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FUNDRAISING 101



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 (GCJ). 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

inspiration for how to raise the resources for this amazing 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.

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

KASHMIR, INDIA DELEGATION 2018

How Much Will it Cost?

The program costs for Kashmir 2018 is \$3150 per participant (excluding travel costs such as airfare, visa, travel insurance and inoculations). You may choose to pay for a part of this, while seeking community support for the rest. About half of the fee covers your personal food, lodging and travel expenses. The program fees include \$500 for the project and \$500 towards subsidizing our Kashmiri

and Indian delegates, plus about \$500 that covers other program costs such as the Town Hall, gifts for NGOs we visit, communications expenses, travel costs for the two trip leaders, etc. Since this is a service project, it is legitimate to fundraise for the entire program costs.

STATS ABOUT FUNDRAISING: A SHORT CLASS ON FACTS AND CONCEPTS



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 than sending a check to a large nonprofit organization.

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, 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 contribute because: they are concerned about social injustices; giving makes them feel good; 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.

Strategize: After you've carefully reviewed this packet, fill out the enclosed planning sheet and post your plan somewhere where you see it daily to inspire (and remind) you of your goals 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.

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 Global Citizen Journey updates, postcards, letters, pictures, newsletters etc. Offer to give a report when you get back to your community.



SUCCESSFUL FUNDRAISING TECHNIQUES Big and small

Use a combination of these techniques and have fun!

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. 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 an email.** Use your personal networks: 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.

Draft an email that you can copy (see sample letters at the end of this packet). In your email, explain what Global Citizen Journey is about, why you are participating, and what your fundraising goal is. Explain what the journey means to you and enclose a donation form. Ask for a very specific amount, adding that if they want to give more or less, every donation helps. You will usually receive close to the minimum you set. So, set your sights high. Keep the email 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. 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 emails 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 use Global Citizen Journey's letterhead, our logos, and website photos in any way necessary to enhance your endeavors. Contact us to obtain these files.

3. **GoFundMe is another way to approach this:** you can set up a campaign and all the money collection 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. Executive Director Susan Partnow recently raised \$1800 for her GCJ scouting and service trip to Uganda. You set up the fund and then share the link through email and social media sights such as Facebook and Twitter. The system helps you communicate with donors and send thank you notes.

Here are a few ways to promote your GoFundMe on social media:

<https://support.gofundme.com/hc/en-us/articles/115011721327-How-to-Share-on-Other-Social-Media-Sites>(Note: you can also do this as GoFundMe campaign - see below.)

4. **Local businesses:** Go and ask local businesses to donate to you. We will be happy to list them as supporters on our website.

5. **Post on Social Media** and perhaps contact neighborhood blogs and newsletter. 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!! 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's email address with the 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.

6. **Get on the airways:** Call your favorite DJ or talk show host and explain the depth of Global Citizen Journey (you have to be brief with the broadcasting types). Ask if they could interview you on 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.

7. **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. A 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.

8. Universities and Schools: Approach Peace and Conflict, International Business, or other departments that relate to the geographic area of your project . Some high schools also have programs in this area. You can contact student or community groups that are interested in related areas – the country where you're going, women and girls, the environment, hygiene, peacemaking, health, social justice, etc. 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.

9. 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.

10. 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 Kashmir (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. 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 put up a donation 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.

11. 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. 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 that you can adapt). 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 send an email 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.

12. 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 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.

13. 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.

14. 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. GCJ is registered with Benevity, which provides gift matching for employers such as Microsoft, Google and Amazon.

15. 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.

16. 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.

1. Silent auction: Make sure there’s lots of ethnic 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 baseline 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.

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 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>
- 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 development 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 Orphans" or "Supply a Reusable Sanitary Pad for a TeenAge Girl" or Make sure you have some literature to give people, such as a flyer about the local international host or targeted project, 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 donors 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 or Kit 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 ethnic food and music from the country you are going to.
- Movie night: choose a film about the project destination. Netflix and Amazon have many options.

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 very 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!

COMMUNICATING WITH POTENTIAL DONORS and CREATING THE PITCH



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 our international host organization, building the specific service project installation, bringing community dialogue. Our hosts agree that our personal presence, the friendships we will forge, the commitment and caring that our coming all the way to their often neglected 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. As mentioned, a substantial part of the program fees covers the costs for our international delegates, hosting the

Town Halls, and the construction of the 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.



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 Kashmir 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 Kashmir and India for a 2½ week residential experience. Our Kashmiri and Indian delegates will come from throughout the country, including diverse castes and faiths, gender and age, that don’t always mingle in such intimate ways.”

“Our hosts in Srinagar have requested help with hygiene for girls in schools, so we will install clean water and bathrooms and help supply and educate the girls with menstrual hygiene”

“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, the status and challenges of women and girls as well as persistent unrest in Kashmir.”

“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 Kashmir, seldom visited by Westerners. At the request of the local community, our delegation will bring clean water, toilets and feminine hygiene to several rural public schools. Our hosts with ELFA International have told us that our personal presence, the friendships we will forge, the commitment and caring that our coming all the way to Kashmir 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 \$3,150 pays for the school sanitation installations, the expenses for the Town Halls we’ll host, subsidies for most of the Kashmiri and Indian delegates, as well as the costs of

housing, food and in country transportation. We are working directly with ELFA International, so they will be the direct beneficiaries of funds paid to them. 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 is an example:

“By traveling to Kashmir, 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 Kashmir (i.e., as pen pals, future exchanges). From the Kashmiri and Indian perspective, we will be leaving behind improved hygiene and sanitation at several schools, inspiration and hope from the Town Halls, as well as dialogue and mediation skills.”

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, India), built on a long legacy with 28 PeaceTrees projects since 1988 under the umbrella of The Earthstewards Network and dozens of delegations to the Middle East with The Compassionate Listening Project.

Susan Partnow, Founder and 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/email us or check out our website www.globalcitizenjourney.org .

PROCEDURES AND RECORD-KEEPING



Types of Donations

Donations can be given either on a tax deductible or a non-deductible 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

1. 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 that 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.

2. Another payment option for tax deductible donations is for donors to use PayPal online and put their donation on their credit card (you may want to mention this in your email). Be sure they fill in your name where it says, "Payment for _____" and also 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 PayPal rather than to the project.
3. GoFundMe or YouCaring as described above: you need to arrange to transfer funds to GCJ.

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.

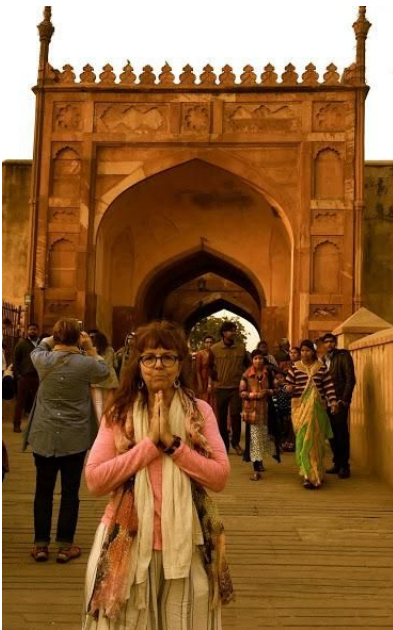
An Important Note About Record Keeping

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 cross check 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-yous and so you can update your total frequently. It's good to record the (i) date of the check and (ii) check numbers, so if there are discrepancies in our totals, they will be easier to find.

IMPORTANCE OF THANK-YOUS



personal endeavors.

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 for donations over \$50; 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 blogging, sending postcards during the tour or generating a letter after the trip that shares some of the highlights and photos. The people who supported you generally appreciate knowing what happened along your route and how it benefited you personally. Create a WhatsApp or email group or bring a set of pre-printed labels with names and addresses of all your supporters. Also, thank-yous help establish an ongoing relationship that can lead to the continued support of educational projects that GCJ offers or your own

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*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 importantly, 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. 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 timelines. Set high yet achievable goals, and then start realizing them. And please remember to send in a copy of your fundraising plan to us.

Global Citizen Journey – Kashmir 2018

My Fundraising Plan

Delegates Name:

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

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, beginning with 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. Talk to 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.



DONATION FORM



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 all have 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

(Delegate 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 online (www.globalcitizenjourney.org) through PayPal 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

SAMPLE FUNDRAISING LETTERS/EMAILS (adapt for social media or phone script)

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 **Kashmir**. 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 Kashmiri/Indian delegates. A dozen of us from the USA will join with 12 Kashmiri and Indian delegates to live and work together between October 10 to 26. We will work on a project for our host organization, the ELFA International, an NGO in Srinigar dedicated

We plan to sponsor most of our Indian and Kashmiri delegates, fund a project for rural girls schools in Srinigar, and contribute financially to our host organization, ELFA. Idealling, we will raise an additional \$10,000 to cover more of the grave needs of these schools: currently they lack windows, floor covering, blackboards, educational materials and equipment.

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.

Whatever 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 Kashmir. 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, fundraising for the Kashmiri/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 in Srinigar-- get a child's class involved: they can be from the whole class or from individuals. (Middle school aged will be especially appropriate)

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 website for more background information on Kashmir and the project at www.globalcitizenjourney.org

With gratitude and appreciation,

Susan