

## Tips on Fundraising

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### **Think, "who do I know?"**

Successful fundraising costs little and reaches a wide audience. Think: "who can help me?" Does a member of the family work in a large company that could sponsor you? Is there a friend who could provide a venue for a fundraising event? Build your ideas around what you already have.

### **Keep your reasons for attending in mind**

A passionate desire to grow in your leadership abilities is good.

### **Write a letter**

Explaining your reasons for attending the National Student Forum and giving some background on what you hope to learn. Include this letter in every fundraising activity.

### **Have a goal**

Know how much you need to raise and for every fundraising activity, assess how much you expected to raise against what you actually do.

### **Ask for specific donations**

But don't stand by them. Asking for a specific amount will give your donors a benchmark and allow you to calculate how much you need to raise from each person/organisation to achieve your target. If you're asking for sponsorship, it may be an idea to go to your biggest benefactor first – people often follow the leader.

### **Write well-targeted letters**

To individuals, and individuals within companies, asking for support.

### **Hold an (inexpensive!) event**

Gather your friends and family and tell them about your opportunity to attend the National Student Forum.

### **Always offer something in return**

To every sponsor who makes a donation. This could be as simple as sending them a copy of your diary via email when you are away, or giving a talk when you return.

### **Plan now**

To avoid missing your targets.

*\*Adapted from <http://www.i-to-i.com/top-ten-fundraising-tips/>*

## Fundraising Chart

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Item	Cost	
Travel	\$300-\$800	11 people to give \$50*
Accommodation	\$120 for 3 nights	6 people to give \$20
Registration	\$135	9 people to give \$15

*\*Based on the average airfare of \$550 round trip.*

Writing a letter or presenting your need to your school or church is one of the most effective ways to raise money from your community. On average, an individual can raise \$2,500 by sending well-written letters

to 75 people. The average cost to attend the National Student Forum (if you will be flying) is approximately \$800. Figures provided are estimates only and divided into manageable amounts. You may find friends who are able to give more or that you can supplement part of your expense in attending. Don't limit yourself to just friends and family. Send letters to everyone you can think of - the worst they can say is that they cannot give at this time. But, they may recommend members that are looking for places to give funds. Below is a sample fundraising letter for your reference. Also, don't forget to send Thank You notes to those who have given you financial support for your trip.

## **Sample Fundraising Letter**

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Dear Friends and Family:

How are you doing? I hope that God is doing as many wonderful things in your life as He is in mine. I am having a wonderful year at [name of school or program] and feeling God's will to do more for the world around me.

I was recently nominated to attend the National Student Forum taking place in Ottawa on May 9, 10 and 11. This will be an opportunity for me to dialogue with young leaders across Canada and elected public officials on faith, culture and politics. The National Student Forum is in its fifth year. Sessions have been designed to explore the term "Leading from Within", and the role that faith plays in areas such as advocacy, law, politics, government and the marketplace. I will also have the unique opportunity to attend a Leadership Dinner taking place on Parliament Hill as well as the 45th annual National Prayer Breakfast - an ecumenical event, where men and women from differing backgrounds gather together with our elected public officials to pray in the spirit of Jesus Christ for Canada. The Prayer Breakfast has been faithfully attended since 1964.

While God continues to shape me and my leadership skills for His people, the exciting part is that you will be able to share in this in several ways. First, you can help pray for me and my fellow students. I will need prayers that God will prepare me for my visit and to bless those serving on the Hill. I will also need prayers that my financial needs will be met. At this time I need to raise \_\_\_\_\_ to attend this trip, and that is quite a challenge!

Another way you can be involved is to help provide that financial support. Would you consider supporting me with a small donation? I have included a postage-paid envelope for you to use if you feel led to contribute. I will need to raise all my funds by \_\_\_\_\_ in order to pay for airline tickets and other

items. Whether you feel led to contribute financially, through prayer, or both, all of your support is appreciated.

I look forward to this experience in Ottawa and letting you know all about it when I return!

Blessings,  
[Your Name]