

## Welcome to Fundraising for GCJ!

We believe fundraising can be FUN-raising and further the mission of Global Citizen Journey. The cost of participating in a journey should not be a barrier for any delegate. We know it is hard to ask for money - we hope these tips will help you feel good about learning to ask for help and support.

This packet shares fundraising ideas and inspiration we've gathered from many sources - thanks to Reality Tours and Bike-Aid for sharing their experiences!

The last 2 pages are very important: they explain how to make sure your donations get to the right place at the right time. Please read through the procedural items carefully. We are always happy to answer questions and support your fundraising plans.

*Along with this packet, make sure to download:*

- Journey Fact Sheet** - details about your journey - contact info and fundraising "scripts"
- DonationInfo.xls** - track your donations and get credit! (also available as a Word Document)
- GCJ Donation Form** - must accompany every donation you submit!
- Sample Fundraising Letters** – Project and Personal Focus

### Table of Contents

<b>Potential Donor FAQ: Who, Where, Why...and How Much?</b>	Page 2
<b>Fundraising 101</b>	Page 3
<b>Talking Points</b>	Page 4
<b>Fundraising Techniques: Step-By-Step</b>	Page 6
<b>Sample Fundraising plans</b>	Page 12
<b>About the Fundraising Plans</b>	Page 13
<b>My Fundraising Plan</b>	Page 14
<b>Donation Processing</b>	Page 15
<b>Journey Fact Sheet</b>	Attachment A
<b>Donation Info Spreadsheet</b>	Attachment B
<b>GCJ Donation Form</b>	Attachment C
<b>Sample Letters</b>	Attachment D

Have confidence in yourself, believe in the project you are embarking on, and GOOD LUCK!!

## **POTENTIAL DONOR FAQ**

### ***How Much Will it Cost?***

The Program Fee for 2009 is \$3,150. This amount supports the service project, subsidizes program costs for host country delegates, and covers all food, lodging and transportation costs while in Burundi. Travel costs for African projects - airfare, visa fee, travel insurance and inoculations - are estimated at \$2,500, for an approximate total cost of \$5,650.

You may choose to pay for part of this, while seeking community support for the rest. Many delegates opt to pay for travel expenses directly while encouraging donors to contribute to the program fee.

### ***Why should anyone support you and Global Citizen Journey in this way?***

As a Citizen Diplomat, you are making a commitment to peacemaking and education in your community and providing a needed service in the international community, such as bringing an orphanage or library to a community. Our hosts have told us that our personal presence, the friendships we will forge, the commitment and caring that our coming all the way to their communities shows has value much greater than merely sending money.

These Journeys take courage, commitment, time and energy - this is nothing like a vacation or pleasure trip! Remember that you will be doing important work on behalf of those who cannot go themselves. By offering others a chance to support you, in a way that is personally meaningful to them, you give them the opportunity to feel the satisfaction of making a difference in the world. Once you show them the passion you feel for being a delegate, and the results our journey can accomplish, they will be inspired to be a part of the experience

Part of the commitment of being a delegate is the creation of a communication plan. For example, you may offer to speak to local groups to share what you learn; write an article for the local newspaper; present a workshop on your host country upon your return. Also, a substantial part of the program fee covers the costs for our host country delegates and the construction of our service project. In your presentations or letters, express your motivation and how the support of your community of friends is needed – and how such mutuality and support is in fact the foundation of global citizenship and peacemaking in our interdependent world.

### ***What if my donors are skeptical?***

You may encounter people wary of donating money to a group they have never heard of, but you should feel confident about raising funds to support this experience. Your donors are supporting you, a person they know and trust, as well as Global Citizen Journey - a young organization that is nevertheless built on a strong history of successful projects, including 28 successful PeaceTress projects since 1988, implemented under the umbrella of the Earthstewards Network

Susan Partnow, Executive Director; and Prosper Ndabishuriye, Founder and Director of JRMD (Youth in Construction in a World of Destruction) have extensive experience in related development and peacemaking work. We are happy to provide supporting materials to any member of the public. If people want more information about Global Citizen Journey, have them call us or check out our website ([www.globalcitizenjourney.org](http://www.globalcitizenjourney.org)).

## FUNDRAISING 101

Asking for donations offers a crucial opportunity to educate our communities about the countries and issues we are engaging. The personal connection you can offer to donors is invaluable - far more powerful than sending a check to a large nonprofit organization.

Asking for money can be a challenge, but by focusing on our mission and vision, helping others see your passion for the work and experience, it can become comfortable and easy to ask for support from friends, family - and even strangers.

You are offering your supporters an opportunity to help create a more just and sustainable world!

### **Fundraising Facts...**

The U.S. has a strong tradition of supporting nonprofit work, a trend that has been growing over the past several years. 90% of all funds raised for nonprofits in the U.S. come from individual donors - and most of that from people who earn \$60,000 a year. What does that mean? That almost everyone around you supports a nonprofit every year - this year, give them the opportunity to support one with a face and a name! [Ref: Kim Klein—Fundraising for Social Change]

**Be confident:** People give money to people - and the more pride, appreciation, and confidence you have in your work and the value of your supporters' contributions, the more they will enjoy supporting you. Make it a pleasurable experience for your donors! Show them your excitement, and help them feel good about supporting your Journey.

People want **meaning** in their lives and you are giving them a chance to make a meaningful, personal, and important contribution. Your passion makes this a great opportunity for your supporters. It's hard to ask, but don't start with an apology - **help your supporters join you in being proud and engaged and supportive.**

Take an honest and critical look at why you want to take part in Global Citizen Journey. Know why you are raising money and where the money is going. Verse yourself in Global Citizen Journey's goals and mission. **Feel good about your purpose for fundraising.** Make friends with the fear of asking for contributions.

Studies have shown that **seven out of ten Americans give to worthy causes when asked**, so feel good that you are giving people the opportunity to help their world. People may give you money for many reasons. They might give because they are concerned about social injustices, because giving makes them feel good, because they care about you and support your vision, and/or because it is tax-deductible (for U.S. residents). No matter what the underlying motives are, the only way they will give is by being asked. It is your dedication, conviction, courtesy, persistence, and creativity that will get people to donate to you. And remember, the worst thing that can happen is they say no, but **you'll be surprised how many say yes.**

**Seek support:** We know that fundraising can be challenging, frustrating - even intimidating. So don't go it alone! **Enlist your family and friends** to join your "fundraising committee" which will serve to help you strategize and carry out your plan. Magnify your asking power by asking them to ask for you at their work, school, etc. This is a great way for family members and friends to support you in a non-monetary way. And this gets them involved and connected to the project - thus becoming part of the Global Neighborhood. Demonstrate the immediate impact of their donation. And always, follow up. Everyone is busy - a reminder call might bring that donation

slip to the top of the pile.

**Strategize:** Use the enclosed planning sheet to launch your fundraising drive. Post your plan somewhere where you see it daily to inspire (and remind) you of your goal and how to get there. The most important thing is to **start now**. An early start and consistent work are the best ways to assure success in your efforts.

**Practice:** Write a rough “script” for face-to-face and phone conversations. Talk it out to yourself (even stand before a mirror) or to a friend. Keep your “rap” varied and energetic, and realize you are giving a potential sponsor an opportunity to invest in something extremely worthwhile. Be clear about your message. In the next pages, we will share with you specific strategies of what has (or hasn’t) worked for others in the past. To get started, follow our suggestions, then try to come up with some crazy, creative ideas of your own. Let us know how things are going, and remember you are not alone: there are many other people across the country who are doing exactly what you are doing for causes they care deeply about.

**Ask, ask, ask:** You raise money when you ask for it, not when you don’t. Ask a lot, raise a lot; ask a little, raise a little.

**Remember:** Fundraising is an exchange. People will be more likely to give to you if they know they’ll get something out of it. Emphasize that they’ll get a Global Citizen Journey membership, postcards, letters, pictures... etc. Offer to give a report when you get back to your community.

### **Talking Points (See your Journey Fact Sheet for more specifics on your journey)**

#### **\*\* What is Global Citizen Journey?**

*“I have decided to go to the Niger Delta as a delegate with Global Citizen Journey -- a visionary and action oriented project that brings vital energy, support and resources to communities in need. The project has multiple purposes: citizen diplomacy, peacemaking, leadership building, education, environmental activism and service. I will be part of a group of 20 U.S. delegates from the Puget Sound area and will join with 20 delegates from all around Nigeria for a 2½ week residential experience. Our Nigerian delegates will come from throughout the country, including tribes in conflict with one another and Muslims from the North.”*

*“ Our hosts in the village of Oporoza have asked for a library, so each morning we will work with the villagers on the building: This will be the first library in the entire region. Presently there are no books, let alone a library in the village. The teachers in the village currently have no books, just their notes from college. This library will help raise the literacy level of the region (currently just 20%), provide education to more students in the region, as well as enable those who are privileged enough to go to school to remain with their families instead of having to go off to the nearest city for education. The library will also offer health education to families, using video for those who are not literate”*

*“We’ll spend our afternoons in circles and workshops to build relationships and develop skills of communication, compassionate listening and conflict resolution as well as cross-cultural and gender relations. We will also listen to speakers and take day trips to learn the story of the Delta and witness the environmental devastation and impact on the communities first hand in this oil-rich region which is the source of most of Nigeria’s wealth yet the poorest in the nation.”*

*“As a Citizen Diplomat, I am making a commitment to peacemaking, leadership and education in my community and providing a needed service in the international community. I am journeying to Oporoza in the Niger Delta – a remote village accessible only by boat in a region that is unknown to other Nigerians let alone the international community. At their request, our delegation will build the first*

*library in the Niger Delta. Our hosts in Nigeria have told us that our personal presence, the friendships we will forge, the commitment and caring that our coming all the way to Oporoza shows, has value much greater than merely sending money. I am willing to face the challenges and discomforts to extend this support. Part of my commitment is to bring back the stories and insights I gather. I will make a number of presentations when I return. I need your support to make this happen.”*

**\*\*Where does the money go?**

*“The program fee of \$2,950 pays for the building and furnishing of the library and covers all of the expenses for the Nigerian delegates as well as the costs of housing, food and in country transportation for all of the delegates. We are working directly with the village, so the residents will be the direct beneficiaries of funds paid to them for providing for our needs, including home stays and cooking. Almost all of the organizing and administration for Global Citizen Journey is done by volunteers.” (At your option, you could also fundraise for your airfare and other travel costs.)*

**\*\*Why are you doing this?**

Upon reflection, each of you will discover your reasons... here’s an example:

*“By traveling to Nigeria, I will be experiencing the realities of different communities, and learning about important issues in the region that I visit. I hope to bring what I learn back to my community and play an educational role here. I hope some of the communities I talk to will want to continue supporting the people of the Niger Delta (i.e., as pen pals, buying books for the library, future exchanges). From the Nigerian perspective, we will be leaving behind a new library, which will allow students to stay in their home communities to be educated, and provide a place to house the textbooks we will supply that these students have never had,. We hope too, that the mediation skills which will be taught to delegates coming from around Nigeria, and their heightened awareness of the issues in this area, will assist them in solving some of their environmental and social problems.”*

## FUNDRAISING TECHNIQUES: Step-By-Step

**1. Make a fundraising plan.** Set high but realistic personal goals, and establish a detailed plan that charts your strategies to achieve your fundraising goals. Make a copy of your plan and bring it to your next project meeting or email a copy to your project director - we are happy to help you work on your plan. Remember that things like letter-writing campaigns or working with the local media take a good deal of time to plan and execute before they generate any income. You should start working on that type of effort early on in your campaign, as it will take almost a month for replies to start rolling in. Also, it is important to realize that no single method will allow you to reach your fundraising goal: a multifaceted fundraising strategy is most successful. Maintain records of your efforts, and concentrate on the strategies that seem to be the most lucrative. Finally, set benchmarks for your fundraising plan.

**2. Make a list of 100 people and write them a letter. Use your personal networks:** Consider writing a letter to your friends and acquaintances to ask for their help in supporting the project and enabling your participation. Include your network of relations in the list, neighbors, co-workers, hairdresser, doctor, dentist, parents of friends, friends of parents, professors, high school teachers, local shop owners, activists, your food co-op, friends on your sports teams or community leagues, your lawyer, holiday card lists, people at church, temple, or mosque, etc. Set a goal that makes sense for your network: 100 sponsors @ \$50 each. You will be surprised at how responsive and appreciative many will be to connect to this worthy project in such a personal way. Few people would be willing to take the time, devote the energy and welcome the challenges of Global Citizen Journey. But they admire and appreciate your commitment.

**Draft a letter that you can copy** (sample letters enclosed) In your letter, explain what Global Citizen Journey is all about, why you are participating, and what your fundraising goal is. Explain what the Journey means to you and enclose a donation form.

**Self-addressed, stamped envelopes** make a huge difference: do everything you can to make it easy and fun for your network to support you.

Ask for a very **specific amount**, adding that if they would give more, you would be delighted. A Global Exchange participant made it her policy to ask for no less than \$100 - and it worked. You will usually receive close to the minimum you set. So set your sights high. Keep the letter short but speak from the heart.

People generally read the **P.S. of letters** so this is a great place to offer alternative ways of giving or ask for in-kind donations of supplies, books, or medical equipment.

Provide a **donation form that lists your name** to ensure your donations are credited to you - and to help your donors feel the direct connection to you that they are supporting.

**Make follow-up phone calls.** You will be surprised how well letters work, especially when combined with a call. It's also a great way to get back in touch with distant friends, relatives and old acquaintances. Feel free to print your letters on Global Citizen Journey letterhead or to use our logos and website photos in any way necessary to enhance your endeavors. Contact us if you'd like brochures or stationery to send out.

**3. Local businesses:** Ask local businesses to donate to you. You may be surprised by how many people will help. We will be happy to list them as supporters on our website.

**4. Local media:** Your local media, however big or small, can help get the word out. Ask them if

they will run an article about you. This works. They can also sponsor you by printing a donation form in the newspaper with your name and address. Write up a press release or show them a copy of other GCJ articles (enclosed). Also have copies of these articles ready to show people who might wonder if you are with a respectable and credible group. Nothing breeds success like success itself. (Please send copies of any publicity you generate to Global Citizen Journey office with name, date, and address of the publication). If newspapers or magazines are unwilling or unable to do an article, write a brief letter to the editor. Letters to the editor are often good ways of getting your message out. See if you can persuade a columnist you know, like or admire to write something about your trip. If you are a college student, remember your hometown and campus papers. If you are a college graduate, write back to your campus as an alumnus. Often these hometown/campus papers will be very interested in an adventurous student like you and your reasons for participating, so get the campaign in motion.

**5. Call your favorite DJ or talk show host** and explain the depth of Global Citizen Journey (you have to be brief with broadcasting types.) Ask if they could interview you on the air. Also, find out when various call-in shows are. If it seems appropriate, call in and share your message and ask people to donate. Think about asking to have a call-in time from your tour or a post-trip interview to keep the locals up-to-date.

**6. Get friends involved:** We can't stress enough the importance of getting the support of friends and family who know and trust you. They will help make the process much easier and more fun. Ask friends to throw a benefit party. Get your musician friends to hold a benefit concert. Or you can throw out a "Dear Mom" challenge to your friends, asking them to write or call their parents and ask them to pledge you. (Their parents might be delighted to send you money once they recover from the mild shock that your friends aren't writing home for money for themselves.) Remember there is a lot to be said for the "small but many" strategy of pledges. Last year, one Bike Aid rider with Global Exchange exceeded \$3,600 with pledges ranging from \$1 to \$10. (That's talking to over 360 people!). Each person you connect with can become an ambassador for Global Citizen Journey – and the Burundian people.

If someone you know can't provide financial assistance, ask if they can provide you with the names of people who can. **You can also ask people to donate frequent flyer miles to cover your airfare.** If nothing else, ask for their moral support and any contribution of ideas toward your fundraising effort, including names of people they know who are interested in Africa, the environment, citizen diplomacy or social justice.

**7. Universities and Schools:** Approach Peace and Conflict, International Business, or other departments that relate to Africa. Some high schools also have programs in this area. You can contact student or community groups that are interested in related areas – Burundi, the environment, health, peace. Ask them to **sponsor you for \$25 to \$100 in return for a report from your trip to a class or a meeting.** Your university or church may have funds available for students or alumni. Get those professors or clergy that you know and those you don't to sponsor you. Lots of them will be encouraging and why not inspire those who aren't? You might want to schedule class/group presentations. You would have a captive audience and it is generally easy to get students to donate right then and there or just pass a hat around. Who knows, you may even do some recruiting for the tour.

**8. Scholarship and financial aid from universities and schools:** If you're a student or a K-12 teacher you can **approach your institution** about using financial aid or scholarship funds toward the cost of the Journey. You can also write a funding proposal (sample enclosed) to cover your costs. (You can also arrange for CEUs and college credit on our website.)

**9. Tabling:** Setting up a table can be a very effective way to gather pledges. You can do this at shopping centers, community centers, college quadrangles, dining halls, churches, in front of high traffic stores, or at community fairs – or even garage sales. Get a table. Have tour brochures, self-made flyers, and pledge forms available. Make the table attractive – a cloth (try African fabric!), a globe, art objects, etc. will draw attention. Have photos from Carama and Burundi (we can help you get copies). Stand in front of, not behind, the table. Being outward and talkative tends to be far more important than having all the facts about the tour and Global Citizen Journey in your head. Do something outrageous to draw attention. Whatever you do, do it with enthusiasm and confidence. Talk to people and have fun. If you are setting up a table outside a store, go inside and ask the manager if she might be willing to make a donation, to put up a jar (with your name and cause clearly and attractively marked). Try including a large map of the trip to draw attention with pictures and information about the places we'll be visiting and learning about. Be sure to take the time to tell people why it is important for your community to support GCJ's work. One person from Global Exchange raised a couple hundred dollars each time she went to her church or garage sales.

**10. Community Groups:** Develop connections with organizations that can co-sponsor you. Consider the communities you connect with: book group, employer, aerobics class, professional or hobby association, neighbors, your child's school or soccer team, etc. If there are organizations in your community working on social and economic justice issues, go to their meetings and speak and ask for community contacts. And if time permits, get in touch with local officials such as the mayor, city council members, etc. and ask them to help as well. Find out who is well liked and respected in your community and enlist their help. If you do get local support like this, be sure to mention it when trying to get media exposure, it should help. Elks, Rotary Clubs, American Legion, Kiwanis, Optimists, League of Women Voters, Physicians for Social Responsibility, local Sierra Club, League of Conservation Voters— all these are potential sources of funding. Ask them if you can speak at their next meeting, and if they would consider making a donation (i.e., \$200 to \$400). Don't stop at asking the club for donations from group funds. Try to speak at a meeting so that you can ask members to sponsor you individually. Arrange to make a presentation to them (we can send you a copy of a Power Point presentation). In 1996, Bike Aid rider (with Global Exchange) Mike Davis raised \$1800 from his hometown Rotary Club in Virginia. Not bad for one presentation. When requesting to come to a meeting, call or write a letter that is personal, clear and to the point, explaining who you are and what you are asking. Emphasize that this is an educational program. Ask us for news clips. Offer to give a presentation about the experience to the group when you return from the trip and have your inspiring photos, slides, and stories.

**11. Churches, temples, and other religious affiliates:** Churches, temples and other religious affiliates are often key supporters. Call the minister, priest, rabbi, or imam, explain who you are, and ask them to help. Go and make a presentation to the congregation, senior's group, women's organization, social action committee etc. Ask them to mention you and the Global Citizen Journey in their newsletter. Ask if they might be willing to take up a collection for your cause. Explain that after the tour is over, you would be willing to write an article for their newsletter or give a presentation to the congregation. (If you live away from home, don't forget to contact your hometown group as well).

**12. High schools:** Go back to your old high school and drum up support from faculty, favorite teachers and student groups you were active in. Seek out ways of contacting your school's alumni. Also ask the school if there are any funds set aside for alumni. Some schools have money reserved specifically for the purpose of supporting alums. You may even be able to plan an event or get the students to pledge you. You could also recruit some future participants in the process.

**13. Matching programs:** Many large corporations will match their employees' contributions dollar for dollar. Check with your donors to see if their company has such a policy. You could double the donation. Be especially sure to ask your large donors.

**14. Garage sales:** Get together with some friends one weekend and hold a garage sale. Advertise in a local newspaper. Talk your friends into contributing some of their stuff to your cause. A lot of people like this method of fundraising because there is an exchange for a contribution. It is also a great way to encourage reuse/recycling. One Global Exchange participant raised over \$900 in one day by holding a neighborhood garage sale.

**15. Have a house party:** Make sure there's lots of Burundian/African music and literature for attendees to read and talk about. Find a co-host to work with you to cut down on the work and make it more fun. Mail a large number of invitations. Include a self-addressed return envelope—up to half the money you raise may come from people who don't even attend but send in their contribution. Call people and remind them to attend. House parties are usually most successful when planned for a two-hour time slot. Start with 15 to 30 minutes of conversation and refreshments; then have two to five minutes of introduction; 10 to 30 minutes of presentation on "What is a Global Citizen Journey and Why I Am Taking Part in One," OR the 10 minute DVD "Opening a Space for Peace in Burundi" by Prosper Ndabishuriye, our Burundian host; five minutes of "the pitch"—asking people to get involved by contributing and writing a check to sponsor your trip. The final 20 to 30 minutes can be used for continued conversation and questions. (If you invite 20 people and they each give \$10 to \$30, that could be anywhere from \$200 to \$600 raised and a fun evening with coffee, snacks and good conversation).

**Collecting checks is of great importance.** A bowl or basket for checks is ideal. It should be placed on the literature table before the party and then moved to the area where the speaker makes the pitch. Pass the bowl around the room, or announce where it will be for people to put in their contributions. You can also ask a friend or family member to do the pitch for you. This allows them to brag about you and say all the wonderful things about your efforts that you may be too shy to say yourself.

**16. Silent auction:** Make sure there's lots of Burundian/African music and literature for attendees to read and talk about. Some local businesses or friends will be more willing to donate items for auction than money. You can also get food, lunches at local restaurants, and other stuff donated pretty easily. Set up a table with the items donated, putting their real cost down. Give a base line figure for people to start their bidding (i.e. \$20 to \$30) and then people walk around the table bidding on items. This usually involves writing their name on a piece of paper with the amount they're pledging to buy the item for. It's a win/win situation. The people who bid the highest walk away with something they want and also knowing they contributed to a great cause. This may be something to combine with your house party to get people to give more.

**17. Raffles:** These are only mildly successful for an intensive investment of time and energy. Rather than asking businesses for raffle prizes and then trying to sell raffle tickets, just ask folks to pledge you.

**CAUTION: Avoid large monetary investments:** unless you know you have a sure thing, try to avoid spending a lot of money in order to raise money. One '97 Global Exchange participant spent lots of money on getting a T-shirt printed that didn't end up selling very well. Research your market and find other participants in your area that can split costs with you, or know you have a sure thing.

## 18. Suggested list of web-sites to research fundraising

Grants and fellowships for people studying or volunteering in Africa: <http://www-sul.stanford.edu/depts/ssrg/africa/grants.html>

The Foundation Center - Click on "FOr Individual Grantseekers: <http://www.fdncenter.org>  
Fundraising Dsicussion Board: <http://www.fund-raising.com/fundraising-ideas.htm>

Levinson Foundation: grants to individuals committed to developing a more humane and rewarding society: <http://www.levinsonfoundation.org/>

The American Association of University Women: grants and financial aid to women helping women in the international community: <http://www.aauw.org>

International Education Financial Aid: Website which helps students find financial assistance for study abroad/volunteer programs: <http://www.iefaf.org>

When applying for grants or fellowships, make sure that your objective/mission is clear and specific.

<http://www.ned.org/research/research.html>

<http://www.studyabroad.com/handbook/costs.html>

[http://www.studyabroad.com/forum/financial\\_aid.html](http://www.studyabroad.com/forum/financial_aid.html)

<http://www.volunteerinternational.org/index-res.html>

<http://www.actionforchange.org/getrecognized/>

<http://www.fastweb.com/>

**19. "Buy - A - Something" Campaign.** Another way to request for general donations is to tie it into a campaign such as "Buy - A - Brick to Help Build a School in Bolivia" or "Buy - A - Seed to Help Plant Trees in Chicago." Make sure you have some literature to give people, such as the flyer on the GCJ Burundi Journey, or Prosper's info packet "Healing a Wounded Nation Through Compassion in Action" as well as a registration form that includes name, address, and what is being donated. This is important to keep a record of who gave, because they might give again the following year. This is part of the institutionalizing the fundraising.

One key element to this type of fundraising is making your donation request appropriately 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.

For your acquaintances who may have a little bit more disposable income, let them know that their donation to your cause is tax deductible.

## 20. Other Creative Fundraisers

**Organize a bake sale.**

**Hold a walk-a-thon or bike-a-thon.** This can be as simple as organizing the folks in your neighborhood to get some exercise, fresh air and contribute to a good cause by doing a couple of laps around the neighborhood.

**Do odd jobs** (wash windows, mow lawns, paint) for local businesses and neighbors in exchange for their pledges.

**Organize “bicycle valet parking”** at any big events going on. This will not only raise funds you need, but also promote bicycle use.

**Ask your local city council members,** mayor, or state representatives to sponsor you as a challenge for others to join in and do the same.

**Set up a display case** at your student union, community center or church. Ask each of your friends who sponsor you to find one other sponsor.

**Potluck dinner** featuring African food and music.

**Movie night:** choose a film from Africa. You can get these from [www.thefilmconnection.org](http://www.thefilmconnection.org).

**Cafepress:** sell paraphernalia promoting your trip: [www.cafepress.com](http://www.cafepress.com)

Brainstorm with friends and try anything that you think may work and appeals to you. Your enthusiasm and motivation will motivate others to help you. So keep a positive attitude and keep trying. Get creative, and let us know what works for you so that we can continue to expand our suggestion list.

**What hasn't worked too well: Corporate sponsorship:** This seemingly attractive source of money seems to be mostly a mirage; it is extremely difficult. Most companies have very limited sponsorship budgets and their giving season is August–January. In addition, companies often have rules against supporting individuals (which is how they will see you.) Our advice is not to waste your time, hope, and energy on corporations.

The exception to all of this is that if you have an inside contact, *you should pursue it*. Personal connections are the name of the game in corporate sponsorship, so if you know someone in a corporation that is in a decision making position, go for it. If they are not the one who handles corporate contributions, ask them to pass your stuff on personally to the person who is. Good luck!

## **SAMPLE FUNDRAISING PLANS**

DAVE

Residence: Bowie, MD  
Bike Aid Rider  
Fundraising Goal: \$3,600+

### **Group/Activity Number Amount Expected**

Asking friends for cash 75 @ \$5 \$375  
Pledges from family and relatives 10 @ \$50 \$500  
Mailing to out-of-town relatives 10 @ \$20 \$200  
Contacting local businesses 25 @ \$36 \$900  
Well-known neighbors 12 @ \$20 \$240  
Parents of friends 10 @ \$20 \$200  
Friends of parents (workplace, social) 10 @ \$20 \$200  
Door-to-door canvassing 50 @ \$10 \$500  
Presentations to schools and clubs 8 @ \$50 \$400  
Local media article/radio spot 5 @ \$10 \$50  
Tabling at a local mall 20 @ \$10 \$200

**Total Expected \$3,765**

JOANNA

Residence: Washington, DC  
Bike-Aid Rider  
Fundraising Goal: \$5,000+

### **Group/Activity Number Amount Expected**

Fundraising by parents (friends, co-workers) 20 @ \$20 \$400  
Fundraising by 3 brothers (friends, co-workers) 30 @ \$20 \$600  
Mailing to 40 relatives (75% yield) 30 @ \$40 \$1200  
Mailing to 100 friends (60% yield) 60 @ \$40 \$2400  
Mailing to 60 acquaintances (50% yield) 30 @ \$20 \$600  
—teachers, business colleagues, etc.  
Local church collection 1 @ \$400 \$400  
Radio station sponsorship 1 @ \$200 \$200  
Tabling/selling baked goods 20 @ \$10 \$200

**Total Expected \$6,000**

## **About the Sample Fundraising Plans**

As you can see from the sample fundraising plans, Dave and Joanna both carefully planned their fundraising and set specific goals, putting their time and energy into a number of different strategies. Some approaches paid off better than others did, while no single approach could be considered a total success or failure. Most important, their multifaceted strategies enabled them to draw a significant number of people (over 400) into Global Exchange's programs by seeking their participation as supporters. To varying degrees, these contributors learned about issues in social and economic justice, or at least how individuals like Dave and Joanna are creatively and constructively involving themselves in addressing important global issues.

When you design your personalized fundraising plan, set concrete targets and timelines for each strategy. Realize some plans will take longer than others to carry out, and start on them early. Also, as one person pointed out, don't put too much stock in the early success of a strategy like letter writing. If you receive a lot of favorable replies to a letter you wrote ten days ago, don't expect that money to continue rolling in for months to come. Instead, realize that positive responses answer quickly, and, rather than sitting back with your feet up, it is time to work on a new strategy. In summary, before you dive into fundraising, take the time to draw-up a comprehensive fundraising plan with goals, strategies and time-lines. Set high, yet achievable goals, and then start realizing them. And please send in a copy of your fundraising plan to us.

### **What if I don't raise all the money before the Journey?**

Many of you may share this fundamental concern. We understand the worry that this may cause. However, we also believe that the key to success is this: in the face of a challenge, never let fear of failure stand in your way, roll up your sleeves and meet the challenge head on. In other words, take fundraising seriously.

Get an immediate start, fill out the enclosed plan and follow it. This fundraising plan has 17 years of success under its proverbial belt at Global Exchange, so we know it can be done. Set the deadline to collect the first two-thirds by two to three months prior to your trip. Contact us if you haven't reached that goal so we can strategize together on last-minute ways to meet your goal. We will look at your plan and assess the efforts you have made and then add suggestions to help you. We will ask you for a check or credit card number to hold onto during your trip if you need more time to reach your goal.

## My Fundraising Plan

<b>Name and Address</b>	
<b>Fundraising Goal</b>	
<b>Total Amount Needed</b>	
<b>Start By Date</b>	
<b>Finish by Date</b>	
<b>Group/Activity Number Amount Expected</b>  <b>Letter Writing</b> <b>Family</b> <b>Friends</b> <b>Others</b> <b>Asking Organizations &amp; Service</b> <b>Clubs</b> <b>Asking My Clubs</b> <b>Asking Friends</b> <b>Asking Co-Workers</b> <b>Asking Stores</b> <b>Canvassing</b> <b>Tabling at</b> <b>Others</b>	
<b>Total Expected</b>	
<b>Comments</b>	

### **Donation Processing**

#### **Types of Donations**

Donations can be given either on a tax deductible or a nondeductible basis.

Tax deductible donations are donated directly to the GCJ organization. They are non-refundable if your personal plans should change, but can be credited toward another Global Citizen Journey. In addition, tax deductible donations may be eligible for matching contributions from the donor's employer, which would also count toward your program costs.

Non-deductible donations are made directly to you, and available for refund depending on the length of time between cancellation and the beginning of the journey.

### **Donation Procedures**

You must collect and track your own donations, using the Excel spreadsheet available for download at <http://globalcitizenjourney.org/participate/delegates/fundraising/>. Mail your checks in batches, along with a printout from your spreadsheet, to:

Global Citizen Journey  
c/o Jim Peckenpaugh  
4425 Baker Ave NW  
Seattle, WA 98107

For deductible donations, checks should be made payable to Global Citizen Journey. You can send your checks to us in small batches. Every time you submit a batch of checks, email a copy of your donor spreadsheet to the project director.

It is important to track all donor contact info - name, permanent address, email address and phone number - using the donation form (if you include email address, they will automatically be added to our e-newsletter list). If you did not receive a donation form from a sponsor, fill one out for him/her. Please print neatly.

Make sure your name is on each check and on each donation form - take every precaution you can to ensure that your donations are associated with you and don't get deposited as general project support.

Donors will receive an acknowledgement from GCJ as both a thank-you and a receipt; you should also provide your supporters with a personal thank you.

If you choose to have checks made out to yourself, donations are not tax-deductible.

Tax-deductible donations can also be made via PayPal/credit card online - you may want to mention this in your letter. Make sure your donors fill in your name in the Payment field. You should also submit a donation form and track electronic donors on your spreadsheet. Please note that nearly 4% of their donation will go to PayPal rather than to the project.

**Please do not mail cash!** This might make a lucky mail poacher very happy. Make sure that each check has your name written in the memo section so that your donations don't get confused with anyone else's. If you collect cash, consolidate it into a single check or money order, but always make sure that all money sent in corresponds with a donation sheet with your name on it, even if you are doing the consolidating of cash.

### **An Important Note About Record Keeping**

You are responsible for keeping your own sponsor records and donation totals before the Journey. Printouts from the office will be sent to you when you've reached your fundraising goal

(or when you request them) for you to crosscheck with your records.

Therefore, here is what you should do with tax deductible donations:

**1. Have all sponsors return donations to you.**

**2. Be sure to inquire from each donor if they have an employer matching program.** If they do, make sure they have all the information they need to submit their request for the matching contribution. Check with us if you have any questions on this.

**3. Donors should make checks out** to Global Citizen Journey.

**4. Write your name** on *all* donation forms and in the memo section of each check.

**5. Track your donations** on your Donor Spreadsheet.

**6. Send original donation forms and checks** to the Global Citizen Journey office on a regular basis. If there is no donation form with a check, fill one out. **Include a printout of your spreadsheet, and email a copy to the Project Director.**

**7. Keep a copy of the donation form** and use your donation spreadsheet to send thank-you notes. It's good to record the date of the check and people's check numbers, so if there are discrepancies in our totals, they'll be easier to find.

### **The Importance of Thank-you notes**

While it may seem an obvious display of courtesy to thank someone who has helped you by donating toward your trip, it can also be a difficult task to include in your busy schedule. Global Citizen Journey will send a postcard documenting tax deductible donations; however, this is no substitute for a personal note of appreciation from you. A quick response is important and most appreciated.

In addition, you might consider sending postcards during the tour or generating a letter after the trip that shares some of the highlights. The people who supported you will appreciate knowing what happened along your route and how it benefited you personally. Bring a set of pre-printed labels with names and addresses of all your supporters. Also, thank you notes help establish an on-going relationship that can lead to the continued support of educational projects that GCJ offers, or your own personal endeavors.