

GLW 2020 FUNDRAISING TOOLKIT



a program of the
Eleanor Roosevelt Center at Val-Kill

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



FUNDRAISING FOR YOUR GLW TUITION

A Letter of Encouragement from a GLW Alumna

Dear Future Leaders,

My name is Isabel Quiñones. Seven 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 the tuition funds you need 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 (e.g., Rotary, Lions) and even the owners of chain restaurants like McDonalds, Dairy Queen, Applebee's or Taco Bell. These people usually will give something because what you are doing is educational and beneficial to society.
3. Ask for anything they can give!
4. 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!)

Make sure that you tell them a lot about GLW and sell yourself. Show them that you deserve to go!

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

Isabel Quiñones

GLW Alumna 2013

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ABOUT THIS TOOLKIT

While the Eleanor Roosevelt Center at Val-Kill (ERVK) strives to provide as much tuition assistance as possible to Girls' Leadership Worldwide (GLW) participants, the reality remains that ERVK may not be able to fulfill all requests. That is why we strongly encourage applicants to do individual fundraising to offset some of the program cost.

This toolkit includes: an introduction to fundraising, fundraising ideas, a list of potential sponsors and a sample fundraising letter.

GETTING STARTED

1. Find out if there are other girls in your area or your school who will also be attending GLW by contacting the ERVK office.
2. Determine if you will be able to work together in your fundraising efforts.
3. Select an amount as your fundraising goal.
4. Establish a working timeline for your fundraising.

Fundraising Basics

- **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 this: 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**

Get on the phone or meet 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.

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 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. Practice your “pitch” (in writing and orally) 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 (e.g., a ride to/from the airport, being a part of your fundraising team).

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, making an appointment for a presentation, or scheduling a follow-up meeting.

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 on page 7 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).

- **Presentations**

One course of action is to contact as many clubs in your area as possible to 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 donor’s contributions have made a positive and lasting impact.

- **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: Blogger, Facebook, Instagram, Pinterest, Squarespace, Tumblr, Twitter, WordPress, TikTok and YouTube. 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: PayPal, GoFundMe, ChipIn, and ChallengeMeNow. Don't forget to let your contributors know they can contribute directly to your GLW fundraiser by making an online payment on GLW's Tuition and Payment page <https://ervk.org/leadership-programming/girls-leadership-worldwide/tuition-payment/> and typing your name in the "GLW Participant Name" field.

- **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.

- **RAFFLES:** This works better for groups raising funds, as they can more easily get items donated to them from local stores, companies, and restaurants that they can then 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 OR DANCES:** 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 costs of the party. These types of events can be very labor intensive. Be careful how you structure them and be clear about your expectations.

- **eBay**

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

- **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, 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!"

Sample Sponsors

- ▶ parent-teacher associations
- ▶ Lions Clubs
- ▶ local businesses
- ▶ Knights of Columbus
- ▶ Junior Leagues
- ▶ League of Women Voters
- ▶ schools and school boards
- ▶ professional organizations
- ▶ local political organizations
- ▶ church groups
- ▶ American Legion posts
- ▶ Chambers of Commerce

Tuition Payments and Deadlines

May 1: Non-refundable \$200 deposit due to hold your place

June 8: Balance of tuition is due

Payments can be made:

- by check, made out to “The Eleanor Roosevelt Center” and mailed to: ERVK, PO Box 255, Hyde Park, NY 12538
- online at <https://ervk.org/leadership-programming/girls-leadership-worldwide/tuition-payment/>

PLEASE NOTE:

- If donors plan to send their donation directly to ERVK (either online or by mail), **please make sure they include your name with the donation** so that the amount will be attributed to you.
- In the event that you cancel your participation, a portion of the donations we receive on your behalf may be refundable. Any non-refundable monies will be transferred to our general fund, which will be used to subsidize program costs.

As always, if you have any questions, do not hesitate to contact us at The Eleanor Roosevelt Center by calling 845-229-5302 or emailing glw@ervk.org.

Best wishes in your fundraising experience!

SAMPLE LETTER

Date

Dear **(Insert Name Here)**,

I have recently been accepted to join an amazing group of young women and future leaders at Girls' Leadership Worldwide (GLW), which will take place this summer at the Eleanor Roosevelt Center at Val-Kill (ERVK) in Hyde Park, New York.

During this nine-day residential program, I will meet two dozen other young women from all over 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.

A trip to New York City will allow us to meet, spend time with and learn from accomplished women leaders from local and state governments and a variety of for-profit business and non-profit organizations. We will also participate in a variety of leadership activities and educational site visits, including the United Nations, the FDR Presidential Library and Museum, and the Eleanor Roosevelt National Historic Site. In the true spirit of Eleanor Roosevelt, we will leave the program with a commitment to becoming 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 leadership immersion 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 2020 Girls' Leadership Worldwide program by **[Insert what you would like them to do here]**.

For more information about GLW or ERVK please visit: www.ervk.org. Please make checks payable to ERVK or contribute online at <https://ervk.org/leadership-programming/girls-leadership-worldwide/tuition-payment/>.

Thank you for your time and consideration!

With appreciation,

[Your name here]

*“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*

GLW is a program of the



Eleanor Roosevelt Center at Val-Kill

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