

Guidelines for Fundraising Activities International Learning Programs

Introduction

Congratulations on beginning your journey on an international learning program at Nova Scotia Community College! It is now time to build a plan to fund this adventure. Many students fund their trip through a combination of using their own resources and fundraising.

Become Informed

Before initiating your fundraising campaign, become familiar with the work of NSCC International (check out our [website](#), [Facebook](#), [Twitter](#) and [blog](#)) and your specific international learning program. Take time to learn about the country where you are going, the culture, what you will be spending your time doing. Sit back and think about the reasons why you are excited about this opportunity, what you hope to learn and what you hope to give.

You will be a successful fundraiser if you are well informed and prepared to share your story with everyone you meet. Being familiar with the goals of your program, and being able to clearly answer questions, communicate your involvement, and articulate how this program will impact your professional and personal life will go a long way toward establishing credibility and obtaining donations.

Develop a Fundraising Plan

Fundraising on your own

The majority of students who participate in our international learning programs fundraise on their own through individual direct appeals. This is usually easier because many of the program participants are spread across all of the NSCC campuses.

An individual direct appeal essentially means approaching family, friends and local organizations and businesses (*See the section on page 4: Before you Contact a Business or Organization) for donations to help you pay for your program fee. For more information on direct appeals, see the section on Direct Solicitation on page 2

In the past, students fundraising on their own have also organized raffles and used their talents to raise money – for example, one student took orders for individualized beaded key chains.

Questions Your Group Should Answer

Fundraising as a group is usually more fun and a bit less work, though it's less lucrative.

As a group, there are a lot of decisions that will need to be made regarding fundraising. Is your group going to have joint fundraising events? How will the work be divided among the team? How will funds be split among the team? Will you also solicit support individually as well? Is your group large enough that you could have a fundraising committee that helps make a fundraising plan?

It is a good idea to meet as a group early to begin answering these questions (and others that arise) and to develop your fundraising plan.

When your group meets it is important everyone understands the process for collecting, dividing and depositing the funds you raise. You will have to discuss this together and you can ask NSCC International or your faculty advisor for advice and guidance.

The Fundraising Plan

After your group answers these questions you are ready to begin your fundraising plan!

A fundraising plan should act as a guideline of how much money you are going to raise and how. It should list the activities you and your group are going to do, when you will do each activity and a financial goal for each.

Ways to raise money

Two of the most commonly used techniques for generating financial support are: direct solicitation and fundraising projects.

Direct Solicitation

Direct solicitation is when you directly ask people to support you in your efforts. It could be a face-to-face request or it could be a letter, email, phone call or a combination of all. Direct solicitation is a good way to appeal to family and friends for financial support for your participation in the international learning program.

A good way to start to develop a direct solicitation fundraising plan is to make a list of the individuals and organizations* you plan to solicit and divide it into categories based on each one's probability of supporting your experience. Start with the category with the greatest potential for donating and note the contact information you have for each—email address, postal mail or telephone. Email solicitation is the easiest (if you have convenient e-mail access) but face-to-face appeals are likely to generate better results. Organize the names and

organizations by how you plan to solicit them—e-mail, postal mail, telephone, face-to-face or with a more formal presentation. When you meet with them, let them know how much you have to raise, how much you've raised so far and how much you hope they will help. Be sure to record the result of each request you make and how much each person gave. You will need that list later.

Fundraising Projects or Events

Creative fundraising projects allow you to go beyond your inner circle and reach a larger, more diverse audience. Some fundraising ideas that have been used successfully include yard sales, bake sales, dances, bingos, and 50/50 draws... the list is endless. Please note that any raffle or lottery you do must have a license. Your faculty advisor will be able to give you advice on how to obtain a license. Usually, you will ask permission from your campus Principal. Failure to obtain a license will make you ineligible to participate in the international learning program.

For ideas, tips and hints on fundraising projects please see the attached samples.

Thank, Thank, Thank

The #1 rule of fundraising is to ASK. The #2 rule is to THANK.

Regardless of how you obtain donations, always follow up with a thank you note or telephone call. While soliciting, always promise (and live up to that promise) that you will contact donors after the trip to tell them about your experience.

Some ways you could thank people who donated to you include:

- Send thank you notes when someone donates to you.
- Send email updates before you leave detailing your experience and how you are feeling.
- Sending a postcard from the country you're travelling to.
- Send a link to your blog or the NSCC International blog or Facebook page so they can follow the progress of your learning experience
- When you return make an online photo album and send a note detailing your experience and a final thank you.
- Make a video while you are there and post it on YouTube and send the link to people who donated to you.

Samples to help you in your fundraising

Attached you will find a samples to help you in your fundraising. The samples attached include:

- A sample fundraising plan.
- How to write an appeal letter.
- A sample appeal letter.
- Tips to help you organize a fundraising event.

Terms & Conditions for Fundraising for NSCC International Learning Programs

- You cannot issue tax receipts to individuals or businesses that sponsor you.
- Do not contact any businesses until you have read the notice below and contact the NSCC Foundation office
- A license must be obtained for all lotteries or raffles regardless of the prize amount. Your faculty advisor can give you advice on this.
- Regardless of how you obtain donations, always follow up with a thank you note or telephone call. While soliciting, always promise (and live up to that promise) that you will contact donors after the trip to tell them about your experience.
- NSCC cannot fund or reimburse any expenses incurred throughout the planning and execution of your event
- NSCC cannot provide you with lists of donors or prospects to approach or lists of current donors.
- All cheques are made payable to *you* personally and not NSCC.
- NSCC cannot provide you with prizes or auction items.

***Before you Contact a Business or Organization**

Before you contact a business or organization to support your international experience, please read the following carefully and contact Dennis.Chaulk@nscC.ca 491-2181

NSCC is generously supported by hundreds of businesses and service organizations across the province, some of whom give regular and very large amounts. The relationships with those donors reside primarily with the NSCC Foundation, Student Awards, Deans, Principals and Campus Student Associations. We also acknowledge that you may have personal and family connections to local businesses, service clubs and organizations. PLEASE DO NOT APPROACH any business or organization for support until you have contacted the NSCC Foundation Office to ensure your request will not interfere with other College gifts.

Thank you and Happy Fundraising!

Samples to help you in your fundraising

Sample Fundraising Plan

| Activity | Who? | Start Date | Finish Date | Expected \$ |
|---|---------------------|------------|-------------|---------------|
| 4 X 50/50 draws | me | Sept 15 | Dec 15 | \$400 (total) |
| Direct Solicitation to family and friends | me | Sept 20 | Oct 20 | \$600 |
| Bingo | me and Sue and Todd | Oct 12 | Nov 10 | \$150 (each) |

How to Write an Appeal Letter

Personal appeal letters can be as brief or as long and detailed as you wish, as long as they get the point across. Different techniques and styles can be mixed and matched to fit the target audience. You might use one technique for certain potential supporters and another for others.

It is important that appeal letters provide the potential supporter with an understanding of what you are participating in and why, and that you are seeking their involvement. Depending on the knowledge level of the audience, your letter may need to educate the reader about NSCC, NSCC International, the program you are studying and your particular international learning program. Regardless, the letter should instill a sense of need and leave the reader eager to help.

Following are examples of the types of information that are commonly used in International Learning Program solicitation letters. Except for brief e-mail appeals, every solicitation letter should contain some form of each of these four elements:

1. Basic information about NSCC, NSCC International and your program.
2. Information about your international learning program.
3. How they can donate to you (if they are sending a cheque, who they make it out to, where to mail it, etc).
4. Always mention follow up. "I will be following-up with an e-mail or telephone call to confirm that you received my letter and to answer any questions you may have."

Sample Appeal Letter
(Email version)

Hi,

As you may know, this year I have been studying _____ (program) at the Nova Scotia Community College. I have had a great year so far. I love my program and I am looking forward to _____ when I graduate.

I am excited to tell you that I have been given an opportunity to expand my learning by participating in an International Learning Program at Nova Scotia Community College to _____ (country/project).

On _____ (date) I will be traveling to _____ (country) with a team of _____ (number) other students and faculty members from NSCC to _____ (description of project).

Insert paragraph on why this project has meaning to you, why you are excited, what you hope to learn, what you will be doing when there.

I am raising \$_____ of the \$_____ participant fee. I am hoping that you will be able to help me reach my goal of raising \$_____ by _____ (date). *Add in information about how to make donations*

Would you be willing to make a donation to support me in the _____ project? A gift of any size (\$10, \$50, \$100) would be greatly appreciated.

Thank you so much for reading this email and for considering supporting me in this project.

I will keep you updated on my plans and preparation for _____ and of course when I get back I will send you lots of pictures.

Your name

Thank you so very much for your support – both moral and financial!

Tips to Help You Organize a Fundraising Event

1. Brainstorm fundraising ideas:

Give free reign to your imagination. If you need help getting started, take a look at our list of event ideas below.

2. Choose an event that fits your group:

The type of event you choose should fit the size, interest, talents, goals, and time availability of your group. When choosing your event keep your audience in mind- the people who will attend your event might influence what type of event you will choose. You want this event to be fun to plan and organize, as well as well-attended.

3. Form a planning committee:

The probability of success of any special event is increased by the enthusiasm and dedication of the people who plan and organize it. Your planning committee should have enough members to share the work, and represent a variety of skills.

4. Establish goals:

Have realistic and measurable goals. You can set goals for the number of people you hope to attend the event, how much money you hope to raise and even what your fundraiser will help accomplish.

5. Schedule the event:

Schedule your event for a time that is appropriate and convenient for those who will be planning the event and those who will be attending. It is always a good idea when choosing an event date to look at your community calendar and see if there are other events planned for that day.

6. Budget:

Identify possible sources of income and all expenses. If you keep costs down, you'll generate a bigger donation - something everyone will feel good about.

7. Promotion and publicity:

Publicity and promotion are key to a successful event, so get out there and promote, promote, promote.

8. Thank you, thank you, thank you:

Please acknowledge everyone who participated in or supported your activity and let them know how much you appreciate their help. They would also be proud to hear how much money was raised!

Choosing an Event

The ideas for hosting an event are endless.

To help you choose the right event you should ask yourself the following questions:

- What is your goal for this event?
- How many people are willing to help you plan the event?
- How much work/hours are you/your team prepared to take on?
- How much time do you have to prepare for this event?
- Do you have people on your team who have experience planning events?
- Who/how many people could you realistically get to participate?

Event Ideas

From **a-thons**: (walk, skip, read, bike, bowl, dance, knit, swim, bowl, skate, aerobics, yoga) to **sporting events and tournaments** (baseball game, golf tournament, tennis tournament, curling bonspiel, fishing derby, pool/darts tournament, soccer tournament) to **auctions** (donated goods, furniture, handmade goods, quilts, services, catered meals) to **parties, dinners and fairs** (afternoon tea/coffee, concerts, garden tours, homes tour, art show, performance of a play, BBQ, beach party, boat cruise, costume dinner dance, fashion shows, food fairs, dances, talent shows) there are many event possibilities that would raise money for your international learning program.

Some other ideas include:

- Garage sale
- Bake sale
- Head shaving
- Loonie/Twoonie Drive
- Car wash/ Pet wash
- Arts and crafts sales/shows
- Carnivals
- Dinner dances
- Holiday celebrations
- Theatre events
- Theme parties
- "Dress Down" day at work or school

Best wishes for a successful fundraising campaign!