



Post-Program Fundraising: Alumni Projects

Overview

FSD Alumni Projects are initiatives designed by an FSD Alum and an FSD Partner Organization. These projects are financed by the FSD Alum's fundraising efforts, implemented by the FSD Partner Organization, and monitored by FSD.

FSD welcomes and encourages Alumni Projects, as these are the embodiment of our mission – to support long-term community development initiatives.

Benefits – *Why should I register this initiative as an Alumni Project instead of sending the funds for the project directly to the Partner Organization?*

Registering your initiative with FSD as an Alumni Project:

- Supports the sustainability and success of the initiative: Institutional involvement provides the structure and on-the-ground presence to ensure accountability and sustainability.
- Aids fundraising efforts: As an FSD Alumni Project, your initiative will have enhanced legitimacy. Donors receive a tax credit for their donation, since FSD is registered as a US-based nonprofit. Each donor will receive a personalized thank you letter indicating their donation's tax deductible status.
- Provides the opportunity for higher visibility on FSD's website: Many approved project initiatives can be posted on FSD's website as an additional fundraising tool.

Cost – *Is there a fee for the administration of the donated money?*

FSD incurs several costs in the administration of donations. Time and resources are required to process payments, record donor information, issue tax and thank you letters, and manage correspondence with the Program Directors and FSD Alum. Also, the Program Director incurs transportation and communication costs in administering the funds and monitoring the project, and must be reimbursed for the time they dedicate to these activities. For these reasons, we charge a 5% administration fee for Alumni Projects.

Administration - *How are funds distributed?*

Alumni Project funds are distributed as specified in the Alumni Project Proposal. FSD will send funds to the Program Director. Upon receipt of funds, the Program Director will facilitate funding of the project. The Partner Organization must keep a record of each expense, and submit all receipts along with a final report to the Program Director. FSD holds the Partner Organization accountable for following these reporting guidelines.



Procedure

****PLEASE REVIEW THESE GUIDELINES CAREFULLY!! ****

1. **Determine a Project for which you will fundraise.** Remember, the funds you raise should coordinate with the activities and projects that are priorities of the FSD Partner Organization. If you need FSD to assist you in contacting your organization, please email alumni@fsdinternational.org.
2. **Establish a target amount you would like to fundraise based on a rough budget of the project.** For example, if your organization wants to conduct three workshops on organic gardening in the community, establish an estimate of how much funding is needed to successfully implement the three workshops and set it as your fundraising goal. NOTE: If you end up exceeding the fundraising goal, your organization can modify the work plan and budget to reflect the additional activities possible with the funds. For example, your organization may choose to conduct four workshops instead of three, or expand the number of participants for each workshop.
3. **Establish a funds transfer date or frequency of funds transfer.** Please remember that while our site teams will be involved in facilitating the transfer of funds and ensuring compliance with reporting guidelines, they have limited time to carry out these functions. We suggest that if you plan to have ongoing fundraising efforts that you minimize your request for fund transfers to once per quarter.
4. **Complete the "Alumni Project Proposal" and email it as an attachment to: projectproposals@fsdinternational.org.** Your proposal should be submitted before you begin your fundraising efforts.

You will receive a response from San Francisco no later than one week after submitting your proposal; in most cases, the response will be either an acceptance or contain conditions for acceptance.

The proposal asks if you would like FSD to create a fundraising page for you on the FSD website, through which donors can contribute via check, wire transfer, or Paypal. If you would like FSD to create a fundraising page for you, your fundraising page will be posted within one week of your proposal being approved.

5. **Establish how your donors will submit donations.** FSD accepts contributions via personal check, Paypal, or Electronic Funds Transfers (EFTs).

Checks

If you will be receiving donations via check:

- a. Set up a contact person in your home country to which donors can send checks (preferably you). All too often, well-intentioned relatives send checks to FSD without specifying the participant's name or project title. We want your hard work to pay off for your project, so our system is designed so that



a designated contact receives checks and then sends them in a batch to FSD's headquarters by your funds transfer date.

- b. All checks should be made payable to FSD, with your name and host country in the memo line so funds can be distributed appropriately.
- c. Send the checks as one batch to the San Francisco Office before your scheduled transfer date. **The checks must arrive on or before your established transfer date.** FSD's address is: 517 Potrero Ave., Suite B/San Francisco, CA 94110.

***NOTE ABOUT CHECKS: if you elect to have a public FSD Fundraising Page, we will only include a check option if you select to do so in the Alumni Project Proposal.**

Paypal

Once your proposal is approved, FSD will provide you with a personalized Paypal link to include in hand-written or printed letters and emails, as well as the HTML coding for a personalized "Donate Now" Paypal button to include on your blog and other website profiles. Donors often prefer Paypal, as it allows donations via personal Paypal accounts, credit card, debit card, or electronic check. *Note that there is a 5% transaction fee for all donations made via Paypal to cover PayPal's transaction fee and FSD's costs to process and transfer the funds.*

Donations made via EFT:

If donors are interested in making a bank wire transfer, please have them contact the San Francisco Office at 415.283.4873 or email info@fsdinternational.org for details.

6. **Keep us updated!** If significant changes occur to your plans, please revise your project proposal accordingly and send us the update. This will ensure that we are able to best manage your donations and provide coordination with our site teams.
7. **After fundraising is complete,** the Partner Organization and FSD Program Director will sign an Agreement which sets forth the conditions for use of the donated funds. After this Agreement has been signed, funds will be distributed to the Partner Organization.



Alumni Project Proposal

Project Information	
Project Proposal Submission Date	
Project Title	
Location of Project	
Name of FSD Partner Organization	
Name and Email of Partner Organization's Project Manager	
Name, Phone Number and Email of FSD Alum	
Fundraising Goal	

Donation Information

Frequency and Date(s) of Funds Transfer (once, quarterly, etc.)

Method(s) of Donation Submission (checks, Paypal, EFT)

Please ensure that you complete the Alumni Project Proposal thoroughly. The proposal consists of the following four components:

- I. *Project Summary:* Use the following template to write a brief overview of the proposed project.
- II. *Project Work Plan:* Use the following template to develop a work plan for the project. The site team will use this document to ensure appropriate administration of the project. The SF office will use this to ensure and document that the proposed work fits within FSD's mission (which is necessary to support FSD's 501 c(3) non-profit status and tax deduction letters for donors).
- III. *Project Budget:* Use the following budget template to indicate how the donated funds will be used.
- IV. *FSD Website Fundraising Template:* Complete this section *only* if you would like your project and fundraising goals to be posted on FSD's public website.



I. Project Summary (max. 300 words)

Insert a brief narrative summary of the work you and your organization intend to accomplish with your Alumni Project. The summary should be written in a professional tone and in the third person. This summary may be posted on the FSD website as an additional fundraising tool for your project. The **Summary** should include:

- The community-defined need(s)
- Project Goals
- Key project activities
- Community and Organizational Support
- How the donated funds will be used

Project Summary



II. Project Work Plan

Project Goal				
Timeline for Completion	Objectives	Tasks to be Completed	Who is responsible for completion of each task	Outcome (this section to be completed in conjunction with the FSD site team after the completion of the project)



IV. FSD Website Fundraising Template

Instructions

1. Complete this form in Microsoft Word and save it as "Last Name_Program Site_Alumni Fundraising."
2. Submit the completed form to projectproposals@fsdinternational.org.
3. You will receive a response from San Francisco no later than **one week** after submission; in most cases, the response will be either an approval or a request for edits.
4. Once your form is approved, FSD will also send you a personalized Paypal link to include in hand-written or printed letters and emails, as well as the HTML coding for a personalized "Donate Now" Paypal button to include on your blog and other website profiles.

COMPLETE EACH OF THE FOLLOWING SECTIONS THOROUGHLY!!

Project Description

**Note – you may wish to copy and paste your project summary from above.*

Remember that this description will be posted on the FSD website so give careful consideration to content and editing.

In less than 300 words, describe: 1) community defined needs, 2) project goals, 3) key project activities, 4) community and organizational support, and 5) how the donated funds will be used.

Photos

We will create a fundraising page for you ONLY if you include a minimum of two photos to accompany your project description. Please attach the photos as separate files (do NOT embed them into a Word document) and describe the photos here.

FSD website payment options

Would you like to include an option on the FSD website to contribute via check? If so, please include the name and address of a contact person to which you would like donors to send checks.