



Global citizen JOURNEY – INDIA 2017

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Fundraising Packet

Dear wise, courageous and visionary friends: Welcome to Fundraising 101.

We believe fundraising can be FUN-raising and further the mission of Global Citizen Journey. We believe the cost does not need to be a barrier for anyone to participate. Each of us will have our own ideas of how to do this, but if you need a little encouragement, or stimulation for how to raise the resources for this wonderful trip, read on.

We have borrowed liberally from other resources. Peacemakers are generous with their wisdom and experience. Thanks to Reality Tours and Bike-Aid, projects of Global Exchange, for sharing their experience.

In this document, you will find:

- Page 1 Communicating with potential donors- explanation for costs, mission for trip, etc.
- Page 3 Stats about fundraising – the short class on facts and concepts.
- Page 4 Techniques: fundraising ideas large and small (and what *hasn't* worked well)
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Have confidence in yourself, and believe in the project you are embarking on, and GOOD LUCK!!

COMMUNICATING with POTENTIAL DONORS

How Much Will it Cost?

The program costs for India 2017 will run about \$3200 per participant plus travel costs (air fare, visa, travel insurance and inoculations which are expected to be in the range of \$1200-\$1500). You may choose to pay for part of this, while seeking community support for the rest.

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, i.e. supporting the work of Maher for destitute women and children, building a vermiculture. installation, bringing

community dialogue. Our hosts in India agree that our personal presence, the friendships we will forge, the commitment and caring that our coming all the way to Maharashtra rural communities shows, has value much greater than merely sending money.

This Journey to India takes 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 India, girls and women, upon your return. Also, a substantial part of the program fees covers the costs for our Indian delegates, hosting the Town Halls, and the construction of the vermiculture installation. 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.

Create your “Sound-bites” for fundraising

Modify these suggested responses to reflect your style and personal experiences:

**** What is Global Citizen Journey?**

“I have decided to go to India 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 12 U.S. delegates from the Puget Sound area and will join with 12 delegates from all around India for a 2½ week residential experience. Our Indian delegates will come from throughout the country, including multiple castes and faiths that don't always mingle in such intimate ways.”

“ Our hosts at Maher have asked for a vermiculture installation, so we will work with the residents of Vatsalyadham on the project: This compost pit will support the organic gardens and Maher's commitment to providing nutritious, organic food for the residents.”

“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 social justice, economic development, status and challenges of women and girls in India.”

“As a Citizen Diplomat, I am making a commitment to social transformation, leadership and education in my community and providing a needed service in the international community. I am journeying to rural areas of Maharashtra, seldom visited by Westerners. At the request of the Maher communities, our delegation will create a large compost bin for one of their major homes, housing elder and mentally ill women as well as children. Our hosts at Maher have told us that our personal presence, the friendships we will forge, the commitment and caring that our coming all the way to Pune 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 \$3,200 pays for the building of the vermiculture installation, the expenses for the Town Halls we'll host plus most of the Indian delegates as well as the costs of housing, food and in country transportation for all of the delegates. We are working directly with Maher, so they will be the direct beneficiaries of funds paid to them for providing for our. 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 India, 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 women and girls of India and Maher (i.e., as pen pals, buying Maher products, future exchanges). From the Indian perspective, we will be leaving behind an expanded capacity for composting, as well as dialogue and mediation skills which will be taught to delegates coming from around India and Maher.”

Other things to keep in mind for skeptical contributors

People may be wary of donating money to a group they have never heard of. This is understandable—after all; there are many “unsavory” groups out there that play on people’s sympathies. Feel confident about raising funds for this experience. Global Citizen Journey has a great track record of successful projects since 2005 (Nigeria, Ghana, Liberia and Burundi), built on a long legacy with 28 Peace Trees projects since 1988 under the umbrella of Earthstewards Network.

Susan Partnow, Executive Director, has extensive experience in related development, leadership 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).

FACTS and CONCEPTS about FUNDRAISING

Welcome to Fundraising 101

We provide this Guide to Fundraising not only to help you achieve your financial goal, but because we feel the process of asking for donations is a critical part of educating our communities about the countries and issues we are engaging. If you believe that Global Citizen Journey’s mission is of

value, and you focus on that vision, it can become comfortable and easy to ask for support from friends, family and strangers. You are offering them one way to get involved in an effort to create a more just and sustainable world—a cause most people believe in! Donating to Global Citizen Journey through your participation makes a contribution very powerful, direct and personal – much more so than sending a check to a large nonprofit organization.

Fundraising Facts...

It might surprise you to know the relative sources of money donated by the private sector to nonprofit organizations in the U.S. 90% of all funds raised came from individuals (82% from people who make less than \$60,000 a year) while only 6% came from foundations and 4% from corporations. Therefore, most people around you (friends, family, neighbors... etc.) are the people who give away the most money every year. That’s the best news yet. People you know are giving their money away to people and projects they believe in. Take some time to talk to them. [ref: Kim Klein—Fundraising for Social Change]

Be confident: 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 how challenging, frustrating, and perhaps even intimidating fundraising can be, and we want to help you out as much as possible. Enlist your family and/or dedicated 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. Businesses, groups, and even friends and family have lots of things on their plates. A reminder call may bring it back to the top of the pile.

Strategize: After you’ve carefully reviewed this packet, fill out the enclosed planning sheet and send a copy to us. Then 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.

TECHNIQUES for FUNDRAISING

Use a combination of these techniques and have fun. Many of these low tech ideas are presented because they involve interacting with people: conversations are the lifeblood of citizen diplomacy! Our goal is education and growing the global village... FUNdraising is one means to that end!

1. Make a fundraising plan. Before you begin, review the following techniques, set some high but realistic personal goals, and establish a detailed plan that charts your strategies to achieve your fundraising goals. Xerox a copy and mail it to us within a few weeks. Keep in mind that certain activities, such as a letter-writing campaign or working with the local media, will take a good deal of time to plan and execute before they generate any income. Therefore, you should start working on these programs early 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, and that 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 draft 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: 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. Be sure to send your group of sponsors frequent updates on the project and your experience with it. Send photos and personal stories

Draft a letter that you can copy (see sample letters at the end of this packet.) 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. A self-addressed envelope is a plus—the easier you make it for your donors the better. A participant of another program, Global Exchange, sent all of his fundraising letters out with a self-addressed / stamped envelope, and received 50% over his fundraising goal. Ask for a very specific amount, adding that if they would give more, you would be delighted. Another Global Exchange participant made it her policy to ask for no less than \$100; 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 where you can offer some incentive to giving (i.e. postcards, picture updates via email, shared stories on the website).

Always be sure that your name is in some way attached to their donation and the envelope is addressed to GCJ so we can give you the credit. Make follow-up phone calls. You will be surprised how well letters work, especially when combined with a call. This is 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: Go and 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. Contact the 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. Show or send them a copy of other articles we've had printed, which will be enclosed within this packet. 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 papers. If you are a college graduate, write back to your campus as an alum. 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 – women and India.

If someone you know can't provide financial assistance, ask if they can provide you with the names of people they know who might support your endeavor. **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 Asia, women's issues, citizen diplomacy or social justice.

7. Universities and Schools: Approach Peace and Conflict, International Business, or other departments that relate to Asia/India and women's issues. Some high schools also have programs in this area. You can contact student or community groups that are interested in related areas – India, women and girls, the environment, health, social justice. 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 to cover your costs. See the sample at the end of this packet. (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 journey brochures,

self-made flyers, and pledge forms available. Make the table attractive – a cloth (try Indian fabric!), a globe, art objects, etc. will draw attention. Have photos from India and Maher (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 who 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 (ie., \$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 Indian 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, 20 to 30 minutes of presentation on "What is a Global Citizen Journey and Why I Am Taking Part in One," and 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 Indian 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

- [A source for grants and fellowships for persons studying or volunteering in Africa](http://www.sul.stanford.edu/depts/ssrg/africa/grants.html)
<http://www.sul.stanford.edu/depts/ssrg/africa/grants.html>
- The Foundation Center offers great advice and tools for individuals seeking financial assistance for their volunteer missions. Click on "For Individual Grantseekers."
<http://www.fdncenter.org/>
- This is a discussion board for fundraising ideas. <http://www.fund-raising.com/fundraising-ideas.htm>
- The Levinson Foundation makes grants to individuals committed to developing a more humane and rewarding society. The foundation supports a wide range of international supports and the application is simple.
<http://www.levinsonfoundation.org/>
- The American Association of University Women. This organization offers grants and financial aid to women helping women in the international community.
<http://www.aauw.org/>

- International Education Financial Aid is an organization that helps students find financial assistance for study abroad and volunteer programs. This website has a search engine to help you find the financial aid that is right for your program. <http://www.iefa.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.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 Support Healthy Food for Indian Orphans" or Make sure you have some literature to give people, such as the flyer on Maher, as well as a registration form that includes name, address, and how many bricks the person purchased. 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 Indian food and music.
- **Movie night:** choose a film from India. You can get these from www.thefilmconnection.org.

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!

PROCEDURES and RECORDKEEPING

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.

Nondeductible 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

For tax deductible donations, have checks made payable to Global Citizen Journey and mail along with the donation forms to:

Jim Peckenpaugh, Treasurer
Global Citizen Journey
4425 Baker Ave NW
Seattle, WA 98107

This will allow us to record which donations that come through our door are specifically for your trip. This will also show your donors that you are indeed tied to an organization, and will make their donations tax deductible. Record the name, permanent address, email address and phone number of those who donate to you on 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. This is very important.

Each check you send in should be accompanied by a donation form, or else our Treasurer may think it is just a random donation for GCJ and you won't get your fundraising credit until a lot of time and research has been done to figure out the mistake.

Always make sure your name is on the pledge form and the check.

Another payment option for tax deductible donations is for donors to use Pay Pal online and put their donation on their credit card (you may want to mention this in your letter.) Be sure they fill in your name where it says, "Payment for _____" And still submit a donation form for each electronic donation you are expecting, as well as for checks or cash. Please note that nearly 4% of their donation will go to Pay Pal rather than to the project.

GoFundMe is another way to approach this:

you can set up a campaign and all the money collecting and record keeping is managed there for a modest fee (7.9% fee plus \$.30 per transaction). You'll find many campaigns there for volunteer service.

Please do not mail cash! This might make a lucky mail poacher very happy. Please 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. **Make checks out** to Global Citizen Journey.
4. **Write your name** on *all* donation forms and in the memo section of each check.
5. **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.
6. **Keep a copy of the donation form** or a separate list for your own records to send thank-you's and so you can update your total frequently. 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's

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 letter 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 generally 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's help establish an on-going relationship that can lead to the continued support of educational projects that GCI offers, or your own personal endeavors.

FUNDRAISING PLANS

Sample Fundraising Plans (from Global Exchange)

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

Global Citizen Journey – India 2017

My Fundraising Plan

Name and Address

Fundraising Goal

Actual Amount

Start By Date

Finish by Date

Group/Activity Number Amount Expected

Letter Writing (emails)

Family

Friends

Others

GoFundMe

Asking Organizations & Service Clubs

Asking My Clubs

Asking Friends

Asking Co-Workers

Asking Stores

Canvassing

Tabling at

Others

Total

Comments

Analysis of 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.

FORMS FOR DONATIONS

Donation Forms

Make copies of the following page once you fill out "Participant Name" and "Global Citizen Journey" and give to all potential donors, or fill them out yourself once you receive their donation. Alternatively, make your own donation form like the ones that accompany the following examples of fundraising letters (just be sure that they have all the same information on them.)

Global Citizen Journey Donation Form

I will make a tax-deductible contribution of: \$35 \$50 \$100 Other \$ _____

to the Global Citizen Journey Scholarship Fund in honor of

(Participant Name) _____

My employer sponsors a matching contribution program Yes No I don't know

Please make checks out to Global Citizen Journey and return along with this pledge form to the delegate. Note: donations can also be made on line (www.globalcitizenjourney.org) through Pay Pal using a credit card. Be sure the donor puts your name in the line 'payment for.....'

Contributions are tax-deductible (in the U.S.) in accordance with section 501(c)(3) of IRS code. Global Citizen Journey is a 501(c)3 with Federal Tax-ID number 20-3417340.

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever does. Margaret Mead”

www.globalcitizenjourney.org

FUNDRAISING LETTERS

Sample Fundraising Letter #1

Dear friends,

I am writing to tell you about a very exciting and challenging mission I am undertaking and to ask for your help: I plan to join Global Citizen Journey's delegation to the rural areas outside of Pune, Maharashtra, India I'm enclosing a flyer that tells more about the project.

As you probably know, working for social justice has always been a passion of my heart and soul. Global Citizen Journey is my best answer to the question, what will help us come to a just and peaceful place on this planet? I believe citizen exchanges, especially to the forgotten places, brings grassroots democracy and weaves a living, global neighborhood that brings wisdom and healing to us all. When we bring ourselves – with open hearts, listening ears and ready hands – we are deeply touched and transformed by each other's stories.

The GCJ delegation is carefully designed as a living learning lab - for both US and Indian delegates. A dozen of us from the Pacific Northwest will join with 12 Indian delegates to live and work together between January 12th and 28th. We will work on a project for our host organization, the [Maher communities](#), a network of children's and women's homes outside of Pune. Maher will give us a deep dive into the experience of the power of love for healing and social innovation. Amongst the many NGOs explored by GCJ all over the world Maher stands out as a powerful force of love that creates a journey into wholeness and healing for all who go there – from the battered women and children who arrive to the talented, stellar and big- hearted staff to the volunteers who keep returning from around the world to have their hearts grow bigger and nurture their forever ties to Maher. There have been more than 2,000 beneficiaries – with over 300 women and 800 children currently in residence. In addition to the vocational training offered the women and the education to the children, they have helped spawn over 500 Self Help Groups throughout the 90 communities, involving over 8,000 members – mostly women, some men's groups as well. Truly they are miracle workers accomplishing so much with very limited resources. Learn more: <http://www.maherashram.org/> (look for links to the film, *Sister Heart*; and the book *Women Healing Women* by Will Keepin & Cynthia Brix)

As an indication of the uniqueness of this model, founder Sister Lucy Kurien recently received the 2015 Nari Shakti honor, which was bestowed upon her by Shri Pranab Mukherjee Honorable President of India at New Delhi on Tuesday, March 8 2016 for International Women's Day.

We plan to sponsor most of our Indian delegates, fund a project for Maher, and contribute financially to their programs, which means we need to raise an additional \$10,000. Our goal is to make the impact of the Journey as sustainable and broadly shared as possible, well beyond a one time event experienced as a wonderful personal experience. Each of us will bring back stories of what we learn and share them widely with organizations and supporters throughout India and the Puget Sound area.

What ever support you can offer will be deeply appreciated – by me and the other participants in Global Citizen Journey of course, but most of all by the women, girls and communities of Maher. They are so thrilled to have this offer of support.

So you see, my motivation and commitment is deep and strong. How can you help?

1. Help me raise the funds so I can do this. My family is very supportive and willing to bear the loss of income during the trip and throughout the before and after preparations and activities – I am working 20 to 50 hours a week on this on a purely volunteer basis. But I need help with the out of pocket costs and with the fundraising for the Indian delegates and the project. I am hoping to find 100 sponsors at \$35 or more each --I know of course some of you cannot help at that level but may chip in \$5 or \$10...and I can't help but hope that some of you can pitch in \$100 or ????. Would you be willing to help out? You might not be able to afford the investment of time and energy yourself to make such a journey --but you can get some of the satisfaction vicariously by making me your personal emissary.

- Your checks should be made out to "Global Citizen Journey"; I will collect these and submit them to GCJ in a batch. The organization is a 501(c)(3) thus qualifies for tax deductions as well as donation matching funds your employer may offer.
- Could you host an "India" night with your friends and pass the hat at the end? --The possibilities for great food and discussion are tremendous. You may want me to attend, if geographically possible.

2. Participate in this journey through your own actions:

- Prepare pen-pal letters with photos for the students of Maher -- get a child's class involved: they can be from the whole class or from individuals.

I am excited and scared about this journey. The days will be packed, exhausting, filled with intensely emotional encounters with wonderful people of all persuasions. We expect to return deeply moved and changed... I will keep you informed of my experience every step along the way.

Thank you for whatever support you can offer! Please take a look at our still developing website for more background information on India and the project at: www.globalcitizenjourney.org

Namaste

Susan

Sample Fundraising Letter #2 (from a Global Exchange trip to South Africa)

Dear Friends and Colleagues,

This fall, I will be traveling to South Africa with a delegation of women and men from all over the United States to learn first hand about the issues most affecting the people there. This includes the AIDS pandemic (over 6,500 people die each day in Africa alone), the political state of the country almost 10 years since the end of the apartheid regime, women's issues, the fight for debt relief, land reform, and the grassroots alternatives that South Africans have embraced. We will also learn how the U.S. and the west influence economic policies in South Africa.

The point of the trip is to gain knowledge about South Africa and meet the people there in a community-based setting. Upon my return to the U.S I plan to educate my friends, neighbors and colleagues about what I learned in order to bring more visibility to this region of the world and demand that my country pay more attention. We as global citizens cannot ignore the plights of those who live far away. Because those in the global south don't always have a voice, I hope that my ability to travel there and report back to those in this country will further expose their reality and how we in the west can act out against their hardships.

The knowledge I gain on this trip will help me further my goals when I return which include participating in advocacy work for those infected with HIV/AIDS, for debt-relief, and will connect me to many people in South Africa.

My trip is going to cost \$2,500 plus an estimated \$1100 for airfare – this cost also includes contributions to the different NGO's we will visit along the way. I am contributing \$900 of my own money, which means I need to raise \$2,700. I am seeking contributions from everyone I know. Any amount will be helpful.

It is hard to ask for money. I am doing so because I believe that our trip is a powerful form of education that will lead to further activism towards a more just world and will be personally enriching. Please help me in one or all of the following ways:

- Send me a check to help fund my trip and goals.
- Give me moral support about seeking funding.
- Donate frequent flyer miles.
- Give me donations in kind that I can pass on to those in South Africa, including medications, educational supplies, etc.
- Give me names of people you know who might be interested in helping to fund my trip.

I greatly appreciate your caring and your good will. Thank you so much for your time and generosity.

Sincerely,

xxx

P.S. If you would like to learn more about Global Exchange, debt cancellation, or AIDS in Africa, please visit www.globalexchange.org, www.jubileeusa.org and www.stopglobalaids.org

Sample Fundraising Letter #3 (from a Global Exchange trip to Middle East) Grant Letter to Educational Foundations

Dear Kelly Douglas Traveling Fellowship.

We respectfully request a grant in the amount of \$3000 from the Kelly-Douglas Traveling Fellowship to participate in a two week study travel seminar about the Israeli-Palestinian conflict. In the course of our education, this conflict has been a prominent issue in our lives and in the lives of many in the MIT community. The conflict is a defining one for our generation. Despite its central role in international politics and the long shadow it casts on events here, it is for the most part distant and abstract to members of the community. An onsite research trip would be invaluable to our own research efforts; additionally, by presenting and sharing our recorded, firsthand experiences of Israel and the Occupied Palestinian Territories with the MIT community, we would bring a new perspective to public discussion. Our interest in and concern for the conflict has grown steadily during our time at the University, beginning as a mere matter of conversation and heated debate and shifting towards increasingly formal study in classes at MIT and at Harvard; throughout, forums, protests, lectures, teach-ins, and other events have enriched our examination of the matter. Now, we are both preparing to write senior theses relating to different aspects of the conflict:

Kevin is focusing on the changing roles of NGOs and peace groups at different stages of conflict; Sina is studying the political and economic preferences of the Arab-Israeli minority, especially in times of increased violence. Both of us would benefit hugely from the opportunity to interview participants in these processes firsthand, and our findings would directly shape our theses. Working in consultation with professors at MIT, we have formed initial plans to travel to Israel and the occupied territories with the dual intentions of both furthering our own research as well as collecting impressions in multiple media (including journaling, audio, and photography) to present to the MIT community.

Preparations for the trip, currently underway and set to continue through the semester, include finishing background research on the history and context of the conflict, continuing to speak with Middle East scholars in this region, finalizing Israeli and Arab interview contacts in Israel and the Occupied Territories, planning methods of recording our experience for presentation to the community in conjunction with the List Visual Arts Center, and continuing research on our respective theses. The trip is scheduled for December 9-20, 2002. We will present the results of our work during the Spring semester. We are working with Professors in both the MIT Department of Political Science and the Harvard Department of Government with contacts in Israel and the Occupied Territories to plan additional events pertinent to our thesis topics.

Thank you,

Sina and Kevin

Budget:

Global Exchange program fee (hotel, transport, etc.):

\$1650/per person x 2 = \$3300

Airfare: ~\$800/per person x 2 = \$1600

Total cost: \$4,900

Funding requested:

Kelly-Douglas Traveling Fellowship \$3000

Political Science Department \$1500 (approval pending)

Personal Savings \$400