
FUNDRAISING



The costs associated with volunteering abroad can be overwhelming; however, this shouldn't keep you from joining

VIDA'S LIFE CHANGING EXPERIENCE

In this guide, you will find different ideas and tools to help you fund your trip.

LET'S GET STARTED!

TIPS FOR FUNDRAISING

CARDINAL RULE:

If you don't ask, you won't get anything.

Ask anyone and everyone you know and don't know to contribute to your cause. One of the best ways is to actually go through the formal process of listing everyone you know and then contacting them.

1. Demonstrate how the donation will cause an impact:

Explain how the donation money will be invested in a trip that helps you become a better professional as well as **providing primary health care to underserved communities in Central American countries.**

You can use this information as reference:

www.vidavolunteer.org/impact

2. KEEP IT SHORT AND SIMPLE (KISS):

Tell your donors about the type of work you will be doing but try to keep it short and sweet. **If your information is too long or complicated people can lose their interest** and willingness to support your cause.

3. Ask for specific amounts of money:

When you say "contribution" some people are thinking \$5 while others are thinking \$5,000. Make it easy for them **Tell people how much you want.**



5. Make it convenient for your sponsors to donate:

Let your donors know about the **simple and secure online donation process.** They just need to go to this link

www.vidavolunteer.or/make-a-pment-now

4. ALWAYS FOLLOW UP:

Get on the phone with everyone you've talked to and let them know that you really do need their support. Or if you've already received a donation go ahead and thank that person, **keep the communication channels** open and let them know what an important role they are playing supporting your cause.



FUNDRAISING IDEAS

SPONSORSHIP

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

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



We advise you to ask for a **specific amount of money** that can change according to the person you are approaching.

If you send out 100 letters asking for \$50 on average, and one-half respond, you have raised \$2,500. Often a few people will be very inspired by what you are doing, and may give much more.

GRANTS

A major source of funding might be your own college or university.

Most school clubs, departments, University's development offices, alumni offices, have discretionary funds for service-learning courses, programs and projects.

A bit of research will help you find out what grants or scholarships are available for you and your trip mates! We also encourage you to search for further possibilities outside your study center.



Here are some reference links to Study Abroad Scholarships search engines:

<https://www.studyabroad101.com/scholarships>
<http://www.goabroad.com/scholarships-abroad>

CROWDFUNDING

Whether you make an individual site or fundraise as a team, crowdfunding platforms are powerful tools for complimenting your fundraising activities. You will be able to create a campaign page where you can tell your story and fundraise to fulfill your service-learning experience needs.

Two of the main benefits you get from crowdfunding

The efficiency these platforms is the efficiency with which it lets you centralize and streamline your fundraising efforts. By building a single, comprehensive profile through which you can funnel all your prospects and potential investors. As well as the great reach, the access you get to thousands of possible investors who can support your cause.

These are 5 of the top crowdfunding platforms you can use:

www.gofundme.com

www.causevox.com

www.volunteerforever.com

www.kickstarter.com

www.rockethub.com

EVENTS

Events can be effective and fun fundraising activities. They are a great way to get all your team to work together and gather attention from prospective donors and even possible volunteers. The funds you raise can be used sponsoring your team, or to collect donations to take on your trip. Advertising plays a huge role in the success of these events. To promote it you can use all the materials attached to this toolkit, spread the word through your social media. You can also send it to your Campus Coordinator Liaison and we will also share it in our official social media channels.

Event ideas

- Bake sale
- Garage sale
- Raffles (money,etc)
- Host a Breakfast/lunch/dinner
- Bingos
- Companies or sellers: Look out for stores, companies or seller with fundraising platforms.
Ex: YankeeCandle Fundraising sets your group up with a local representative for seasonal sales, 40% of the profits go to your cause. Visit <https://www.yankeecandle-fundraising.com/> for more info on how to start your own fundraising.
- BBQ'S
- Dance lessons
- Selling beverages/food at athletic activities on campus/lunch
- Beer Tents
- Admission/consume 50-50: Negotiate part of the admission fee or consuming percentage with the restaurant or venue as a donation for your cause.

MATCHING GIFTS

Some companies are willing to match your charitable gift. **Ask a corporation or individual to match any donations you collect in a specified amount of time.** Then, contact potential donors about giving to match the gift.

Companies involved may get taxes deducted by financially supporting a non for profit's service.



BIRTHDAY PLEDGE

Ask all your loved ones for donations directed to your Vida trip instead of birthday gifts. **You can make use of your crowdfunding platform** and direct people to make the “gifts” there.

