure it, and be clear on your expectations.



PARTIES, DANCES, MUSIC (CONT'D)



- Unusual Events: There are some companies that rent out items such as rock-climbing walls, sumo-wrestler body suits, Velcro suits and walls, as well as a myriad of strange other items that can be used for special events and fund-raising.
- Media: Do not overlook media outlets as a potential fundraising source. A good article in a local paper or an appearance on a local radio show can go a long way in generating support. Just produce a simple press release and send it to every newspaper, magazine, radio and TV station in your local area. Be sure to follow up a few days later.

OTHER IDEAS

- One of our volunteers sent her wedding guests a Jitpur “Fulfilment List” which consisted of small items that people could get them as wedding gifts.
- Write a press release about your upcoming volunteer experience and send it to the local newspaper. Mention that you are looking for donations to help fund your trip.
- Place some donation boxes around public places (schools, shopping malls, etc). You may need to get consent.
- Rotary Clubs and other groups often offer scholarships. Offer to make a presentation about your travels when you return.



OTHER IDEAS (CONT'D)

- Submit a request for a donation to local businesses. Offer to send out a press release mentioning the businesses that made donations to you.
- 'Sell' postcards to family and friends. Offer to send a postcard for every €25 (pick your amount) donated.
- Organize a recycling pick-up day for returnable bottles. Lots of folks would be happy just to have them gone from the bags and bins at their house.
- You can do email campaigns to your friends and families.
- Some people do auctions with local products and any money raised will go towards your cause.



HAPPY FUNDRAISING!

These were just some ideas for you to get started.

Be creative and have fun!

