



LEADERSHIP
INITIATIVES' YOUTH
DEVELOPMENT
PROGRAMS

FUNDRAISING
GUIDE

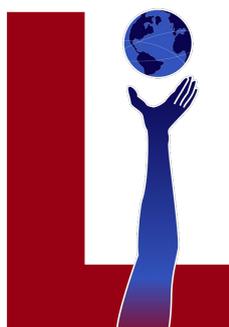
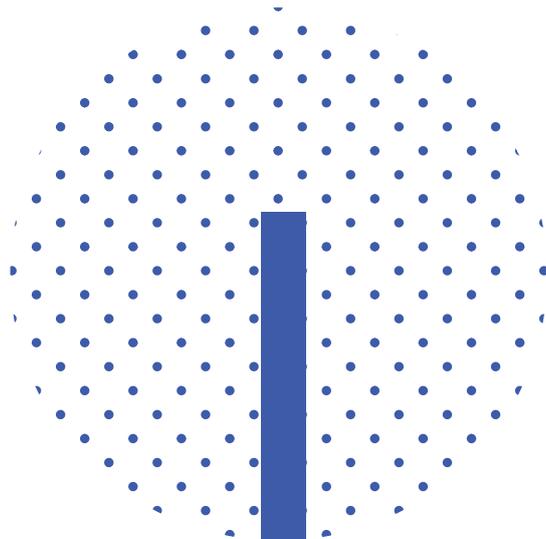


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Welcome Letter

Welcome to the Leadership Initiatives Youth Development Programs! Leadership Initiatives is dedicated to providing opportunities for everyone who shows drive, determination, and grit towards their future goals. We work hard with our sponsor organizations to ensure that grant money is available for students to attend the programs we offer. We also understand that sometimes this grant money isn't enough to allow all students who are focused on improving the world and reaching their full potential to attend our summer programs without additional support.

For this reason, we have created a fundraising program dedicated to helping students obtain the means necessary to participate in one of our summer programs. If you choose the fundraising option, you will meet one-on-one with a fundraising coach who will assist you in creating a comprehensive fundraising campaign. Your coach will continue to check in twice a month until you have reached your goal. You will also receive a graduated payment scale which allows you and your family time to fundraise for tuition.

Upon your first meeting with your coach, you will go over the tuition fundraising campaign. During this first meeting, you will establish guidelines and set up deadlines in order to ensure that you have a successful fundraising campaign. If you ever need assistance or have questions you should always feel welcome to contact your fundraising coach.

We know you have a lot on your plate. That's why we created this fundraising calendar worksheet and template. We will use these tools to streamline your planning process. Remember, a bit of preparation today is bound to make your job a bit easier down the road, but good organization and discipline will make what seems like a daunting task move along smoothly and successfully.

If you start now and follow the directions in this booklet, you are almost certain to succeed. I want to assure you that I will personally be checking in with every student that is part of our tuition fundraising campaign.

Jessica Bailly
Youth Development Program Director
Leadership Initiatives
jbailly@lichange.org



Full-Scale Fundraising Effort

Before you begin actively fundraising, you need a clear statement to answer the question “Why should anyone give to you?” It is important to show potential sponsors how a contribution to you can benefit them. You need to have a purpose for going to Georgetown for your internship. Donors want to give to a person who is going somewhere, to help fulfill aspirations, to be part of a successful person’s path to great things. Twenty years from now, they will be able to say, “I launched that Lawyer’s career by helping them attend Leadership Initiatives Law & Trial Internship Summit!”

You need to be able to articulate to groups and individuals what the program is about and how it helps your community. Each student may have unique reasons as to why the program will benefit his or her particular community, but every student can speak to the fact that an educated citizen benefits every community.

One of the most common critiques about your generation is an alleged lack of interest in important political and social issues. You need to make people understand that when businesses and individuals sponsor you to attend a program, they are investing in the future leaders of their community, state, and country. Through these programs that promote knowledge in the fields of medicine, law, business, and leadership, you are going to be able to bring back and share information with your peers about the skills necessary to make a difference in the world. Education and good leadership benefit everyone by fostering a well-educated, active society. Thus, everyone has a stake in helping to see that young people from their communities are well-educated and trained.

It is best to begin preparing a statement that explains how this program will help you achieve your goals. You should also include information regarding the additional benefits you will receive from the program including SAT/ACT Preparation through TestRocker, Letters of Recommendation, and one-on-one college admissions counseling. The more personal you make this statement, the easier it will be for donors to want to support you because they will have a better understanding of how it will benefit you.



Determine Your Need

The first step in determining your budget is to figure out your financial need. To determine your need, subtract your total resources and parent contributions towards the program, from your total costs (tuition and travel) and the remaining balance is what you will have to raise. Do not be alarmed if you need to raise as much as \$3,000 – or more. Believe it or not, the more you have to raise, the stronger your appeal will be to all of your potential sponsors.

The amount you need to raise will determine the scope of your fundraising efforts. If you have to raise less than \$500 and you have some possible donors immediately in mind, you might only have to make a few phone calls. However, the more likely scenario is that you will need to raise over \$500 and may not know anyone who would give you more than \$50.

Expense	Cost
Advanced Law & Trial Internship - Tier 1	\$3400
Air Flight	\$340
Pick up and drop off at the Airport	\$70
Professional Clothing	\$150
Incidentals	\$50
Spending Money	\$100
Total	\$4110

Need	
Expense Total	\$4110
Grants or Scholarships	\$500
Parent and/or Student Contribution	\$1000
Total to Fundraise	\$2610



Fundraising Campaign Goals Worksheet

Now that we have a Fundraising Total we will have to choose which fundraising campaigns that you would like to focus on and create a fundraising goal for each campaign. This will help us understand which campaigns we should try first and create an interactive fundraising calendar.

With your fundraising coach, you will complete the fundraising goals worksheet together.

Campaign Title	Number of people reached by the campaign	Fundraising Goal
Waive Holiday & Birthday Gifts	11	\$425
Email Campaign Friends and Family	15	\$350
Letter Campaign to coworkers/ educators/ coaches/	30	\$350
Neighborhood Campaign	20	\$155
Local Businesses	15	\$225
Social Media Campaign	60	\$150
Youth Group Bake Sale	50	\$260
Targeted Organizations	10	\$270
Chocolate Sale	100	\$250
Odd Jobs for Support	10	\$220
Recycling	100	\$175
Total Fundraised Amount		\$2830



Whom to Ask:

Identifying Potential Sponsors

To identify potential sponsors, create a list and divide it into three subgroups:

- Group I consists of all those people you know personally. This group is the most likely to help you, so this is the group to which you should devote the most time and energy.
- Group II consists of individuals and organizations you don't know personally, but who have a history of sponsoring young people in your community.
- Group III includes individuals and organizations who don't know you and who may or may not have a history of sponsoring students. For example, small businesses in your community might fit into this category. You should spend much less of your time on this group.

Group I - People You Know

Ask everyone you know and get everyone you know to ask everyone they know. Ask every relative, family doctor, dentist, optometrist, veterinarian, church group, and friend. Ask your neighbors, teachers, counselors, dean, employers, friends' parents, pastor, priest or rabbi, etc. Ask any business that you frequent and see if the owner would be willing to donate either money or goods that you can sell as a fundraiser.

Group II - Service Clubs

Your Chamber of Commerce can usually provide you with a list of civic and service organizations in your area. These organizations should include the Rotary Clubs, Lions, Kiwanis, Elks, Women's Auxiliaries, VFW, Association of University Women, Junior League, and any ethnic clubs to which you might have ties. Lists of clubs, their presidents, addresses, and phone numbers are typically available to anyone who asks at the Chamber of Commerce or the public library. There may be a charge for photocopying the list, or you may be required to go to the Chamber's offices and copy down the names and addresses you want. If you have trouble getting what you want from the Chamber, call us for advice.

Many school administrators can suggest the names of community groups in your area that have a history of helping students. If your principal or a teacher at your school belongs to such a club, seek their support of your funding request. You probably have friends whose parents belong to local service clubs. Seek their help with your club solicitations.



Whom to Ask:

Identifying Potential Sponsors Continued

Group II - Service Clubs Continued

When approaching service clubs, it's a good idea to try to set up a meeting with them where you can give a presentation about your internship and talk about yourself and your fundraising drive. This way the club gets to know you and sees how dynamic you are. Additionally, you might be able not only to get funds from the club but also from individual club members.

Group III - Local Businesses

Draw up a list of small businesses that are based in your area. Large corporations give huge grants but limit their giving to organizations. They generally won't consider making a \$100 donation to an individual. Avoid sending a letter to the CEO of Walt Disney, Sony, Coca-Cola or the Ford Company unless your aunt is a prominent executive with the company. BUT, we do encourage you to write to your local car dealerships. Don't write to the McDonald's Corporation, but do write to the local McDonald's down the street from your school.

Don't neglect organizations or companies whose major clientele is teenagers: fast food joints, pizza restaurants, hobby shops, clothing stores, music stores, and yogurt shops.

Groups I, II, & III - Schools and Youth Organizations

Frequently, schools have funds waiting to be tapped, including funds allocated for Gifted and Talented student activities, discretionary funds controlled by the student body or principal, PTA funds, and Junior State Chapter funds. Ask your school and teachers about funds you might use. Every year we have students who receive money from their school from funds that had to be used before the end of the school year. There may be money available, but you have to ask!

If you are a member of a Youth Advisory Council or Commission, seek city money. Don't forget to contact the Republican and Democratic Parties and city, county, state and federal elected officials for funds and ideas for fundraising. Even if these parties or officials don't have funds, they certainly know lots of people and organizations who may be willing to help you. You must impress them before they help you. Never take it for granted that people are willing to help. Be self-confident and remember that you are on a journey — there will be many ups and downs along the way.



Whom to Ask:

Identifying Potential Sponsors Continued

Sample List of Sponsors for Local Businesses, Individuals, Schools and Youth Organizations – Groups II, & III

Businesses	Individuals	Organizations
Banks	Mayor's Office	American Foreign Legion
Supermarkets	Commissioner	Rotary Club
Law Firms	State Representatives	PTA (Parent-Teacher Association)
Newspapers	U.S. Senator	Lions Club
TV and Radio Stations	U.S. Representatives	Board of Education
Furniture shops	Local Community Leaders	Kiwanis Club
Book Stores		League of Women Voters
Restaurants		Student Council
Sporting Goods Stores		Town Council
Realty Firms		Moose/Elk Club
Insurance Companies		Religious Organizations
Airline, Train, or Bus Companies		VFW (Veterans of Foreign Wars)
Car Dealers		Knights of Columbus
Hotels		Masonic Lounge
Small Businesses		Local Organizations



Contacting Potential Sponsors

Once you have compiled a list of potential sponsors, you need to contact them to request donations. All potential sponsors should receive your sponsorship packet (discussed further in the packet). The sponsorship packet should be created during the third week of fundraising. It is always a good idea to call all businesses or organizations on your list and ask for the exact name and address of the person who will be responsible for handling your request. This will ensure the appropriate person receives your request in a timely fashion. Be prepared to speak to multiple people in an organization before getting to the appropriate person.

A sample dialogue might be:

Receptionist: Good afternoon. You've reached DRIFT Incorporated, my name is Jenny. How may help you?

You: Good afternoon, Jenny. My name is [your name]. I am a student at [School Name] and I am seeking sponsorship from within our community in order to attend The Advanced Law & Trial Internship at Georgetown University. Is there someone specific at Drift Incorporated that I should contact regarding my request?

Receptionist: Well, [Your Name], Ben Stein is in charge of Community Outreach at DRIFT Incorporated. You should speak with him. Would you like me to transfer you now?

You: No, thank you. I would like to send Mr. Stein a written request before I speak with him. May I confirm the mailing address?

Receptionist: Yes, the address is

You: Thank you so much for your time and help today!



Follow-up with Potential Sponsors

One week after you have mailed your sponsorship packets to your potential sponsors, you should follow-up with a phone call. During this phone call, you should verify that the potential sponsors have received your packet, answer any questions they may have, and offer to meet with them in person to discuss their potential sponsorship further.

If you are able to meet with someone in person, you should fully prepare your presentation ahead of time so that you are comfortable and confident. Be sure to bring the following information with you or be able to speak about the following information:

- Your acceptance letter (request from the coach)
- Information about the Leadership Initiatives and your program (Request from the coach)
- Your resume
- Your budget, including any amounts you have already received from sponsors
- Your fundraising plan
- How you plan to benefit from Leadership Initiatives • What you plan to do when you return home from Leadership Initiatives • How sponsorship can benefit your sponsors

Don't Take "NO" for an Answer!

Expect to get some people who will say that they are not in the position to make a donation. But don't let that stop you. A good tip, donated items, or time can be just as valuable. Ask those who turn you down if they know someone who might give money. Or if they own a restaurant or business, ask if they could donate something you could sell.



Developing a Timeline

Fundraising takes an extra push at the beginning but gets easier once you get rolling. Together with your fundraising coach you will write out a timeline and be COMPLETELY COMMITTED TO IT. A timeline is the best insurance against getting caught a week before your internship trying to raise \$2,000.

A sample 8-week timeline looks as follows:

WEEK 1: (Busiest Week)

- Call your fundraising coach to determine your fundraising needs, strategy, and timeline
- Make a list of possible donors and their contact information. Start a fundraising page
- Call family members for donations, advice and to say “hello”
- Gather lists of names and addresses of prospective Group I donors
- Go to an office supply store, post office, etc., for supplies
- Write your “master copy” fundraising letter/email

WEEK 2: (Next-Busiest Week)

- Send at least 20 letters/emails to those people in Group I whom you think are most likely to give. Include a link to your fundraising page
- Collect the names and addresses for Group II prospects (Service Clubs)
- Start a social media campaign and share your fundraising page on (Twitter, Facebook, Instagram, etc.)

WEEK 3:

- Send at least ten letters/emails to your Group II list
- Spend an afternoon at your local mall or downtown talking to store managers about your drive and offer copies of your letter. If they are busy when you approach them, try to set up a meeting time.
- Begin to call those people to whom you mailed letters in Week 2

WEEK 4:

- Send at least ten more letters/emails to your Group III list
- Call all the people from Week 2 from whom you haven’t heard and schedule meetings with those people likely to give
- Post to your fundraising page to update friends and family on how your fundraising efforts are going.



Developing a Timeline

WEEK 5:

- Call anyone from Week 2 from whom you still haven't heard and begin to call the people from Week 3
- Call service clubs in your area and try to set up meetings with them
- Go back downtown or to the mall and solicit more stores
- Send out your fundraising page on social media for the second time. Ask your friends/donors to also share your page to increase traffic on your page
- Talk to your church or youth group about setting up a bake sale.

WEEK 6:

- Call the rest of the people from Week 3 and Week 4
- Host a bake sale and ask for donations
- Finish meeting with those people who want to meet you

WEEK 7 & 8:

- Call any remaining people who haven't responded to your letter
- Follow-up any other leads you may have been given with letters and phone calls

Please Note: A donor should receive a thank you note or message within two days of a donation.

As you can see, most of the work is completed in the first few weeks. After you have your materials together and your letters were written, it's merely a matter of following up and contacting those people you haven't heard from.



Creating a Personalized Fundraising Page

When encouraging others to donate towards your tuition and your future, the goal is to make it easy and intuitive for your supporters to donate to your cause. The first key step to that is to make a campaign page for others to easily add donations to.

Leadership Initiatives will create a fundraising page for you. The reason that we have decided to host our own page is to avoid the 15% fees associated with GoFundMe and other crowdfunding websites.

You will want to add your name, profile picture, and a personal message, but we also encourage you to create a quick video that we can embed into your website.

You will be submitting the documents needed for the website by using this jotform located here.

The Do's and Do Not's of Personalized Fundraising Pages

Do's:

- Personalize your fundraising page! Write a brief biography highlighting your background, accomplishments, interests, etc. If possible, include a photo of yourself on your website. Remember, not everyone who visits your page will know who you are (especially if your friends and relatives are forwarding your page to their contacts).
- Set a reasonable fundraising goal. You want to give sponsors the sense that their support (regardless of size) will make a real impact on your fundraising goal. As such, you should consider setting your initial goal at \$1,500 or less. Remember, you can always increase that amount (up to \$3,000 for example) as you near your initial goal.
- People like to support successful campaigns. If they see that you've already been able to fundraise a couple hundred (or thousand!) dollars, then they'll be much more likely to donate to your page. The more donations you can get in the first few days, the more successful you'll be throughout the course of your fundraising campaign.



Do's Continued:

- Reach out to your relatives and close family friends. Personal relationships matter in fundraising – those who know you the best are the most likely to contribute. Be sure to start with your family, especially your grandparents, aunts and uncles, adult cousins, etc. From there, look to long-time family friends. Remember, every sponsorship counts. Starting with your friends and family is a quick way to make progress toward your goal. Leverage your extended network. Ask your friends and relatives to forward your fundraising page to their email contacts and social media connections. It takes very little effort on their part (no stamps, letters) and the returns could be significant.
- Be strategic! Use your fundraising website as a part of a larger fundraising plan. You should still plan to send letters, call prospective sponsors, send emails, etc. Don't rely entirely on the website itself – you have to drive people to visit your site. Be sure to include your website address on all fundraising correspondence.
- Be persistent and follow-up. Follow-up with all prospective sponsors. Also, send your sponsors (those who already contributed) an update on your fundraising efforts. They may increase their sponsorship or put you in touch with others who might sponsor you.
- Thank your sponsors. You should thank a sponsor within two days of receiving their contribution. Take the extra time to send a nice handwritten thank you note to all sponsors. A nice follow-up letter after the internship or a postcard from Georgetown is another great way to recognize your sponsor again.

The Do NOT's:

- Do not use the term “tax-deductible” on your website. Sponsorships of individuals are not tax-deductible, and your sponsor will not receive a tax write-off for their sponsorship.
- Never include sensitive personal information (telephone numbers, home address, etc.) on your website. Remember, your site can be accessed by anyone.
- Do not use inappropriate language or photos on your website. Your site should convey a serious and positive message to your sponsors along with your excitement about being chosen for this unique opportunity.



Fundraising Video for your Personalized Website

We have found videos to be an effective way to promote your fundraising campaign because it puts a face to the cause, conveys the passion that you have to participate in your internship or apprenticeship to funders, and it may even help you raise more money. It's easier now than ever for individuals to record and upload their own video messages to their fundraising page.

In many cases, individual fundraising videos are very simple: just the fundraiser speaking to their webcam. This option requires little or no setup and editing. As for what should be in the video recording, here are some important points of information to include:

- The fundraiser's name
- The name of the program you are fundraising to attend
- Why you feel it is important to attend the program
- Your fundraising goal and deadline
- How to donate – i.e. link to the fundraising page

In some cases, your personal connection for the reason you want to attend an internship program can be the most compelling part of the video. It makes your cause more tangible by showing how it has affected you as an individual or how it will improve you and your family's lives in the future. Someone may not be especially concerned with your mission until they realize how it will impact you in your future.

Creating a video for your personal fundraising page can be as easy or as complex as you want. You can record it all in one take on your laptop's webcam and upload immediately, but you can also use professional equipment and software. In any case, you will need a recording device such as a webcam, a smartphone, or a digital camera.

Both Macs and PCs come with basic video editing software, so most people have all the tools they need. You can even use YouTube to record and upload your video using their application.

[This webpage gives instructions for recording on all kinds of devices along with editing and uploading your video. Click here to access the video.](#)

[If you're worried about looking good in your fundraising video, there are some easy changes that can make a big difference. Here is a short video with tips on lighting, sound, and camera angle. And you can do it all with no extra equipment! Click here to access the video.](#)



Waived Holiday & Birthday Gifts

Plan ahead and take advantage of upcoming holidays to raise money for your internship. Instead of a new phone for your birthday or Christmas, request that your family invest in your future and donate to your internship tuition.

Send letters to family and friends ask for financial support. Be sure to clearly explain your needs and your intentions—why do you want to participate in this opportunity? Clearly express yourself. Create a compelling case so potential friends and family cannot turn you down.

Below you can see an example of a Waived Holiday Gift Example Email:

Dear _____,

It has been a dream of mine to be a doctor for as long as I can remember. My interest in medicine had started out with my enjoyment of science. From general biology to chemistry, I have thoroughly enjoyed learning about the world around me.

In order to continue my journey towards the medical profession, I have been seeking out opportunities that will advance my knowledge of the human body. I was recently accepted into the Leadership Initiatives' Neuroscience Advanced Medical Neuroscience Internship, held at Georgetown University. I will have the opportunity to study cellular/behavioral neuroscience, with Georgetown University Professors and leading field experts.

During this internship, I will not only get to work alongside some of the nation's top researchers, but I will also team up in small groups to work on research projects. At the end of the apprenticeship, I will present my findings to a panel of faculty judges, which will be headed by James Giordano, Ph.D., who is Chief of the Neuroethics Studies Program at Georgetown University. You can learn more about the program by visiting the website at www.lichangeydp.org.

Once the program concludes, I will have Leadership Initiatives' support to help me pursue my dream of becoming a doctor. They will provide me with SAT and ACT test prep through Testrocker, help me find a mentor using their mentorship database, provide me with detailed letters of recommendation from my internship at Georgetown University, and calculate my probability of attending my top 10 university choices.

To help fund my tuition to attend this program I am asking for your support. I was hoping that any Christmas gifts or money that you were intending on spending on me, instead go directly towards my tuition. This opportunity will be something I remember for a lifetime and will help me become the person I want to be.

You can donate towards my tuition using this webpage:

You can also make a check out to Leadership Initiatives using my name in the memo line.

I want to thank you for your support now and throughout the years. You have always been there pushing me towards my goals. If you have any questions about the program or want me to call you and explain more, please let me know.

Lots of love,



Getting the Word Out

Once you've received your welcome letter from Leadership Initiatives, let everyone you know from the school principal to the school bus driver that you will be working with a prestigious internship program and that you are looking for sponsors. Even if they can't give you money themselves, see if they know someone who might be able to give you a donation or if they can help out in some other way like stuffing envelopes or donating items for a rummage sale. REMEMBER: People can't give you money unless they know you're looking, so get out and spread the word!

Utilizing Your Resources

Fundraising is not a one-person job. It is an inclusive process whose success grows as more people take an active part. Sit down with your family and think of how each person can help you. Everyone you or your family has had any interaction with should be asked. Adults can help out by asking their acquaintances and associates for you, and even younger siblings and friends can be helpful by stuffing envelopes or helping you with a garage sale or car wash. Get as many people involved in the process as possible. The more people who get involved, the more time they invest, the more they'll want to see you succeed.

Asking for Money

If you take a chance and ask, most people are willing to help. Work hard and don't give up even if the first few people you ask say no.

Many students are nervous about asking for money because they think it's rude, they don't like asking for charity, or they have never fundraised before. But these reservations must be conquered if you are going to find sponsors. All political campaigns, start-up businesses, and non-profit organizations start with raising money. Understand how to raise money, and you'll be familiar with one of the most important factors that will help your future resume stand out.

So don't feel embarrassed! You are doing the same thing that every other political leader out there is doing—raising money for a cause you believe in. You should view your fundraising campaign as one of the many educational components of your internship. Also, you will be building up a network of contacts in your community!



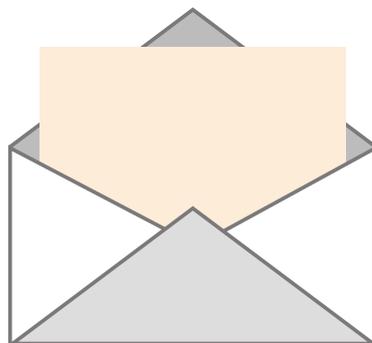
Materials You Will Need to Get Started

To conduct a full campaign, you should budget at least \$25 for stamps, paper, copying charges, and other miscellaneous items. Investment in the right materials will pay off handsomely in the number and size of your donations. The cost is relatively small, but remember, “It takes money to raise money.”

1) *Computer*: There is nothing more valuable and time-saving to your letter-writing campaign than software that will allow you to merge addresses into your letter. You can create and send dozens of personalized letters in minutes. If you do not have a computer, try to borrow one. Check with your teacher/counselor to see if you can use your school’s system. If this is not possible, see if any friends or family can let you use their computer after hours. Many public libraries have computers for public use.

2) *Stationery*: No matter what kind of fundraising you are doing, you will have to write some letters. Even if you are only thanking someone for a contribution, you should use nice paper. A personalized letter written on quality paper commands the attention of the reader. Go to the local office supply or stationery store and purchase 100 sheets of paper for your cover letter and resume.

3) *Envelopes/Stamps*: You’ll want to purchase 9” X 12” outer envelopes and 9” or 10” business envelopes. Go to the post office and buy enough stamps for your outer envelopes, return handwritten self-addressed stamped envelopes and thank you letters.



The Approach: Letters, Phone Calls, & Meetings

No matter what the source, there is one common denominator of all giving: people give money to people. You must personally reach out to the people who give or are responsible for giving. A well-written, compelling letter is essential. Direct the most attention to where the potential seems the greatest and always use a personal touch. For example, after you have typed your letters, write a personal note, in pen, at the bottom of the letter — “I hope I can count on your support.”

The Letter and Packet

The best way to request a sponsorship is to write a personal letter to a prospective donor and include a letter directly from Leadership Initiatives outlining you as an ideal candidate to participate in the internship, a one-page resume, a donor response card, and a stamped envelope. This compilation of papers is your fundraising packet.

When writing a letter requesting a sponsorship, be neat; this letter is a reflection of you. Type the letter. Always include your name, email, and phone number so that the person can contact you if he or she has any questions. Adults tend to call during business hours of 9:00 a.m. to 5:00 p.m. Indicate in your letter what time you can be reached; for example, after 3:00 p.m. Send a resume with your letter and remember to keep both the letter and the resume to one page each. A good example of a letter you can write to your potential sponsors is included.

Obtain copies of a personalized letter from Leadership Initiatives on company letterhead from your fundraising coach. Give this letter to everyone from whom you request financial assistance. It is far easier to establish credibility with potential sponsors if you provide them with a professionally printed program letter. Also, include a self-addressed stamped envelope so that your potential sponsors can contact you easily. They often use the envelope to send checks! If you want to get creative, you can include a “Sponsor Response Card.” This is a small sheet of paper that goes with your self-addressed envelope which gives your potential sponsor an easy way to respond to you by contributing, declining to contribute, or perhaps offering a helpful idea or the name of another potential sponsor you might contact.

Remember: always get a name and a title of a contact person at any organization. Never write, “To Whom It May Concern.” This is what we mean when we say to use a “personal touch.” Address your letters to a specific person and ask for that person when you make your follow-up phone call. Personalized letters are ten times more likely to get responses.



The Approach: Letters, Phone Calls, & Meetings

Phone Calls

After you have sent a letter or email, wait 5-7 days and then call your potential sponsors to inquire about the status of your request. Be polite but persistent. Busy people are sometimes slow to respond to a student request. They may be besieged by requests and will wait to see if you will follow-up on your letter or give up. Don't assume that you are being turned down just because you haven't received an answer.

FOLLOW-UP ON EVERY REQUEST WITH A PHONE CALL!

Below is a sample of the kind of telephone conversation you might have with a potential sponsor. It is a suggestion; do not try to follow the exact wording, because it will sound too artificial.

SITUATION: You are making a follow-up call to Mr. Neil Boff, President of the Paw Paw Rotary Club. Because the Rotary Club does not have an office, you are calling Mr. Boff at work.

A receptionist answers "Good morning, Ace Hardware."

You: "Good morning, Mr. Boff, please."

Mr. Boff answers.

You: "Good morning. I'm Lauren from Paw Paw High School." Be as brief as possible, but as complete as you can.

You: "I am calling to follow-up on a letter I sent you recently. I have been accepted to participate in the Advanced Law and Trial Internship at Georgetown University designed to help students gain experience in preparing their clients for a trial or advocating for them on Capitol Hill. The program will also provide me with SAT/ACT training, letters of recommendation, and mentorship opportunities. The cost of the program, including room and board, is \$3,400, and that is more than my family can afford. The only way I can participate is if people like you, who are interested in helping the young people in Paw Paw, provide some support. Would it be possible for me to come to your office at your convenience to discuss the possibility of you or your club making a contribution? Any small donation will help me towards attending this program"

If he says yes, set up an appointment to explain the program in more detail. If he says no, thank him for listening and ask him if he could refer you to others who might be interested in helping. A "no" is not a rejection of you or the program. There are probably good reasons why Mr. Boff cannot contribute. Don't give up!



The Approach: Letters, Phone Calls, & Meetings

Phone Calls Continued

A few things to keep in mind when you are making phone calls to potential donors:

- Don't try to say everything in one breath
- Listen and respond to comments and questions
- Take pride in yourself and the program
- Emphasize the local value of sending you to a prestigious program. Tell each potential sponsor that you will use your new knowledge and skills to increase your effectiveness as a school and community leader. In other words, you will give something back to the community. Therefore, it is an investment in the community.
- Be confident in what you are saying and in yourself!

Meetings

Meeting with potential sponsors is the best way to fundraise. Meeting with donors gives you an opportunity to show them how spectacular you are, answer any questions that they may have, and talk about other fundraising strategies that they may be able to suggest. Additionally, it gives them a chance to get a feel for you and get a sense of who you are and what you are trying to accomplish.

A good fundraising campaign—just like an effective sales pitch— involves a committed speaker making a believable presentation in an agreeable manner. So try to set up as many face-to-face meetings as possible. If you can get them to commit their time to listen to you, you have a greater chance of getting them to give you a contribution.

Publicity, Publicity, Publicity!

Use online media to your advantage. It's free, easy to use, and can reach large audiences. Craft a cover photo for your Facebook with information about your fundraising efforts. Encourage your friends and family to also adopt the image as their cover photo. Share the link to your fundraising page on social media sites like Facebook and Twitter. Once you post a link, it's easy for your Facebook friends and Twitter followers to Share or Retweet the post to their friends and followers. Contact community organizations, such as your school's Parent Teacher Administration or a local church to see if they'd be willing to share your fundraising page on their social media profiles.

What if I Fundraiser More Than Full Tuition?

We cannot refund money that has been community raised unless it can be used to offset the cost of your travel or transportation. If you still have additional funds raised you can ask us to set it aside for future programs you attend with Leadership Initiatives.



Sample Fundraising Letter A

Claira Barton
30 Upper Richmond Road
Baltimore, MD 21206
(950) 555-4678

March 1, 2017

Mr. Matthew Boulton, Lions Club President
P.O. Box 5699
Baltimore, MD 21206-8056

Dear Mr. Boulton:

I have been selected to attend the International Leadership and Business Internship Summit at Georgetown University in July. The International Leadership and Business Internship Summit is a first-of-its-kind program that pairs motivated high school students with corporate leaders to develop solutions for real-world problems faced by businesses in developing nations.

As an intern, I will address challenges my business partner is facing by researching and designing potential solutions and presenting these solutions to a panel of business development experts. Top proposals will receive a grant to enact their solutions over a one year period. Students will be able to transform the lives of their business partners and the community they serve.

This internship program is open to only 200 high school students from across the nation. I will have the opportunity to gain real-world experience, explore future careers, and develop leadership skills. After the internship I will be able to bring this new knowledge and skills training back to our community, to help my peers grow and expand with new opportunities.

The total amount I need to attend the International Leadership and Business Internship is \$3,400. This includes the tuition and room and board. Due to special circumstances, my family cannot afford to pay the entire amount. I need to raise at least one-half of my tuition. I have already applied and received a scholarship that will cover \$500 of the tuition. I am asking you for assistance to help bring me closer to my goal.

A sponsorship of any amount will make a big difference. Your contribution will help me attend the program, where I will learn how to start my career in international business and develop the skills to make a difference. If you are interested in helping, I would be more than happy to provide you with additional information. You can also learn more by visiting my fundraising webpage, which can be found at www.fundraise.LI.org/CBarton.

I will call you at the end of this week to discuss my request and to see if you are interested in helping me in my efforts. Thank you very much for your time and consideration.

Sincerely,

Claira Barton



Sample Fundraising Letter B

Joe Jamail
4200 Massachusetts Ave
Washington, DC 20016
(565) 555-5855

Mrs. Mary Jo White
White Law Firm LLP
500 Indiana Ave
Washington, DC 20002

Dear Mrs. White:

My name is Joe and I am a sophomore at Walt Whitman High School. I have been selected to attend the International Law and Trial Internship Summit at Georgetown University. This prestigious program first-of-its-kind program that pairs motivated high school students with real attorneys and clients on cases of national importance for the hands-on legal experience. In this accelerated internship, I will spend seven days working on preparing a client for trial, advocating for them on Capitol Hill, and researching trial strategy for a case of national importance. It is an honor to be to attend this internship, and I am extremely excited about this opportunity. I am writing to request your financial support, which will enable me to attend the summit.

During this summit, I will have the opportunity to participate in leadership development workshops where I will develop skills including effective communication, public speaking, and conflict resolution. In addition, I will participate in lectures and workshops that will give me a better understanding of how to interpret laws and will prepare me for my future career as a lawyer. I will attend briefings and participate in forum discussions led by some of the nation's best lawyers.

The cost for me to attend the conference will be \$3800. This includes the program, room and board, course materials, program activities, travel to the conference, and money for other incidental expenses. Unfortunately, my family cannot afford the entire amount; therefore, I am requesting your assistance. So far, I have raised \$900 and received a \$500 scholarship, but I still need to raise an additional \$2,400.

Your financial support in any amount will make a big difference in helping me attend the Law and Trial Internship Summit. I have enclosed a self-addressed envelope and response card with this letter. If you can help sponsor my participation, please return the response card with a check payable to the "Leadership Initiatives." Please write my name on the memo line of the check. You can also sponsor me online by visiting my fundraising webpage, which can be found at www.fundraise.LI.org/JSouthern.

I have enclosed additional information on the internship and myself. I would be more than happy to answer any questions or provide additional details for you. If you have any questions, please feel free to contact me at the number listed above, or you can call Leadership Initiatives directly at (202) 738-1115.

I will contact you in a few days to discuss my request. I welcome any suggestions/feedback that will help me in attaining my goal. Again, your assistance is greatly appreciated. Thank you for your time and consideration.

Yours truly,
(Your Signature)
Joe Jamail

Enclosures: LIYDP Information, Response Card, Return Envelope, Biographical Page



Sample Sponsorship Email

Dear Mr. Henry Gray:

My name is [Your Name] and I am a [Year in School] at [School Name]. I have been selected to attend the Leadership Initiatives Advanced Medical & Public Health Internship Summit at Georgetown University. During this prestigious program, I will learn about the top 4 diseases facing the developing world from doctors and medical experts. As an intern, I will diagnose a patient in real-time using Oculus-Rift technology. All of the patient's medical costs will be covered by Leadership Initiatives, meaning that my diagnosis will save one life! As an intern will also work with the Red Cross to become certified in First Aid, CPR, and AED and partner with a cadre of experts in surgery, medical research, emergency room medicine, and physical therapy.

It is an honor to be to attend the Medical & Public Health Internship Summit, and I am extremely excited about this opportunity. I am writing to request your financial support, which will enable me to attend the Summit.

During the summit, I will have the opportunity to participate in leadership development workshops where I will develop skills including effective communication, public speaking, and conflict resolution. In addition, I will have the rare opportunity to perform an upper endoscopy, an abdominal ultrasound, and learn how to draw blood using state-of-the-art-simulation units. My participation in these lectures and workshops will give me a better understanding of the medical profession and will give me the necessary experience to excel in my future career.

The cost for me to attend the conference will be \$3,400. This includes the program, room and board, course materials, and program activities. Unfortunately, my family cannot afford the entire amount; therefore, I am requesting your assistance. So far, I have raised [Amount of money you have raised including contributions from you and your family]. I have also received a scholarship for \$500, but I still need to raise an additional [Total remaining amount].

Your financial support in any amount will make a big difference in helping me attend the Advanced Medical & Public Health Internship. Please visit my fundraising page at www.fundraise.LI.org/JSouthern to learn about me, my goals, fundraising progress, and to donate. To learn more about the Leadership Initiatives Youth Development please visit www.BeTheChangeNow.org

I have attached additional information about the program. If you have any questions, please feel free to contact me at the number listed above, or you can call Leadership Initiatives directly at (202) 738-1115.

I will contact you in a few days to discuss my request. I welcome any suggestions/feedback that will help me in attaining my goal. Again, your assistance is greatly appreciated. Thank you for your time and consideration.

Yours truly,

Your Full Name

Email:

Phone:

Attached: Biographical Page & Resume



Other Types of Fundraising

In addition to a letter-writing campaign, it is a good idea to try other forms of fundraising.

Selling Services

You can make money by selling things you make or providing services. Providing services can also pay off with positive publicity about your energy and creativity. Since fewer resources and more enthusiasm are required, service fundraisers are naturals for young adults. Service fundraisers might include charging by the hour or by the job to:

- Walk or wash dogs
- Baby-sit
- Build Webpages
- Run errands
- Wash, park or fix cars and bikes
- Wash windows, rake leaves, mow lawns, shovel snow

Look around your neighborhood and think about what kind of services might be in demand. Be creative and ask for people's advice and help when promoting a service fundraiser.

Garage or Yard Sales

Don't underestimate the traditional fundraising techniques like garage or yard sales. For a successful garage sale, get as many people as you can to donate items. Put an announcement of the sale in a local paper or a supermarket, post signs around town, and advertise the sale on sites like Craigslist or a neighborhood forum. Also, create a public Facebook page with details about the event. Invite friends and family to the event, and encourage them to invite their Facebook friends. Have a bake sale at the same time. If people don't buy anything at the garage sale, they almost certainly will buy a piece of cake, a cookie, or a cup of coffee.

Bake Sales

Many students have held successful bake sales at their school or church. Try to get a bakery, neighbors, family, and friends to donate baked goods and sell them at lunch, at school, or after church services. Contact local grocery stores to see if they'll allow you to set up a table near their entrance. Make sure to post reminders about the event on social media.

Work-Scholarship from a Business

Another idea to raise scholarship money is to approach a local business to see if they would be willing to give you a scholarship for your internship in exchange for your working for a designated amount of time. This idea could also work with neighbors who would be willing to sponsor you in exchange for some yard work or babysitting, or with an older relative who might need your help cleaning out a garage or running errands.



Other Types of Fundraising Continued

Donations

Please note: While the Leadership Initiatives is a 501(c)3 charitable, foundation, donations to individuals are never tax-deductible. Because of this, donors who give directly to support your internship tuition will not be able to deduct their donations.

Sponsorships

Sponsorships, which are not tax-deductible, should be made payable directly to Leadership Initiatives. The checks should be mailed directly to Leadership Initiatives (4410 Massachusetts Ave., NW #236 Washington, DC 20016). If you need clarification about the donation process, please don't hesitate to call your fundraising coach.

Thank You Letters

When you receive a scholarship contribution, immediately write a thank you letter. We will send you a list of your donors to help you with these thank you letters. At the conclusion of the summer, report back to all of your donors, sharing pictures and telling them about your experience.

One of the greatest failures of a fundraiser is the lack of follow-through when a donation has been received. A potential contributor may reject a request because someone forgot to thank them for the previous year. Don't let this happen—stay on good terms with your donors—you might find a donor who will make a second donation if you need one near the end of your campaign...or next year.

Below you can see a sample of a Thank You letter to a donor:

Dear _____,

Thank you for your donation to help me attend the Advanced Law and Trial Internship Program at Georgetown University! Your contribution is helping me take the first steps in starting my journey to become a lawyer.

During this internship, I will not only get to work alongside some of the nation's top researchers, but I will also team up in small groups to work on research projects. At the end of the apprenticeship, I will present my findings to a panel of faculty judges, which will be headed by James Giordano, Ph.D., who is Chief of the Neuroethics Studies Program at Georgetown University. You can learn more about the program by visiting the website at www.lichangeydp.org.

Once the program concludes, I will have Leadership Initiatives' support to help me pursue my dream of becoming a doctor. They will provide me with SAT and ACT test prep through Testrocker, help me find a mentor using their mentorship database, provide me with detailed letters of recommendation from my internship at Georgetown University, and calculate my probability of attending my top 10 university choices.

I cannot express how much your support means to me! I plan to bring the skills I learn back to our community and use them to make it a better place. I will be able to use this to make positive changes to help those around me.

Thank you again for your ongoing support of me and my aspirations!

Sincerely,

