



Fundraising

With a little energy and creativity, fundraising is a great way to help you finance your trip abroad. The idea of planning a fundraising event may seem like a mountain of work but being organized and giving yourself plenty of time will cut that mountain in half. Here are some tips provided by the International Centre at Queens University.

Step 1

The first step that you will want to take is to decide who you are requesting money from. You can contact governmental, non-governmental and private institutions for funding. Keep in mind that while these institutions may say no to money, they may say yes to supplies and equipment to help you with your event.

Here are some sources of funding:

On campus

Student Affairs, student associations, Alumni, Faculty Deans, on-campus student groups and clubs.

Community

Charitable clubs such as Rotary International, churches, banks, media such as the local newspaper, radio stations, etc.

Governmental Organizations

Your local MP as well as other political parties, ministries, municipal government.

Non-governmental organizations

Research NGO's involved in international development

Private institutions

Local and national corporations that may do business with the country you are visiting or are part of your community.

Charitable organisations

Ensure that the agency who you are contacting grant to individuals. Read all instructions carefully!

Step 2

Now that you have decided who you are requesting funds from, it is time to make contact. The best way to do so is sending a letter. You will want to do this as soon as possible, however you should take the time to ensure that your letters are perfect and the wording is accurate. Be professional and let them know what you can do for them. For example, you may send a letter to the local elementary board of education (preferably where you attended). Offer to teach a geography, history or social science class upon your return to discuss what you learned during your volunteer experience, or how students can volunteer in their community here in Canada.


Since your letter will most likely be one of several, you will want yours to stand out. Do some research about the organization and/or the person you are addressing the letter to. Be clear and concise with what you are seeking. Most importantly, be honest.

You will want to cover the following:

- Who you are, why you are writing and what your project is about
- The length of time you will spend overseas
- The total amount of money you will need to raise
- When you will be departing

You will want to follow up with the recipients of your letters. Wait seven to ten days to allow your letters to arrive and be read. Calling the organizations will remind them of your interest. Keep your call short and polite. You will identify yourself, inquire about the receipt of your letter and ask if they need any additional information. Don't press for an answer at the time of your call.





Once you receive confirmation of funding, immediately send out letters thanking them for their support. State the sum or specific donation and promise to contact them upon your return.

When you return send out another letter, briefly outlining your experience and thanking them again for their support. In the letter arrange for delivery of your promised presentation, report or offer to share your experience.

Step 3

The purpose of fundraising is not only to finance your trip, but to inform and educate the community about the purpose of your project. A way to do this is to organize a community event. This will not necessarily take more time than letter writing/phone calling.

You will want your event to be as relevant to your project as possible

Event ideas

- Volunteer-a-thon (have people sponsor you for each hour you volunteer at a local organisation)
- Dance-a-thon, bike-a-thon, walk-a-thon etc.
- Design and sell t-shirts
- Raffle tickets (check with local gambling regulations!)
- Hold an info night where you have country specific stations set up in one room. For example, one station will have cuisine, another station will have information on past and present volunteer efforts and the results of those efforts, etc.