



GUIDE TO FUNDRAISING

GLOBAL IMMERSIONS



UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE



1

PLAN AND BUDGET.

The first step to avoid going crazy and getting into “panic mode” is to have a fundraising plan. This allows you to have a clear goal in mind and keep your efforts focused, it will give you guidance on strategy and tactics when you are in the thick of events, mailings, and calls. In short, your fundraising plan will keep you sane in the insane day-to-day world of fundraising.

It might feel weird asking for money from Friends and Family, as well as from strangers, but remember that you are preparing for an experience that can easily change your life, and that of many others. A well thought Fundraising Plan will also help you manage awkwardness by having a clear goal that can be easily shared and stated.

THE ANATOMY OF A FUNDRAISING PLAN.

1. The Goal

The best starting point for your plan is with a clear goal: what is your overall fundraising goal? This number should not be drawn out of thin air. It should be based on your needs. How much money will you need to raise in order to cover all your expenses? If you have any questions about the Immersion Budget, contact the Global Immersion office and ask for a detailed budget list. Remember that each immersion is different. Take into consideration any other special needs you may have.

2. The Mission / Your Message

If the goal answers the question, “How much money do you need?” then the mission answers the question, “Why do you need it?” Why do you want to go to this immersion? What do you plan to do with the money you raise? What is it that makes this opportunity so special? You should have a clear and well thought message, this will be fundamental when asking other people for money (either family or strangers). A meaningful story can make all the difference.

3. The Tactics

Once you know how much you need to raise and why you need to raise it, you need to figure out how you are going to raise the full amount. What tactics will you use to raise your goal amount? Go into detail here, and figure out a goal for each of the tactics that adds up to your total goal. (For example, if you need to raise \$1,000 you may say that you will raise \$500 through a major donor group and \$200 through an event). Some common tactics include:

1. Individual Giving – Asking major donors to make gifts to you, this usually includes Friends and family
2. Events – Both large and small, from a group party to a small get-together.
3. Grants – Foundations, Corporate, Government, even USF has grants.
4. Online Crowdfunding
5. Tabling and fundraising - mount up a table and offer cookies at the University on the street for donations.
6. Gig-economy - there are tons of ways to make an extra buck on your free time such as babysitting, dog walking, cleaning, etc.)

When it comes to tactics, there are no shortage of ways to raise money, only a limited amount of time. Try to include a good mix of fundraising tactics, and be willing to nix ideas that end up not working, and make up the lost revenue elsewhere. Your tactic plan should look something like this:

TACTIC	PEOPLE/\$	AMOUNT EXPECTED
Pledges from family	5 people / \$50 each	\$250
Friend crowdfunding	70 people / \$5 each	\$350
Tabling	20 people / \$10 each	\$200
Grant or scholarship	1 grant/ \$500	\$500
Gig Economy	4 gigs/ \$25	\$100
total raised:		\$1,300

4. The Timeline

This is one of the toughest parts – As with everything, start as soon as you can, fundraising is something that can become extremely hard to do if you procrastinate, so grab a calendar and start setting up dates for your events and other tactics. You can always team up with other people, or even with your whole group to make this easier, but remember that it is not just about listing that you're having an event in April, you should also list when decisions on venue and entertainment need to be made, when sponsors will be solicited, when invitations will go out, etc.

Whichever type of timeline you include, it will force you to think critically through your fundraising decisions, and provide invaluable guidance on your activities as the year progresses.



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ASKING MONEY FROM FAMILY AND FRIENDS

Where to start? Make a list of 100 people that you know (family, friends, acquaintances, neighbors, co-workers, people you work with in the community, parents of friends, friends of parents, professors, High school teachers, local shop owners, activists, your food coop, friends on your sports teams or community leagues, your lawyer, dentist, doctor, holiday card lists, people at church, temple, or mosque, etc.).

The most important part of fundraising is getting people to understand and connect with you and your cause. Your family and friends already love you, and are the most likely people to donate initially. Reaching out to them is a key first step in fundraising for your program.

Here we have 2 different "letters" that you can send or share with your friends and family to ask for money, you can personalize them as you like.

The Social Media Post

Hi all,

This spring break, I was accepted into a USF Global Immersion and I will be traveling to [place of the immersion] the goal is to [what the immersion is about]. I am very excited because [on or two reasons why you are excited]. This is a very important opportunity for me, as this is a once in a lifetime opportunity to immerse myself in a different culture and learn from what others are doing, and grow in different ways.

I would really appreciate you help to make this a reality, as of today my trip is going to cost \$1,120 plus an estimated \$800 for airfare – this cost also includes contributions to the projects we will be working with in [place of the immersion]. I have already managed to save/raise [amount of money] which means I need to raise rest before I leave on March 24, 2015. I am seeking contributions from everyone I know. Any amount will be helpful. I am doing this 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:

1. Bump me up by commenting and sharing this post on your page.
2. Consider donating any amount to me, my Venmo/gofundme/indegogo is [your form of online crowdfunding]
3. Help me plan a fundraiser (bake sale, carwash, garage sale, party. Anything helps)
4. Donate your frequent flyer miles (yes, you can do that and it would be sooo much help)
5. Help me get in contact with people that might be able to make a contribution.

The letter to “out of town family”, neighbors, and parent’s friends.

If you have out of town relatives, or your parents have a bunch of friends, this letter is a simple way to ask for their support. You could either send an email, or better yet, send a letter or a postcard. The point is to make it short and sweet, and make sure to leave open the possibility of a phone call or a face to face chat,

Dear [whomever you are writing to]

I am very excited to share with you that I was accepted into a USF Global Immersion and I will be traveling to [place of the immersion], 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.

I am raising money to pay for the cost and with only [ask for a precise amount like 10-20] from you I am one step closer to making this trip a reality. I am happy to talk with you more about this experience.

I appreciate your help and hope to see you soon.

Best

[Name]

Tax Deductible Donations.

Being part of USF means you can also offer your donors the incentive of a tax deductible donation! This money however won't go directly to you, instead it goes to the general immersion fund.

Requirements for Tax Deductible Donations:

1. Check must be made out to: **University of San Francisco.**
2. **Tax ID number is: 94-1156628.** The University of San Francisco is a non-profit, tax-exempt corporation recognized under Section 501(c)(3) of the Internal Revenue Code.
3. If they want to send checks for the group here is the address. Otherwise, they give the money to the individual person.

Office of Development Services

University of San Francisco

2130 Fulton Street

San Francisco, CA 94117-1080

The following is a Sample letter that can be personalized for each donor.

{Date}

Dear {Donor's Name},

I write to you this holiday season to share that I will be traveling to {Lima, Peru during my Intercession, 2018}. I am currently part of the Arrupe Immersion Program, a community from USF's University Ministry faithful to the Jesuit ideal of educating men and women for others. The Arrupe Experience provides students with an opportunity to live, work and reflect in a socio-economic environment that is different from our own. Drawing its inspiration from Pedro Arrupe, SJ, former Superior of the Society of Jesus, students participate in justice focused abroad trips to marginalized communities in countries such as {Peru}.

Our community's focus is that of social awareness and global justice. Each year the Arrupe Immersion Program centers on a particular justice issue. This immersion focuses on {learning how sports equip people to serve and transform their community. Since sports provide a powerful way of connecting people with one another whatever age, gender or background, we will be meeting with teams and organizations providing youth-at-risk, and their families, opportunities to grow and develop in a healthy environment.} Fr. Arrupe stressed that students in Jesuit institutions need to become agents of change in society; therefore, working these organizations will encourage social analysis, reflection, and recognizing that service and community responsibility are only fully realized through active participation and service.

Our community is very excited as we begin to prepare ourselves for such a life changing opportunity. This preparation includes spiritual, historic, economic, cultural, and, of course, financial. Each person has been asked to fundraise 2,000 dollars for the trip. You would help me greatly if you would consider sponsoring my trip. There is no small donation, and they are all Tax Deductible.

I ask that you keep me in your thoughts and prayers as I forge ahead with my community towards {Peru}. Thank you.

Sincerely Yours,

Official Sponsor Form

Count Me In!

I would like to help you support the community of New Orleans.

(Please Circle the appropriate contribution below)

- \$25.00 “Times are tough, but I’d like to help.”
- \$35.00 “We haven’t heard from you in years and now you want money?!”
- \$50.00 “It’s about time you did some real work...”
- \$75.00 “Have fun and eat something goof for me!”
- \$100.00 “I’m very proud of you and what you are doing!”
- \$1,000.00 “Why, not? My company just went public and I need the write off.”
- \$_____ Be creative, and make up your own division!

Please make checks payable to University of San Francisco. Send the check and this form to me by February 1, 2018. If this is not possible we will still gladly accept your donation after this date.

Return to: [your personal address here]

Your contribution is 100% tax deductible.
USD’s Tax ID Number is 95-2544535.

Name: _____
Address: _____
City, State, Zip: _____
E-mail: _____
(so I can update you on our progress)



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SCHOLARSHIPS AND GRANTS.

Did you know there are also grants and scholarships specifically for students who want to study abroad or go on an immersion experience?

Scholarships for study abroad are widely available from a variety of sources.

Surprisingly, thousands of dollars worth of scholarships go unclaimed every year simply because no one applies for them (the horror!). Some of this money could be YOURS.

The trick is knowing not only where to look for scholarships, but also How to apply for them. Even though they may not fully cover your study abroad costs, they'll help decrease your expenses and make your study abroad experience more affordable. So read on for tips on How to apply for study abroad grants and scholarships, as well as a helpful list of scholarships and grants you should apply to.

Quick Tips for Getting Financial Aid for Study Abroad

We've compiled some study abroad scholarships and grants that we found, but it's not an exhaustive one. In addition to looking here, here are some tips for finding more study abroad scholarships and grants:

- Explore financial aid options specific to your study abroad program
- Check with the government of the country you want to study abroad in, some give financial support to international students
- Visit your financial aid office, study abroad office, and foreign language departments to ask about potential funding sources.
- Ask your advisor if there are any scholarships specific to your major.
- Check local organizations like Hispanic heritage groups, Chinese-American associations, etc.
- Apply for federal financial aid, many students don't realize that these government grants and loans may be used toward study abroad. You can fill out the application, known as the Free Application for Federal Student Aid or FAFSA, online at the US Department of Education FAFSA website
- Keep looking online, there are a bunch of scholarship databases, like the **Scholarship Portal**.

Scholarships and Grants.

1. Go Overseas Study & Intern Abroad Scholarship

Go Overseas offers a bi-annual scholarship to students who are planning on studying or interning abroad. Applicants must submit a photo essay and quick survey to enter. The award of \$500, to go to any part of your study or intern abroad trip, is given to the most creative entrant. Read our full list of insider tips for applying to the Go Overseas scholarship to get ahead of the crowd!

Level: Undergrad and graduate students

Award: \$500

Requirements: You must be enrolled full-time at an institution based in the U.S

Deadline: November 1st, 2017

How to apply: Online application

2. Tortuga Backpacks Study Abroad Scholarship

Part of Tortuga Backpack's mission "is to help people take amazing trips" -- which is why they dedicate part of their proceeds towards a study abroad scholarship for full-time students who have been accepted to study abroad trips. It's only open to U.S. citizens. To apply just complete an Online application and 500-word essay.

Level: Undergrad

Award: \$1,000 and a Tortuga Backpack

Requirements: To be eligible for this scholarship, you must be a full time student in good academic standing, and have been accepted into a study abroad program. As far as residency requirements, you don't have to necessarily be a resident of the U.S., but you must at least be studying in the U.S. on a student visa

Deadline: December

How to apply: Online application

3. **Travelocity Travel for Good.**

Most of Travelocity clients are traveling for tourism or for business trips. But the organization is also interested in developing volunteer abroad scholarship programs. The aim of Travelocity is to inspire of a combination of tourism and volunteering. This grant was created to let people travel for good. The award covers project needs and transportation cost.

Level: Everyone willing to travel for good.

Scholarship Award: \$10000 donation will get each non-profit organization and three deserving people for the philanthropic travel. To motivate to save for their own Travel for Good efforts, Travelocity will pay also \$500 for 100 persons.

Application Requirements: To apply, people who are interested in getting grant have to follow @TravelForGood or @Travelocity on Twitter and to use #TravelForGood to share aim and location of their trip. They also have to explain reasons why they have to receive the award. Applications are able to be submitted in different formats, such as video, images or text.

How to apply: Online.

4. **The LIVFund Scholarship.**

LIVFund was established in 2011 in order for recognizing and supporting study, and scholarships and grants to volunteer abroad especially in Latin America. LIVFund offers its scholarship in 21 Latin American countries such as Dominican Republic, Mexico, El Salvador, Belize, Venezuela, Brazil, Chile, Uruguay, Bolivia, Costa Rica, Ecuador, Peru, Nicaragua, Colombia, Paraguay, Honduras, Puerto Rico, Cuba, Guatemala, Argentina, and Panama.

Level: Anyone who is interested in getting the help for covering the program expenses or the expenses of living abroad. Students and volunteers that are currently located abroad are also acceptable for applying to this scholarship.

Scholarship Award: LIVFund awards two scholarships each month to the selected applicants with \$500 each.

Application Requirements: Online application for anyone and everyone who is over 18 years old and interested in interning, learning, or volunteering abroad especially in Latin America. The awarded applicant must post at least three blog posts on the LIVFund blog explaining his abroad experience in details.



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FUNDRAISING EVENTS AND ACTIVITIES.

Planning an event to raise funds might sound easy, but in reality it takes a lot of time, and sometimes resources. Some ideas of events and activities you can do to raise funds are: Bake sale, Car Wash, Caroling, Yard Sale, Cocktail Party, Silent Auction, Chores for Charity, concert, Sponsored Sale (donuts and teas)

If you are thinking of having an event or doing other activities to raise funds keep in mind the following things:

1. Budgeting.

You have to spend money to make money, so be sure to keep an eye on the numbers, it is really easy to overspend when planning an event, here are some ways to manage the numbers and make the best out of available resources:

- Sponsors are invaluable. Reach out to local and big businesses to see if they would like to sponsor part, or all, of your event. When you pitch to potential sponsors, underestimate your event turnout so they will be pleasantly surprised when your event delivers a higher attendance.
- Estimate the funding you expect to receive from sponsorships (if any) and from ticket or other sales, as well as how much money you believe your event will raise. Then make a comprehensive list of all expenses you foresee incurring so you can highlight items towards which potential sponsors can contribute.

2. Getting people to participate.

- Use your social media to create a buzz, create videos to post on popular channels such as YouTube, Facebook, Instagram and Snapchat. Then ask all your friends, to share them with their followers.
- Reach out to the University, Student Associations, as well as Clubs and groups outside school and ask them for shoutouts.
- Plan your Twitter and Instagram hashtags. Start using them before the event so followers and supporters become familiar with your event. It is a good idea to search Twitter first to make sure it is not already in use. Then encourage attendees to use the #hashtag.
- Don't underestimate the power of a flyer.



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SIDE HUSTLE

There are millions of ways to make money – especially extra money. Here is a list of ways to start side hustling. No matter what your skill set is, or how much time you have, you should be able to find something on this list that you can do this week to make some extra money.

1. **Sell on eBay** – eBay is a great place to sell stuff and earn money, especially if you have something collectible. One of my favorite ways to side hustle on eBay is to go to estate sales and find items that you can purchase for cheap, then resell online. Just make sure that you keep the fees in consideration.

2. Sell on Amazon.com – Do you have old books, CDs, or DVDs? Then you should consider selling them on Amazon. It's incredibly easy to list your items to sell, and you'd be surprised how much you can get for old stuff sometimes. If you're a college student looking to sell your old textbooks, you should compare the Amazon prices to your bookstore buyback prices. Amazon is often a better place to sell.

3. **Sell Crafts on Etsy.com** – Are you creative? Maybe selling your own creative products is the way to go. You could open a shop on Etsy and sell your crafts to others who are looking for unique products. You could sell paper goods like cards and invitations, or even home decor products themed around the holidays.

4. **Do User Testing** – Sites like UserTesting.com are always looking for users to rate and give feedback about websites. Website owners post gigs to the site, and you simply login and give feedback and usability ratings on different websites and on-line apps. You can earn up to \$10 for each test you participate in.

5. Tutor – Are you a college student who has already taken several classes in your major? You could help tutor others in those same classes and earn upwards of \$20-\$50 per session. It's a great way to side hustle in school, while keeping your own knowledge sharp.

6. **Be A Task Rabbit** – TaskRabbit is a place where you can sign up and run small tasks for others. It can include anything from picking up the groceries to cleaning or helping people move. Typical tasks take a few hours, but there are a lot of tasks available in most large cities.

7. Catering – Do you want to side hustle just on Friday and Saturday nights? Well, you should team up with a catering company, as they often need servers and wait staff just for the events they host on the weekend. Many companies are “call-in”, which means you can work when you choose to.

8. Cleaning Service – If you like to clean, you could help clean houses. These can be ongoing side hustles, like a weekly or bi-weekly service, or one time deals (such as for when people move). You could even join forces with some friends and tackle larger projects.

9. **Baby-Sitting** – Baby-sitting is another great side hustle that can earn you upwards of \$100 per night! Many people start baby sitting in high school, but there's no reason that college students and other young adults can't keep in the game, especially if you have neighbors or relatives with young children.

10. **Dog Walking/sitting** – Do you have friends or neighbors with dogs? Do they work in the day? Maybe you can offer your services to them as a dog walker. Not only is this a great side hustle that can earn you a little extra cash, but it also gets you exercising every day. If you really love pets, taking care of people's pets while they are out of town can be a great way to earn some extra cash. It can be fun to make a new furry friend and get paid for it at the same time. (\$20 for walk/\$50 for dog sitting)



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CROWDFUNDING.

Some say that it is easier to get a dollar of 100 people than \$100 for 1 person, that is the idea behind crowdfunding. People receive incentives for donating, which can range from a personal thank-you letter to big-ticket items donated by local businesses. The idea is finding something that you can make or get for free, and that people will pay for in order to support your cause. These services are a great way to establish an on-line presence, and can serve as a landing- site for anyone interested in contributing.

Not all crowdfunding sites allow “personal funding”, some charge an a higher percentage than others, and many don’t give you the money if you don’t reach your goal. Here is a list of some of the most popular Crowdfunding sites to fund volunteering and travel.

1. **Indiegogo:** This flexible crowd-funding site serves as an open and accessible option for campaigns worldwide, and allows campaigns for travel and studies.

Cost: On the all-or-nothing plan, 4% of the funds of successful projects go to Indiegogo. On the flexible funding plan, Indiegogo charges 4% if you reach your goal, 9% if you do not reach your goal. Transaction fees are an additional 3%.

Pros: No application process, available in every country, diverse spread of projects

Limitations: More expensive if you don’t reach your goal, but without the urgency of the all-or-nothing plan

Sample Project: **Volunteer in Mexico**

2. **FundRazr:** In a sentence This website is dedicated to raising money for anything from personal causes to nonprofits to entrepreneurial projects.

Cost: 5% for completed or incomplete campaign plus 2.2% +\$.030 transaction fees

Pros: Deep social network integration to connect to people in your network, cheap and convenient transaction fees with funds going directly to your PayPal, can be used to fund anything, anywhere

Limitations: Less known platform.

Sample Project: **Selena Study Abroad**

3. **GoGetFundMe:** GoGetFunding was one of the first major personal crowdfunding sites, having launched in 2011.

Cost: 6.9% fee on funds raised (2.9% of which is the card processing fee plus If you connect payment handlers PayPal and Stripe, they charge an additional minimal fee of between \$0.25 and \$0.30 per transaction)

Pros: No Application process and “keep-all” even if you don’t reach your goal.

Limitations: not the best user interface.

Sample Project: **Anna Lee’s Study Abroad**



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GENERAL TIPS FOR FUNDRAISING

Fundraising can be tough, but it's an incredibly rewarding experience if it's done with proper planning and the right mindset. Not only will your efforts enable you to make a difference in your host community, you'll have a priceless sense of accomplishment that comes with knowing that you made this trip happen, in addition to a new set of skills and an experience in fundraising that happens to look great on a resume. To start off, there are a few things everyone should do, and not do, when embarking on a fundraising campaign:

Know your goals. The first thing you should do is set a target amount. Take the cost of your trip, add things like vaccinations and insurance, and subtract the amount that you or your parents (or anyone) are already putting towards your program. Don't include things like digital cameras or clothes, only things that are absolutely necessary to make it possible for you to attend your program.

Set a schedule. Break your goal up into weekly fundraising goals and put them on a calendar that you check regularly. Determine which activities you will complete in order to reach these goals.

Keep good records. Keep a running list of people who have donated to you and how much they have donated. This will allow you to keep track of how much you've raised so far and how much you have left. When possible, get people's contact information when they donate so you can send Thank-You letters out to them later.

Work with a team. Fundraising is even more fun with more people, so try to involve other people from your school or group who will be traveling with. The more the merrier!

Suggest donation amounts. People often don't know how much is appropriate to contribute, so take people's backgrounds into account when soliciting donations.

Get excited. Enthusiasm is contagious: let people know how excited you are about going abroad! It's a great conversation starter, and can easily lead into inviting someone to a fundraising event or selling an item.

Be grateful and polite. When sending letters, emails, or making a phone call, always end (and begin, where possible) with a sincere Thank You -- kindness puts people in the mood to be helpful.

Don't procrastinate. Fundraising is not like homework or a science fair project: it absolutely will not get done if you start two weeks before your flight leaves.

Don't be shy. Fundraising can be uncomfortable for some people, but as long as you approach it with a positive and polite attitude, it will be received kindly and you'll be more successful overall.

Don't be pushy. If you can tell someone is not interested in participating, it's best to drop the subject and thank them for their time.

Don't ever miss an opportunity to be grateful. We can't emphasize this enough. Did your grandma recently send you an envelope of newspaper clippings? Did your neighbor walk your dog for you while you were away? Before (and after) you ask your friends and family for help, find something to thank them for.

Never misuse funds. The funds you raise for this trip are for just that: your trip. You can use them to cover your tuition, airfare, vaccination expenses, insurance, and even donations to the projects you visit, but do not use these donations to get yourself a new camera or a pair of Oakleys, no matter how much you think you may need them.

Don't give up. Some people won't want to donate, but don't let that slow you down -- perseverance and a positive attitude are critical components of a successful campaign.



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SAY THANK YOU

Send a note and call everyone that helps you reach your goal.