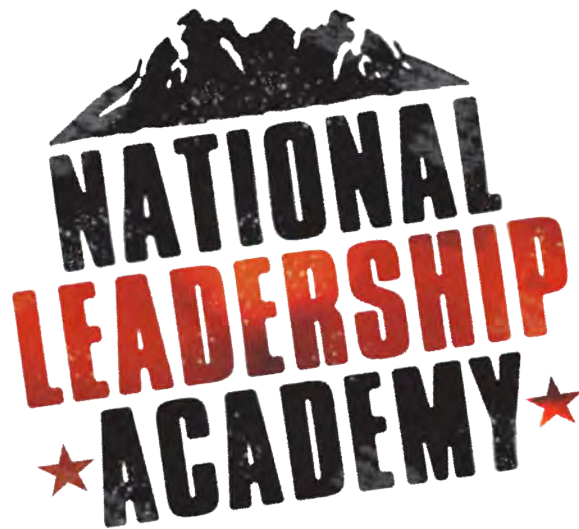




# STUDENT FUNDRAISING GUIDE



LEADERSHIP *changing* LIVES

## Introduction

As you prepare to attend your upcoming program, you may find that you need to raise additional funds to cover program fees and travel costs. Many of our students turn to community fundraising to earn the money they need to attend. Whether you choose to seek sponsorship from local businesses and organizations, organize a fundraising event, or start a crowdfunding campaign, fundraising enables you to develop your planning, presentation, organization, communication, and leadership skills.

## Let's get started!

### Step 1: Determine a Fundraising Goal

The very first step is to determine how much money you'll need to raise. This means taking into account the full cost of attending the program, and then subtracting the amount that you'll contribute from your personal savings or family donations. You can use our Fundraising Planning Worksheet to determine exactly how much you'll need to raise:

#### Attendance Costs

Program Tuition	A: \$995
Transportation Costs	B:
Total Costs: (add lines A + B)	C:

#### Available Funds

Student Contribution	D:
Family Contribution(s)	E:
Total Contributions: (add lines D + E)	F:

**Fundraising Goal (subtract line F from line C):**

# Student Fundraising Guide

## Step 2: Develop a Plan

Now that you have a starting point to work from, you can decide on your best course of action to reach your fundraising goal. This may come in the form of finding scholarships, hosting an event, setting up an online donation site, or providing goods or services.

Points to keep in mind as you brainstorm fundraising ideas:

- Timeline
- How donations will be collected
- Publicity
- Authorization/permission
- Materials and resources

Now you need to decide what kind of fundraising you want to do. Here are some options for various types of fundraising:

## SPONSORSHIPS

Local businesses often have funds set aside for sponsorship opportunities. You can also ask individuals in your community to sponsor you in attending your program. You can seek out sponsorships in person, via mail, or have people contribute online.

**In person:** Visit local businesses, your parents' workplace(s), and/or community centers and ask about sponsorship opportunities. Explain the program you have been accepted to and why you are excited to attend. **Bring information about the program and explain how much you're hoping to raise.** Be sure to leave contact information, and thank them for their time, even if they are not able to donate.

**Via e-mail:** Put together sponsorship packets including an **cover letter** describing your fundraising effort, information about the program, a **short biography** about you and your accomplishments, and **contact information**. Send the packet to local businesses, your parents' employer(s), and local community organizations. Be sure to keep a record of responses so you can thank them promptly.

**\*\*See Pages 6 & 7 for sample Donation Request Letter and Thank You Letter for sponsors\*\***

## FUNDRAISING EVENTS

This is a great way to provide goods or services in exchange for funds, while getting involved in your local community. Fundraising events can also help bring attention to your cause, which may result in even more donations. **You might consider holding a carwash, a bake sale, talent show, yard sale**—whatever you do, make sure to get the necessary permissions and authorizations if you are holding your event in a public place. Publicize your event as much as possible, making sure to note the reason for your fundraiser, and set reasonable price points.

## ONLINE CROWDFUNDING



**GoFundMe** is the world's largest social fundraising platform. You can create a personal fundraising site specifically for your tuition needs, and invite others to play a direct part in your NLA experience. Your friends, family, neighbors, schoolmates, and acquaintances will be able to support your goals and celebrate your successes when you give them the chance to be a personal part of your journey.

Learn more at: [www.gofundme.com](http://www.gofundme.com). Be sure you are familiar with **How It Works** and the **Pricing & Fees**.

**\*\*See Page 5 for more information on how to set up your GoFundMe crowdfunding page\*\***

## Step 3: Follow Up

When you return home from the program, make sure to reconnect with your sponsors and donors to thank them for their generosity. All of the people who helped you achieve your goal will be interested to hear about the program, and sharing the knowledge you gained will allow others to benefit from your experience. Write a sincere thank-you note to let your sponsors and donors know how much you appreciate their help. Put together a presentation or report that you can send or e-mail including information about what you learned in the program, the experts and speakers you interacted with, photos, and how the experience affected you and your goals for the future. By giving your sponsors such positive feedback, they may be willing to sponsor other qualified young people from your area in coming years.

We wish you the best of luck in meeting your fundraising challenge. Please don't hesitate to contact us if you have questions or need advice.

## HELPFUL HINTS

Here are some things to keep in mind as you embark on your fundraising journey:

- Develop a realistic timeline, plan ahead, and start early.
- Start with your community and seek out people active in local affairs, your high school principal, PTA president, clergy, and other school officials. Reach out to as many people as possible.
- Be direct, polite and courteous, but remember to relax and be yourself! Share what your fundraising goals are, and what you hope to gain from entry into the program. Don't be afraid to show your enthusiasm!
- Seek out mentors or professionals who can point you toward the right people or businesses to solicit for program sponsorship.
- Suggest a specific amount to each donor, but don't over-ask. Make it clear how much you are personally contributing to your goal (for example: by working a part time job, tapping into funds from your savings account, conducting a bake sale or other fundraising activity, etc.)

## FINDING SPONSORS

Here are some places to look for sponsors to help you with your fundraising efforts:

### Hometown and Family:

Immediate family, neighbors, and family friends  
Previous teachers, guidance counselors, or principals  
Former and current employers  
Businesses you or your family visit frequently  
Parents' or relatives' employers

### School:

Academic departments  
Alumni associations  
Student clubs and organizations  
Work/Study programs

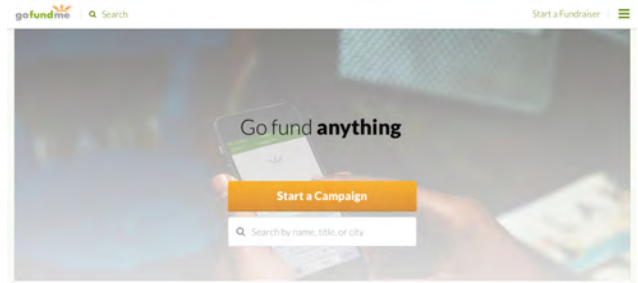
### Local Community:

Supermarkets and retail stores  
Law firms  
Real Estate firms  
Banks  
Small Businesses  
Utility companies  
Chamber of Commerce  
Churches/religious organizations  
Restaurants  
Newspapers  
Insurance companies  
Medical offices  
Car dealers  
Veterans of Foreign Wars Chapter  
Kiwanis, Rotary or Lions Club



# How to Set Up a GoFundMe Page

**Step 1: Go to [www.GoFundMe.com](http://www.GoFundMe.com) and click "Start a Campaign"**



**Step 2: We recommend signing up using your Facebook account so you can easily share your campaign with your family & friends.**

**Step 3: Enter your Goal, Campaign Title & Category.**

**Step 4: Then share your story.**

Tell your story →

BOLD
LINK
PHOTO/VIDEO
PREVIEW
SAVE

Tell your friends and family why you are excited to attend the National Leadership Academy, and how their assistance will support you.

Include a photo or video and you can also include a link to [www.nationalleadershipacademy.org](http://www.nationalleadershipacademy.org) so they can learn more about the program.

Hi Jeremy, enter your goal →

**\$ 500**  
\$ USD

My Campaign Title

Help me attend NLA in Denver!

Who are you raising money for?

Myself

Category

Education & Learning

← GO BACK

**Next**

My campaign link is →

[gofundme.com/help-me-attend-nla-in-](http://gofundme.com/help-me-attend-nla-in-)

**Step 5: Share your campaign on Facebook, via e-mail, on Twitter, & on Instagram**



# Sample Donation Request Letter for Sponsors

123 University Street Bloomington, IN 47405

Mr. Daniel Boone, President  
World Design Company  
456 Grant Street Bloomington, IN 47406

Dear Mr. Boone:

I am a sophomore at Bloomington High School and have been nominated to represent my school and community at the National Leadership Academy in Denver. By attending NLA, I will join other motivated students from around the country for a 4-day Academy to develop my heart-led leadership skills through service to my community. You can learn more about the program at [www.nationalleadershipacademy.org](http://www.nationalleadershipacademy.org).

I expect to walk away from this program answering the question, "What more can I do to make a positive impact in my school, community, & the world?" Attending this program will enable me to \_\_\_\_\_.  
I maintain a \_\_\_\_\_ GPA, am involved in \_\_\_\_\_ activities.

My participation in the program depends on whether I can raise \$\_\_\_\_\_ in sponsorships. (The program tuition is \$\_\_\_\_\_ and my travel to the program will be \$\_\_\_\_\_.) I am investing every dollar I can of my own money to make sure I don't miss out on this life-changing experience and am also taking on extra jobs to raise the funds I need. In addition, through my family, friends and neighbors, I have already raised \$\_\_\_\_\_. That leaves me with a balance of \$\_\_\_\_\_, and I am hoping that the World Design Company will consider assisting me with all or some of these costs.

My tuition must be paid no later than \_\_\_\_\_. Your support for my sponsorship request would be greatly appreciated. I will contact you next week to discuss the possibility of receiving your support. I have enclosed background materials on the program to answer your questions and help you make your decision.

Please contact me at xxx-xxx-xxxx or you may contact the National Leadership Academy at (303) 827-9854 for any further information.

Sincerely,  
Your Name



# Sample Thank You Letter to Sponsors

123 University Street Bloomington, IN 47405

Mr. Daniel Boone

World Design Company

456 Grant Street Bloomington, IN 47406

Dear Mr. Boone,

I want to thank you for your generous support in sponsoring me and making it possible for me to attend the National Leadership Academy. Upon my return, I would be honored to give your organization a presentation on what I learned from this tremendous educational experience.

Thank you again for what I am sure will be a life-changing experience for me!

Sincerely,

Your Name