

2011 GLW FUNDRAISING TOOL-KIT



2011

The Girls' Leadership Workshop at the Eleanor Roosevelt Center at Val-Kill

Helpful ideas and materials to help you get started in your own fundraising plan and take your first steps toward an unforgettable experience this summer!

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THE GIRLS' LEADERSHIP WORKSHOP

GETTING STARTED:

- Find out if there may be other girls in your area or from your school who will also be attending GLW in 2011. Determine if you will be able to join your fundraising efforts together.
- Select an amount as your fundraising goal.
- Establish a working timeline for your fundraising, based on the payment deadlines for your session.

ABOUT THIS TOOL-KIT

While the Eleanor Roosevelt Center (ERC) strives to provide as much financial assistance as possible to participants in the Girls' Leadership Workshop (GLW), the reality remains that ERC may not be able to fulfill all requests made for assistance. We strongly encourage applicants to think about individual fundraising as a way to help with the program cost.

This tool-kit includes some helpful ideas and materials to help you get started on your own fundraising plan and take your first steps towards an unforgettable experience this summer!

Fundraising may begin any time after acceptance to the program is granted.

Fundraising Basics

- **Follow the "Who Do You Know" Principle.** Start by making a list of everyone you know. Don't leave anyone off. Include your parents, grandparents, aunts, uncles, cousins, extended family and friends. You never know who might be willing to help you achieve your goal. The more contributions, the better, so consider expanding beyond your inner circle of close friends and immediate family members. The cardinal rule of fundraising is that, if you don't ask, you won't receive. Who do you know? Ask anyone and everyone you know and even those you don't know to contribute to your cause.
- **Identify your support system.** Some people will be extremely supportive and share your enthusiasm and excitement. Talking to people and listening to their reactions will help you gauge the level of interest and support they will have for your endeavor. You may be able to recruit others to be a part of your fundraising "team."
- **Ask for a specific amount of money.** When you say "contribution," some people may think five dollars, while others may think

in the hundreds. Tell people how much you want. Let them know the total amount that you are hoping to fundraise.

- **Convey a sense of urgency.** This limits potential supporters' time to forget about giving you a contribution. Mention the donation deadline specified in your acceptance letter.

- **Make commitment convenient.**

Instead of accepting a vague promise of future payment, offer the option of taking a post-dated check or ask them to fill out a sponsorship form and then get back to them at a designated time.

- **Note the Tax Deduction.** Explain that donation money going towards the program fee is tax-deductible.

Your supporters can receive a receipt from ERC for their contribution.

- **Always follow-up.** Getting on the phone or meeting face to face with small businesses, civic or religious groups, or your friends and relatives lets them know that you really do need their support. One follow-up call can make the difference between a supporter sending a check or pushing the request to the back burner and never getting to it.

- **Remember to say “Thank You.”**

Send a thank you note to your potential supporters, thanking them for their time and consideration, whether they sponsor you or not. Many people who contribute money simply would like some recognition

and praise. Consider hosting a small open house before you leave to publicly recognize and thank your supporters. Writing another thank you note after you attend GLW may encourage your supporters to support you and/or other students seeking sponsorship in the future.

Crafting Your Message

- Describe what the program is and state your reasons for attending the Workshop. Explain how the donation will make an impact. Remember, you are not asking for money for a vacation. You are asking for a donation to help you make a difference in your community and the world.
- You may need multiple forms of your message for different types of interactions with potential supporters. It may be helpful to have a verbal message that you can convey in 30 seconds, a written letter and a 10-15 minute multi-media presentation that you could use for clubs or civic organizations.
- Practice presenting your message (written or verbal) with trusted family members, friends or a teacher. Ask for feedback and suggestions on how it might be improved.
- Provide numerous methods/pathways for supporters to respond. Some people may not be able to supply you with funds, but may have another way that they can contribute to your goal. (Ride to/from the airport, being a part of your fundraising team, etc.)
- Close your message with a call to action. What would you like your supporters to do immediately? It may be writing a check, filling out a sponsorship form or making an appointment for a presentation or scheduling a follow-up meeting.

Fundraising Ideas

- **Letter Campaign.** A letter-writing campaign is one of the simplest and most effective fundraising methods you can use. Donations toward the program fee are U.S. tax-deductible for your donor. You will find a sample letter as a part of this fundraising kit. Research has shown that the most successful letter campaigns are ones in which the donor has been contacted five times. It would be very beneficial for you to call, email, or visit the potential donor and tell him/her to expect the letter and then follow-up to see if the person received it and has any questions. Give clear instructions in your letter for the donor to write your name on their donation.

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- **Presentations.** One course of action is to contact as many clubs in your area as possible and ask if you can give a presentation. Many clubs have breakfast, lunch or dinner meetings where you can ask to speak for 15–20 minutes to present your request and explain what you will be doing. You can also promise a presentation upon your return. Offering to give a slideshow presentation upon your return is a great way to secure funding from religious organizations, civic groups, alumni associations, and educational institutions. Tangible evidence of your actions abroad helps people understand where their dollars have gone. Pictures of you can be good reminders of how their money has made an impact.
- **Create a Blog.** There are many free tools which enable you to easily set up and run your own blog. Send the address out in your letters and keep the blog updated so you and your donors will be able to see their money in action.
- **Events.** When planning an event, be sure the expected amount of income is worth the amount of time and money put into the event. Find creative ways to get goods or entertainment donated, then use proceeds as your fundraising. Do you know someone who is a great baker, an artist, or a published writer? Ask them if they might donate their creations to you so that you may allocate the sale towards your program.

*Remember to Follow the
"Who Do You Know?" Principle
With Each of These Ideas.*

Other Ideas:

RAFFLES - This works better for groups raising funds. Often groups can get items donated to them from local stores, companies, and restaurants, which they can raffle off, usually at a larger event such as a dance. Use the "*Who Do You Know*" principle. If there are no large items to raffle off, sometimes groups will purchase an item to raffle. Remember to make sure the proceeds are well over the purchase price.

PARTIES, DANCES, ETC. - These can range from black tie affairs to simple pizza parties. Again, use the "*Who Do You Know*" principle. Do you have a friend in a band? Do you know the owner of a restaurant? Some simple events include having a band play at a club where you get the cover charge or a percentage of the sales. Perhaps a restaurant will allow you an evening offering an all-you-can eat buffet for \$15 where you get \$7.50 and the restaurant gets \$7.50. You can even throw your own party and ask that your guests pay a cover charge, provided the cover is well over the cost of the party. These types of events can be very labor intensive. Be careful how you structure them and be clear about your expectations.

- **Ebay.** People may be more willing to part with goods than money. If you are eBay savvy, have supporters donate items to you to sell on eBay. Unfortunately this avenue is not tax deductible for them, but could be a simple way to add to your fundraising efforts.
- **Media.** Perhaps one of the best ways to promote awareness and to raise funds for your upcoming adventure is through the local media. You can circulate a press announcement to publications with which you may be affiliated, such as your hometown newspaper, the paper from the town where you presently reside, alumni magazines, church bulletins, etc. Having a short piece published anywhere can go a long way in your quest for funds sponsorship form or making an appointment for a presentation or follow-up meeting.

Potential Sponsors

Local businesses are far more likely than large corporations to make a contribution to your cause. The key is to make a link between the owner and you or someone close to you. You may want to approach the business with a letter first and then follow-up with a phone call. Service clubs such as Rotary and Kiwanis, fraternal organizations such as Elk and Moose clubs, and religious groups such as churches and temples are excellent sources for fundraising. As always, follow the "Who Do You Know" principle; is someone you know a member or a friend of a member?

ADDITIONAL SPONSOR IDEAS

Parent-Teacher Associations	Schools and School Boards
Lions Clubs	Professional Organizations
Local Businesses	Local Political Organizations
Knights of Columbus	Church Groups
Veterans of Foreign Wars	American-Legion Posts
League of Women Voters	Chambers of Commerce
Elected Officials	Law Firms

Important Notes:

- If donors plan to send their donation directly to ERC (either online or off), please make sure they designate their donation to your name so that the amount will be correctly attributed to you.
- In the event that you cancel your participation, a portion of the donations we receive on your behalf may be refundable. **Please see the important deadline dates listed below.** Any non-refundable monies will be transferred to our general fund, which will be used to subsidize the program costs.

May 13th: \$200.00 Non-Refundable Deposit Due: All Sessions

June 10th: Remaining Balance (\$1800.00) Due: Session 1

June 24th: Remaining Balance (\$1800.00) Due: Session 2

June 24th: Last day for declining participants to notify ERC and receive 50% refund: Session 1

July 8th: Last day for declining participants to notify ERC and receive 50% refund: Session 2

As always, if you have any questions, do not hesitate to contact us at The Eleanor Roosevelt Center by calling (845) 229-5302 or emailing girls@ervk.org.

Best wishes for your fundraising experience!

SAMPLE LETTER

Dear (Insert Name Here),

I have recently been accepted to join an amazing group of young women and future leaders at the Girls' Leadership Workshop (GLW), which will take place this summer at the Eleanor Roosevelt Center in Hyde Park, New York.

During this nine-day residential program, I will meet 29 other young women from all over the world and together we will begin to be prepared for future positions of personal, political and professional leadership. We will have opportunities to develop our leadership skills in areas such as public speaking, challenging bias, fundraising, conflict resolution and team-building. We will learn more about the legacy of Eleanor Roosevelt and her example of working to promote human and civil rights, social justice, community service, activism and international diplomacy. An overnight trip to New York City will allow us to meet, spend time with and learn from accomplished women leaders of the United Nations, local and state government, and a variety of both For-Profit and Non-Profit organizations. In the true spirit of Eleanor Roosevelt, we will leave the program with a plan to implement a social justice project of our own.

In order to participate in this unique experience, I am working to raise (\$ Insert Dollar Amount Here), which will cover [Travel Expenses to and from Hyde Park,] meals and accommodations during the program, and all costs of workshops, excursions and activities.

I would be extremely grateful if you were willing to help me to fulfill my dream of attending the 2011 Girls' Leadership Workshop by [Insert what you would like them to do here.]

[Insert any other special directions here.]

For more information about GLW or ERC, please visit their website: www.eryk.org. ERC is a 501(c)3 organization and your donation is tax-deductible. Please make checks payable to ERC and list my name in the memo section.

Thank you for your time and consideration!

Sincerely,

[Your Name Here]