

YOUNG

PEOPLE

FOR

**CONFERENCE FUNDRAISING
TOOLKIT**



www.YP4.org



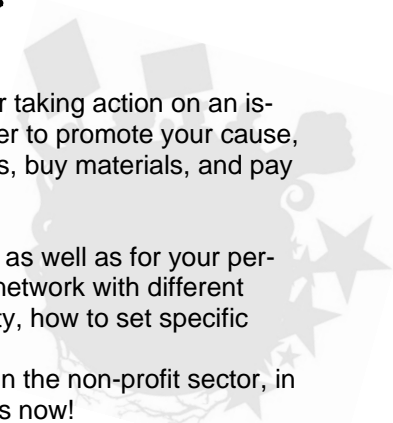
Fundraising for a Conference

WHY FUNDRAISE FOR YOUR CONFERENCE COSTS?

Fundraising is a really important part to working on a social justice campaign or taking action on an issue. Raising money gives you the opportunity to expand your resources in order to promote your cause, increase visibility and awareness about the issue, recruit members, host events, buy materials, and pay for accommodations when traveling.

Fundraising is an important skill to develop for the purpose of your campaigns, as well as for your personal and professional development. It will teach you how to do outreach and network with different kinds of people, how to build key relationships on campus and in the community, how to set specific goals and outcomes, and how to advocate for an issue you really care about.

Fundraising comes in handy whether you want to pursue a career in activism, in the non-profit sector, in the business and corporate world, or in politics. So, start developing those skills now!



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STEP ONE: Determine Your Budget

1. **Conference Registration**

a. What is the cost of attendance for the conference?

b. Do the conference organizers offer a student or youth rate?

c. **Travel**

d. How will you get to the conference?

e. Will you fly, or can you take a train or bus to bring down costs?

f. Are you close enough to drive? What's the cost of gas? Tolls? Parking?

g. **Ground Transportation**

h. How will you get to and from the airport/train station/bus station?

i. How will you get around town once you're there?

j. **Lodging**

k. Where will you stay while you're in town?

l. Is there a group rate at a local hotel for conference participants?

m. Is there an affordable rate at another nearby hotel?

n. Are you able to stay with a friend?

o. **Meals**

p. Are meals included in the cost of conference registration?

If not, estimate about \$8.00 for breakfast, \$12 for lunch, and \$20 for dinner.

STEP TWO: Scholarships and Waivers

1. Do conference organizers offer waivers or discounted registrations for students or youth?

Do conference organizers offer travel and lodging scholarships?

EXAMPLE BUDGET

Structure your budget by line item, with a narrative description of each item – accounting for any scholarships, waivers, etc. that you're able to secure for your expenses.

Individual Budget: YP4 National Summit		
Expense	Cost	Narrative
Conference Registration	\$0.00	Covered by YP4.
Travel	\$300.00	Round-trip flight from OAK to DCA: \$400.00. \$100.00 travel scholarship from YP4.
Ground Transportation	\$10.00	Metrocard to get around DC.
Lodging	\$0.00	Covered by YP4.
Meals	\$60.00	3 dinners at \$20.00/day.
<u>TOTAL</u>	<u>\$370.00</u>	

STEP THREE: Your Personal Contribution

Determine the amount that you are able to contribute towards your conference costs. Subtract this amount from your total conference budget. This number is your fundraising target. To continue with our National Summit example, let's say you're able to contribute \$100 to your costs:

$$\text{\$370 total budget} - \text{\$100 personal contribution} = \text{\$270 fundraising target}$$

STEP FOUR: Organizational Support

1. Are there national or local organizations in which you're involved that provide support for conference participation?
 2. Does your student government association or campus activities board provide support for conference participation?
- Are there academic departments on campus that provide conference support?

Subtract any conference support you're able to secure through organizational support from your fundraising target. Let's assume you find about \$100 in support from the campus activities board:

$$\text{\$270 fundraising target} - \text{\$100 campus activities support} = \text{\$170 new fundraising target}$$

STEP FIVE: Individual Donations

Who are the people—friends, family members, co-workers, etc.—that you can ask for small donations to support your trip.

List **at least 10 people** in your contacts below (column A).

Divide your fundraising target by the number of contacts on your list. This is your **individual ask**. You can make adjustments to this number for each individual – asking more for folks you think will be able to contribute more, and less from those from whom you can expect less support. List these amounts in the ask column below (column B).

3. Column C is where you will track donations you actually receive.

Individual Donors Tracking Sheet		
Contacts (Column A)	Individual Ask (Column B)	Amount Received (Column C)
1. Mom	\$50.00	\$50.00
2. Aunt Nancy	\$17.00	\$30.00
3. Joseph	\$17.00	\$17.00
4. Annie	\$17.00	\$0.00
5. Larry	\$17.00	\$5.00
6. David	\$17.00	\$17.00
7. Bray	\$17.00	\$17.00
8. Joi	\$17.00	\$17.00
9. Uncle Nick	\$17.00	\$17.00
10. Michael	\$17.00	\$0.00
	<u>TOTAL PROJECTED:</u> \$203.00	<u>ACTUAL TOTAL:</u> \$170.00

STEP SIX: Outreach to Potential Donors

1. Compose a sponsorship letter to send to each of your contacts. In your letter, tell them why you're going and what you hope to accomplish. An organized letter that shows your contacts you are serious will make them more likely to support you.
2. Make your family and friends letter as personal as possible. Include a personal greeting, such as "Dear Aunt Jane and Uncle Joe."
3. Tell them about the conference, your goals, and why you need their support.
4. Ask for a little bit more than you expect from each contact, to leave some room to negotiate a donation.
5. If you're a graduating senior, you may consider asking that each family member make a donation to your journey in lieu of a material gift.
6. In return for their donation, promise to follow-up with information about the impact of the conference on you and your work, as well as photos and videos if you can!



EXAMPLE OUTREACH LETTER

Dear Aunt Nancy,

This January, I will join Young People For (YP4) and young leaders, activists, and organizers from across the country for the 2011 YP4 National Summit.

I am currently asking my family and friends for financial sponsorship to help me with travel costs, meals, and lodging for the conference, which will take place from January 14th – 17th, 2011.

As a Fellow in the YP4 program, I have had the opportunity to attend a regional training earlier this year, during which I met about 30 other student leaders committed to creating positive social change. I am working closely with a mentor from the program to build my own capacity as a social justice leader, and at the National Summit will be learning powerful strategies for change while developing an action plan called the Blueprint for Social Justice – which will be a strategic, sustainable, community-driven project on campus or in the community.

My travel costs are \$370.00, which includes meals, transportation, and lodging. I've already been able to raise \$200.00 towards my costs, so I am asking for a contribution of **\$25.00** to help me reach my goal. Is it possible for you to assist me by making a contribution? I plan to share my experience with friends and family when I return by sharing a draft of my Blueprint for Social Justice, as well as photos and video from my experience.

My travel costs must be collected by **November 30, 2011**. Tax deductible donations may be made payable to People For the American Way Foundation and sent in the enclosed, self-addressed envelope. Your generous contribution would enable me to share in this wonderful opportunity. Thank you in advance for your gracious consideration and support.

Sincerely,

YOUR NAME

STEP SEVEN: Follow-Up on Your Ask

Be sure to follow-up on your ask. Call each contact, or arrange to meet with them in person if possible. Use this opportunity to reinforce your ask, provide more information about your trip, or answer any questions they might have.

EXAMPLE ASK SCRIPT

Hi Aunt Nancy, this is Sydney. How are things going? I wanted to talk to you for just a moment about a conference that I'll be attending in January, and to ask for your support.

I am a Fellow with a leadership development program called Young People For – I'm working with their staff, alumni, and other Fellows in the program to build my capacity to create positive social change on campus and in the community.

[Answer any questions your potential donor may have about your involvement in the program, how participating in the conference will further your goals, or any other questions they may have.]

Attending the National Summit is the next step in the program, and I am raising money towards my travel costs. I've already raised \$200.00 towards those costs, but still need another \$170.00. Can you help me get to the Summit by supporting me with a donation of \$25.00?

[Wait for a response. You may need to adapt your ask if the potential donor is unable or unwilling to give the full amount that you've asked for. You may find that they exceed your expectations! Tailor the rest of the ask to your specific situation.]

I appreciate your support! Of course, after the conference, I'll follow-up with you to let you know more about my experience and my next steps. Thanks again for your generosity. Have a great day!

STEP EIGHT: Fundraising Events

While events shouldn't be your entire focus when raising money for a conference, they can be useful – especially if more than one student from your campus is attending. Don't forget, when planning fundraisers, think about how you can connect them to the work you are doing. For example, if you are hosting a house party, talk about your campaign and get them to sign a petition!

EXAMPLE FUNDRAISERS

House party: Invite friends and family over to watch a film exploring social justice issues or to have dinner and discussion and ask for a suggested donation as the entry fee. Consider hosting a potluck so you don't have to spend money on food!

Bake sale: You can add your progressive twist on this classic by writing special messages on your baked goods and passing out flyers or other materials to promote your work.

Auction or Raffle: Ask local businesses to donate gift certificates or merchandise for free—it's great publicity for them and it helps your cause!

Restaurant Dinner Party/Happy Hour: Ask local restaurants/cafes if you can host a gathering where they will donate a portion of proceeds from the food and beverages to your cause, or where you can sell tickets to attend. Some local businesses will offer discounted happy hour prices for events that you can use to bring people in!

Benefit Concert: Ask local bands in the area to perform for free and use money from the ticket sales for your cause—the bands might even give you a portion of their proceeds from merchandise sales.

Special Workshop/Class: Utilize your friends' talents by offering a workshop teaching a cool skill (e.g. yoga, knitting, cooking, fixing bikes, public speaking, etc.) and ask for a suggested donation as the entry fee.

Make sure to collect contact info for the people who attend your fundraisers, so that you can follow up with them and invite them to join a meeting or event. You can use a follow-up call or e-mail to thank them again for their donation, to inform them about how they can get involved in your work, and how they can continue to stay involved!

STEP NINE: Take Donations Online!

Set up an account with Paypal online to make donations easy for your donors to send and for you to collect. You can also connect this account with your Facebook page, Twitter feed, and any other social media platforms you use to broaden your outreach. If you do decide to do this, be sure to use engaging content, such as pictures or video (record a quick ask using a webcam!) to draw peoples' attention.

STEP TEN: Donor Acknowledgements

Send thank you letters as soon as possible to acknowledge those who have contributed to your trip. A hand-written thank you card can go a long way in showing your appreciation.

EXAMPLE DONOR ACKNOWLEDGEMENT

Dear Aunt Nancy,

Thank you again for your generous contribution of **\$30.00** towards the cost of my attendance at the 2011 Young People For National Summit. With your support, I'm another step closer to this great opportunity. I'm excited to share my experience with you when I get back from Washington.

Best,
YOUR NAME

STEP ELEVEN: Post-Conference Follow-Up

People who give money often want to be engaged in other ways as well – especially if they are interested in advancing social justice. Following the conference, make sure you find ways to engage your donors by letting them know more about your experience, sharing photos and videos if possible. Make sure your donors are aware of their impact on you and your goals.



Conference Fundraising Plan

Conference Title	
Conference Organizer(s)	
Dates	
Fundraising Deadline	

Conference Budget		
Expense	Cost	Narrative
Conference Registration		
Travel		
Ground Transportation		
Lodging		
Meals		
Other		
<u>TOTAL</u>		

Personal Contribution
$[TOTAL\ BUDGET] - [PERSONAL\ CONTRIBUTION] = [FUNDRAISING\ TARGET]$

Organizational Support

[FUNDRAISING TARGET] – [ORGANIZATIONAL SUPPORT] = [NEW FUNDRAISING TARGET]

Individual Donors Tracking Sheet		
Contacts (Column A)	Individual Ask (Column B)	Amount Received (Column C)
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
	<u>PROJECTED TOTAL:</u>	<u>ACTUAL TOTAL:</u>

CAMPUS DIVERSITY. CIVIC ENGAGEMENT. CIVIL RIGHTS. RACIAL JUSTICE. THE COURTS. ECONOMIC JUSTICE. EDUCATION. ENVIRONMENTAL CONSERVATION AND JUSTICE. HEALTHCARE. REPRODUCTIVE JUSTICE. LGBTQ RIGHTS. IMMIGRATION. DISABILITY RIGHTS. INTERNATIONAL HUMAN RIGHTS. WORKERS' RIGHTS. NATIVE AMERICAN ISSUES, TRADITIONS, AND EMPOWERMENT. WOMEN'S RIGHTS. PROGRESSIVE ALLIANCE AND COALITION BUILDING.

***Justice. Equality.
The American Way.***



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