

# GIRLS' LEADERSHIP WORLDWIDE FUNDRAISING TOOL-KIT



*"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face...You must do the thing you think you cannot do." - Eleanor Roosevelt*

2019

## Girls' Leadership Worldwide at the Eleanor Roosevelt Center at Val-Kill

Helpful ideas and materials to get you started on your own fundraising plan and take your first steps toward an unforgettable experience this summer!

## LETTER OF ENCOURAGEMENT FROM A PAST PARTICIPANT

Dear Future Leaders,

My name is Isabel Quiñones. Several years ago, I had the most memorable and fulfilling experience of my life by attending GLW. However, if it was not for the ability to fundraise, I would not have been able to afford the tuition. Businesses in the area that donated exceeded my expectations, and I actually surpassed my goal. I ended up giving the extra money to another girl who couldn't come up with it.

I am here to tell all of you that it is possible to raise \$2,500 if you are determined and smart about what you say and do.

1. Start fundraising right away. Don't wait. Make sure you give the people you are asking for money plenty of time so they don't feel pressured and neither do you.
2. Send letters, make phone calls, and meet face to face with small business owners, lawyers, local politicians, local clubs (Rotary, Lions, etc.)—even the owners of chain restaurants like McDonalds, Dairy Queen, etc. These people usually will give something because what you are doing is educational and beneficial to society.
3. Make sure that you tell them a lot about GLW and sell yourself. Show them that you deserve to go!
4. Then ask for anything they can give!
5. Be sure to follow up with a thank you note to the people who donated to you. This will show how appreciative you are. (I even went to the organizations and people that donated to me and told them all about my experience and showed them pictures!)

If you have any questions you can email me. I will be glad to help in any way I can.

We can change the world, and GLW will get you there!

Sincerely,

**Isabel Quiñones**

GLW Alumna 2013

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## ABOUT THIS TOOL-KIT

This tool-kit includes an introduction to fundraising, fundraising ideas, a list of potential sponsors, and a sample fundraising letter.

## Fundraising Basics

### GETTING STARTED

- 1) Determine if you will be able to work together in your fundraising efforts.
- 2) Select an amount as your fundraising goal.
- 3) Establish a working timeline for your fundraising.

#### **Develop your message.**

Why are you raising money? What will you be doing as a GLW participant? Be prepared to describe the GLW program and why it is important for you to participate in it this summer. The more personal and compelling you can make your pitch, the more likely it is that people will want to support your efforts. Your answers to questions 1 and 4 on your GLW application may help you craft this message.

#### **Follow the “Who Do You Know?” principle.**

Who do you know? Don't leave anyone off your list. Include your parents, grandparents, aunts, uncles, cousins, extended family, neighbors and friends. You never know who might be willing to help you achieve your goal. The more contributions the better, so consider expanding your outreach beyond your inner circle of close friends and immediate family members. The cardinal rule of fundraising is: if you don't ask, you won't receive.

#### **Identify your support system.**

Some people will be extremely supportive and share your enthusiasm and excitement. Talking to people and listening to their reactions will help you gauge the level of interest and support they will have for your endeavor. You may be able to recruit others to be a part of your fundraising “team.”

#### **Ask for a specific amount of money.**

When you say “contribution,” some people may think five dollars, while others may think in the hundreds. Tell people how much you want. Let them know the total amount that you are hoping to raise.

#### **Convey a sense of urgency.**

Mention the donation deadline specified in your acceptance letter. This limits potential supporters' time to forget about giving you a contribution.

**Make commitment convenient.**

Instead of accepting a vague promise of future payment, offer the option of taking a post-dated check or ask them to fill out a sponsorship form and then get back to them at a designated time.

**Always follow up.**

Getting on the phone or meeting face to face with people—small businesses, civic or religious groups, friends and relatives—and let them know that you really do need and deserve their support. One follow-up call or letter can make the difference between a supporter sending a check or never getting around to it.

**Remember to say “thank you.”** Send a thank you note to your potential supporters to thank them for their time and consideration, whether they sponsor you or not. Many people who contribute money would very much appreciate some recognition and praise. Consider hosting a small open house before you leave to publicly recognize and thank your supporters. Writing another thank you note after you attend GLW may encourage your supporters to support you and/or other girls seeking sponsorship in the future.

## Fundraising Ideas

- **Letter Campaign**

A letter-writing campaign is one of the simplest and most effective fundraising methods you can use. You will find a sample letter as a part of this fundraising kit. It would be very beneficial for you to call, email, or visit potential donors and tell them to expect the letter. You should also follow-up with each person to confirm they received the letter, and ask if they have any questions. Be clear about your deadlines and give clear instructions in your letter about the process for supporting you – how to get you cash or a check. Be sure to ask your donors to write your name on their donation (in the memo line of a check for example).

## CRAFTING YOUR MESSAGE

- Summarize why you want to attend GLW. Describe what the program is and state your reasons for attending GLW. Explain how the donation will make an impact. Remember, you are not asking for money for a vacation. You are asking for a donation to help you make a difference in your community and the world.
- Create an elevator pitch. You may need multiple forms of your message for different types of interactions with potential supporters. It is helpful to have a verbal message or pitch that you can convey in 30 seconds, as well as a written letter, and a 10-15 minute multi-media presentation that you could use for presentations.
- Practice presenting your message (written and verbal) with trusted family members, friends or a teacher. Ask for feedback and suggestions on how it might be improved.
- Provide numerous ways for supporters to respond. Some people may not be able to supply you with funds, but may have another way that they can contribute to your goal (a ride to/from the airport, being a part of your fundraising team, etc.).
- Close your message with a call to action. What would you like your supporters to do immediately? It may be writing a check, filling out a sponsorship form or making an appointment for a presentation or scheduling a follow-up meeting.

- **Presentations**

One course of action is to contact as many clubs in your area as possible and ask if you can give a presentation. Many clubs have breakfast, lunch or dinner meetings where you can ask to speak for 15–20 minutes to present your request and explain what you will be doing. You can also promise a presentation upon your return. Offering to give a slideshow presentation upon your return is a great way to secure funding from religious organizations, civic groups, alumni associations, and educational institutions. Tangible evidence of your experience at GLW helps people understand and appreciate how their money has been put to good use. Pictures are especially good reminders of how donors' contributions have made a positive and lasting impact.

Remember to follow the  
"Who do you know?"  
principle with each  
of these ideas.

- **Social Media**

There are many free tools that enable you to easily set up a blog or other pages for the purpose of keeping your sponsors abreast of your fundraising progress. Include the links in your letters, and keep the blog (or other pages) updated. You should also update your blog after GLW to share how the program impacted you. Some excellent social media websites to use include: [www.blogger.com](http://www.blogger.com), [www.wordpress.com](http://www.wordpress.com), [www.blog.com](http://www.blog.com), [www.thoughts.com](http://www.thoughts.com), [www.tumblr.com](http://www.tumblr.com), [www.instagram.com](http://www.instagram.com), [www.twitter.com](http://www.twitter.com) and [www.facebook.com](http://www.facebook.com). If you create a PayPal account, you may be able to link it to your social media accounts. This allows you to promote your cause, fundraise, and maintain contacts all in one. Helpful websites that can be of assistance in your fundraising efforts include: [www.paypal.com](http://www.paypal.com), [www.fundrazr.com](http://www.fundrazr.com), [www.gofundme.com](http://www.gofundme.com), [www.chipin.com](http://www.chipin.com), [www.challengemenow.com](http://www.challengemenow.com) and [www.plumfund.com](http://www.plumfund.com).

- **Events**

When planning an event, be sure the expected amount of income is worth the amount of time and money put into planning and implementing the event. Find creative ways to get goods or entertainment donated for your event. Do you know someone who is a great baker, an artist, or a published writer? Ask them if they might donate their creations to you so that you may allocate the sale towards your program cost.

**Other ideas to consider:**

- **RAFFLES:** This works better for groups raising funds. Groups can more easily get items donated to them from local stores, companies, and restaurants, which they can raffle off, usually at a larger event. Use the "Who Do You Know?" principle. If there are no large items to raffle off, sometimes groups will purchase an item to raffle. Remember to make sure the proceeds are well over the purchase price.
- **PARTIES, DANCES, ETC.:** These can range from black tie affairs to simple pizza parties. Again, use the "Who Do You Know?" principle. Do you have a friend in a band? Do you know the owner of a restaurant? Some simple events include having a band play at a club where you

get the cover charge or a percentage of the sales. Perhaps a restaurant will allow you an evening offering an all-you-can eat buffet for \$15 where you get \$7.50 and the restaurant gets \$7.50. You can even throw your own party and ask that your guests pay a cover charge, provided the cover is well over the cost of the party. These types of events can be very labor intensive. Be careful how you structure them and be clear about your expectations.

- **E-Bay**

Consider selling old toys, games, books etc. that you no longer use on E-bay. Also consider asking supporters to donate items for you to sell – people may be more willing to part with goods than money.

- **Use of Multiple Fundraising Ideas**

Do not be discouraged if you don't reach your fundraising goal using one of these ideas. It may take multiple efforts to reach your goal. Keep a positive attitude, keep trying and you will succeed!

## Potential Sponsors

Local businesses are far more likely than large corporations to make a contribution to your cause. The key is to make a link between the owner and you or someone close to you. You may want to approach the business with a letter first and then follow-up with a phone call. Service clubs such as Rotary and Kiwanis, fraternal organizations such as Elk and Moose clubs, and religious groups are excellent sources for fundraising. As always, follow the "Who Do You Know?" principle; is someone you know a member or a friend of a member? Utilize your connections!

Parent-Teacher Associations  
Lions Clubs  
Local Businesses  
Knights of Columbus  
Junior League  
League of Women Voters  
Elected Officials

Schools and School Boards  
Professional Organizations  
Local Political Organizations  
Church Groups  
American-Legion Posts  
Chambers of Commerce  
Law Firms

## SAMPLE LETTER

### Date

Dear **[Insert Name Here]**,

I have recently been accepted to the Girls' Leadership Worldwide (GLW) program, which will take place this summer at the Eleanor Roosevelt Center at Val-Kill (ERVK) in Hyde Park, New York. (For more information about GLW or ERVK, please visit: [www.ervk.org](http://www.ervk.org).)

During this nine-day residential program, I will join approximately two dozen other young women from across the country and around the world, and together we will prepare to become leaders in our personal lives, communities and future professions. By celebrating the life and legacy of Eleanor Roosevelt, we will develop our leadership skills, build self-confidence and strengthen our commitment to make a difference in our communities.

During the program, we will participate in a variety of leadership learning and self-development experiences, outdoor and team-building activities, and visits to the Val-Kill and FDR national historic sites. We will also spend two days in New York City, where we will visit the UN, Four Freedoms Park, and other sites of interest as well as meet, spend time with and learn from accomplished women leaders from the United Nations, local and state government, and a variety of both for-profit and nonprofit organizations. In the true spirit of Eleanor Roosevelt, we will leave the program with a commitment to be leaders in our home communities.

When I heard about this program, I was most excited by **[Insert overview of why you applied]**.

In order to participate in this unique experience, I am working to raise **[\$ Insert total fundraising goal amount]**, which will cover travel, meals and accommodations during the program, as well as the cost of workshops, excursions and cultural activities.

I would be extremely grateful if you were willing to help me fulfill my dream of attending the 2019 Girls' Leadership Worldwide by **[Insert what you would like them to do here or any other special directions on how to support you here.]**

To contribute to my tuition fundraiser, please make your check payable to "ERVK" with "GLW sponsor for **'Insert your full name here'**" in the memo line of the check. Please note that all checks must include a name, address and phone number.

Thank you for your time and consideration!

Sincerely,  
**[Your Name Here]**