



GLOBAL GLIMPSE STUDENT FUNDRAISING GUIDE

Each student in the Global Glimpse program is expected to fundraise a portion of their program fee. Fundraising is a critical skill and the process of learning to fundraise successfully builds confidence, networking, and entrepreneurial skills.

Students can fundraise individually and with the school group. While the work will largely fall upon the students, the Global Glimpse Leader should be a support resource for students. Be sure to keep your Global Glimpse Leader updated and informed on all the work you are doing!

Pre-Work for Fundraising Workshop:

Due Date: Friday before first workshop

Time: 2 hours

- ❑ Get a small binder to keep track of all Global Glimpse information and a composition notebook with lined paper. You **MUST** bring this binder and notebook to every workshop.
- ❑ Create a list of contact information (address, email, phone) for 30 potential donors who you can contact to raise funds for your program fee. Consider all of your networks including family members, teachers, friends, parent coworkers, religious communities etc...
- ❑ Design a creative flier to be posted at local businesses and parent workplaces. Flier can be hand drawn or computer graphically designed, but must be engaging and contain information about Global Glimpse.
- ❑ Complete a first draft of your fundraising letter. Utilize the Global Glimpse fundraising letter template in the fundraising guide on pg 5 and add substantial personal information. This letter **MUST** be engaging and motivating. You need to convince individuals why they should invest in YOU.
- ❑ Brainstorm at least 5 personal or group fundraising ideas. In the next workshop we will turn at least one of these ideas into a SMART fundraising goal.
- ❑ Do a web search on fundraising and bring a list of your findings to the fundraising workshop.

- Watch Global Glimpse “Join the Movement” Video to hear how Global Glimpse communicates its message: Video Link: <https://vimeo.com/74175445>
- Prepare a 30 second fundraising pitch of your own answering the questions, “Why should I invest in your participation of Global Glimpse?”

FUNDRAISING TIPS

1. *Pace Yourself:* As you design and carry out your fundraising efforts, keep in mind that you are going to need to reach your goals each and every month. This is important because, as you plan each month’s activities and goals, your aim is to build a model that you will be able to sustain over the four months of fundraising.

2. *Take Care of the Money:* We highly recommend having donors donate with a credit card online at the GG website. But if you get cash please have a safe place that you keep the money you’ve raised—ideally, a bank account. Because much of your fundraising will result in cash, it can easily get lost and cannot be replaced. Be sure to take care of the money that has come from all of your hard work and effort. If you go through your school account, keep in mind that you must be finished with all fundraisers several weeks before the end of the year in order to get your final check back out of the account in time.

3. *Stay on Track:* Each month, when you arrive at your Leadership Workshop, make sure that you are meeting and adjusting your goals to fit your needs for the upcoming period. Your GG Leader should be helping you in tracking your progress and making sure that you have the support you need.

4. *Use your GG Leader:* While your GG Leader should not be doing fundraising for you, be sure that you are relying on them for help and any questions you might have about the process. It is clearly a challenging task and we encourage you to use everyone you can to help you reach your goal.

INDIVIDUAL FUNDRAISING IDEAS

1. *Personal Sponsorship:* This is probably the most effective and efficient way to begin your fundraising. While working with your Global Glimpse Leader, use ideas from the sample letter attached. Write a letter that outlines the reasons you’re participating in the Global Glimpse program. Be sure to be clear on what you hope to learn, what you think is most important about the program, and how you think it will benefit you. At the end of the letter, ask for a small donation to help sponsor your participation in the program. When you’ve finished the letter, be sure it is proofread and looks professional.

Take the letter to friends and family members who care about you. Give them a copy of the letter and after they’ve read it, answer any questions they may have about the program and ask them to donate. One effective way to ask (in this example you need to raise \$500), say:

“I need to raise \$500 and I am looking for 25 people who can sponsor me by donating just \$20. This trip will help me grow into a globally minded leader and get into a top college. It

will also help the people of another country when I do community service. Will you please donate.”

Whether they are interested in giving to your participation or not, be sure to thank them for taking the time to speak with you about it. Aim to speak to at least 30 people who are important in your life; it is unlikely that most will give—but if even half give \$10, you will have raised over \$120!

On pg 5 is a sample letter to help you think about how this process can work for you.

2. Business Sponsorship: In addition to personal sponsorship, you can also look to businesses in your community to help sponsor your participation. This process works similarly; approaching the business, asking for a manager to speak to, and leaving them with a letter is a great start. Be sure to come back to the business and follow up **within a week** of dropping the letter.

Remember that the letter you write to businesses should be different than that you’d write to friends and family—it should be less personal and more formal. Be sure to address why the business should sponsor your participation, what benefit there is for them, and what it can add to the community. Use the sample letter again to find an example for this.

3. Sales: Another great way to raise money on your own is to identify the needs or interest of a group in your community and fill that need by selling goods or services. Candy, beverages and homemade goodies are several examples. If students are always looking for a snack afterschool, buying those snacks in bulk and selling them individually can be a great way to make some money. Be sure to check on your school’s food sale restrictions. If students at school are always lacking pens and pencils, perhaps buying a case and always have one for sale for 50 cents can help you raise money for the trip. One student raised over \$600 by selling snickers bars for 50 cents each.

For chocolate sales take a look at: <http://www.worldsfinestchocolate.com/eng/activities/fundraising>

4. Individual Grants: There are a number of foundations and organizations that exist that will help students raise money for a program that betters themselves, like Global Glimpse. Taking some time to look on the internet, find these organizations and apply for grants is a great way to raise funds for your trip. If you’re looking for more resources on this, ask your Global Glimpse Leader for help.

5. Jobs: This is very straightforward: earn the money the old way—work for it. Here are three different ideas that might be helpful in your efforts to get a job:

-Part-time work: Find a local business that needs part-time help and apply for a position. If you work 10 hours a week, you’d probably be able to raise \$250 a month!

-Tasks: Do you have friends or neighbors who need work done around the house, but don’t have time to do it? Offer to help with yard work, babysitting, cleaning or other tasks for a minimal charge. There are always people who need help on these tasks—you just need to find them!

-Tutoring: Perhaps there are family members or neighbors who have elementary or middle school aged children who could benefit from a strong student like yourself helping them with their school work. Ask for a small compensation—perhaps \$10 an hour—for helping improve their grades and study skills.

GROUP FUNDRAISING IDEAS

Sales: As a group, you can decide on a need or desire (as mentioned in the individual section) that you think is in place in your school or broader community. Selling candy, Valentine's Day cards, gift certificates or some other materials can be a great way to raise money together. If you choose to do this work as a group, it is very important that you promote the product and make sure that people in the community know it is for sale and how it might benefit them.

Community work: Much like the individual job of providing tasks for community members, this can happen on a much larger scale. Organize a plan to promote your services and advertise them around the community. It can be a lot of fun to spend a Saturday or Sunday cleaning up around the neighborhood, helping people with what they need, and raising money. If you do this as a group, you can either have set rates for different services (mowing lawns, etc.) or ask for donations based on what people feel comfortable giving.

Group Grants: There are a number of grants that exist for school groups to get funding for programs like Global Glimpse, and your group should look into these with the help of your Global Glimpse Leader. These can pay for a huge chunk of the cost of the trip, and all they take is some work in really thinking about how the program will benefit you as participants. These might take some time to come through, so be sure to start them early.

Communal organization support: As a group, look for an organization, business or civic group to sponsor your trip. Explain to them the benefits of the trip, and offer something that your group can do for them upon your return. It is clear that lots of people in your communities will want you to have an experience like this, so make sure that you involve them in it!

Note: When working as a group, be sure to decide how you will split up the money in the end to avoid any confusion, whether it is evenly, amount of participation, etc

DONOR LETTER TEMPLATE

To whom it may concern:

As a student at Generic High School, I've had a great opportunity to learn a lot about the world. My knowledge has grown so much over the last few years that I am so grateful for all that I've learned. My interest in the world is particularly important because when I go to college I want to study to be an archeologist, and I think understanding today's cultures will definitely help me understand past cultures better. When I heard about the opportunity to travel to, and learn about, the developing world with Global Glimpse, I knew that knowledge could grow infinitely this summer and I'd be a stronger candidate for college next fall.

As a participant in the program, I'll be traveling for three weeks to Nicaragua, meeting leaders in the community and getting to see how people live there. I will also do community service to help the people of Nicaragua while I am there. I know it will be completely different from my own experience, but I'm anxious to see exactly how. I think that studying the developing world by being there will be a great way for me to grow, learn and connect with ideas that have only existed in the classroom until now. I am also working on improving my Spanish, something that will definitely happen in my three weeks in Nicaragua. I believe that this opportunity to improve those language skills will have a very positive impact in our own community, as there are so many Spanish speakers here, who I'd like to be able to communicate more effectively with.

The reason I'm writing you is to ask for a small donation to help sponsor my trip. I need to raise \$550 dollars over the next four months, and I thought that one of the best ways to do so would be to reach out to people who care about me to ask them to help support my trip. If you're kind enough to help me with this, I plan on coming back to show you a slideshow of my pictures and tell you all about my experiences. While people give a whole range of amounts, if you could manage to contribute \$10 or \$20, it would make a great impact on my fundraising.

Thanks for taking the time to read this letter and think of helping me get this once in a lifetime opportunity. I hope that all is well with you.

Sincerely,

Jon Smith, Oakland High School

555.556.5909

john@abc.com

Donor Letter Outline

Date

Salutation

Paragraph 1: Who are you? You can give a background on Global Glimpse. Why do you want to participate?

Paragraph 2: What happens on the program? How will use the experiences to benefit you?

Paragraph 3: What are you asking them for? How does it benefit them?

Paragraph 4: Thank you. Wrap Up.

Closing

SMART Goal for GG FUNDRAISING

Initial Goal	
Make it <u>S</u>pecific	
Make it <u>M</u>easurable (Ask how many? How much?)	
Make it <u>A</u>ction Oriented (What do you need to work on to accomplish your goal?)	
Make it <u>R</u>ealistic (do you truly believe that you can accomplish your goal? Think about all the other activities you have in your life.)	
Make it <u>T</u>imely (Use your calendar. Ask When.)	

Make a list of all people that are involved in reaching this fundraising goal agree to participate and are clear about their roles and expectations:

Print Name	Signature	Date

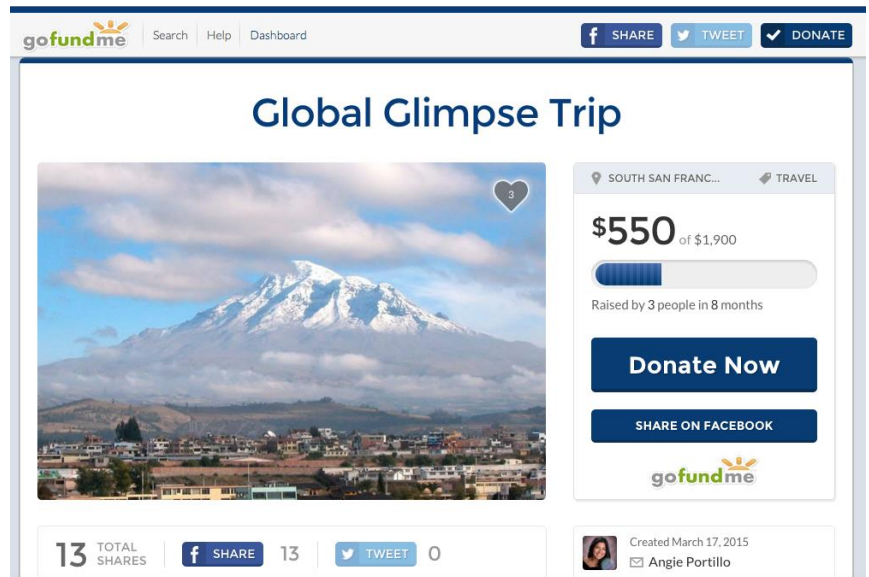


Tips for Online Fundraising

“Crowd-funding” is the process of fundraising through an online platform. Anyone can create an online crowd-funding campaign to raise money, and Global Glimpse has partnered with GoFundMe to make it easier for you to raise money!

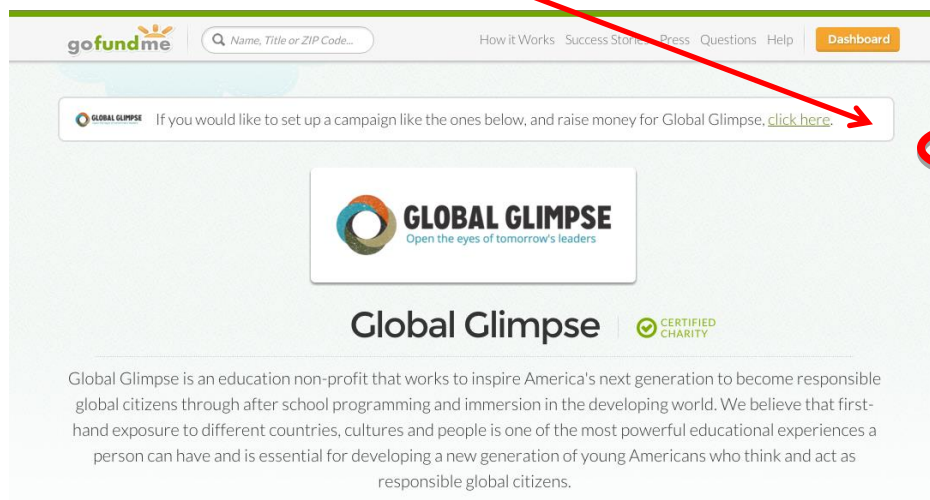
The amount* you fundraise will be disbursed directly to Global Glimpse at the end of each month, which means that we’ll deduct it directly from your next payment!

*(GoFundMe charges an 8% fee that will be deducted from the amount you raise)



To set up a Global Glimpse crowd-funding page:

1. Go to <http://gofundme.com/partners/globalglimpse> to set up your online crowd-funding page. Click the link at the top of the page to set up a campaign.



2. Set your goal!

Take the dollar amount you want to fundraise for your trip and dividing it by 0.92 to cover GoFundMe's service fee. You do not need to fundraise the full cost of your trip. You can choose to fundraise as much, or as little as you want through online crowd-funding. Don't forget to follow the Tips from Global Glimpse in the right panel!

Hi Felicia, enter your goal →

\$

All money raised will go directly to:

Global Glimpse
TAX ID: 260651273
Oakland, CA

My Campaign Title
Example: Susie's Medical Fund or My Volunteer Trip 35

ZIP or Postal Code
Enter your ZIP or Postal Code...

Campaign Theme
Classic GoFundMe Green

Next

Don't worry, you can easily make changes to your campaign at any time.

Tips from Global Glimpse

- ✓ Take the amount you need to fundraise
- ✓ Divide it by 0.92 to cover GoFundMe's 8% service fee
- ✓ Ex. $\$500 \times 0.92 = \543.48 Fundraising Goal

3. Customize your campaign!

Add your own photo or video to make your fundraising page unique.

You can upload a photo or video, or use the default photo Global Glimpse has provided.

Add a photo or video →

RECOMMENDED

GLOBAL GLIMPSE

OR, ADD YOUR OWN

Facebook Photo

Upload Photo

YouTube or Vimeo

GO BACK

4. Tell your story!

Here's where you can share more about yourself and why you're so excited to travel with Global Glimpse. Don't forget to follow the tips we provided on the bottom right side of your screen!

gofundme Felicia

Tell your story →

BOLD LINK PHOTO/VIDEO PREVIEW SAVE

It's very important to tell your story. One that's personal, honest, and from the heart.

Provide as much detail as you can. People want to know the whole story.

Be specific about your needs. And give people a reason to help you... right now.

You can do it!

Tips from Global Glimpse

- ✓ Describe the world in which you come from
- ✓ Who are you?
- ✓ Where are you from and where do you go to school?
- ✓ What makes your Global Glimpse story unique?
- ✓ Why are you participating in Global Glimpse?
- ✓ What do you hope to get out of this experience?

5. You're all done and ready to go! Don't forget to spread the word and share your campaign link with family and friends!

Hi Felicia, post an update →

Update your supporters and attract new donors...

Attach Photo or Video

TWITTER EMAIL

FACEBOOK

Post My Update

Global Glimpse Test

GLOBAL GLIMPSE
Open the eyes of tomorrow's leaders

\$0 of \$10

gofund.me/6yeefmj4

SHARE TWEET VIEW

Show Campaign Activity