



**foundation for sustainable development**



## **2010 Fundraising Toolkit**

Dear Prospective FSD Participant,

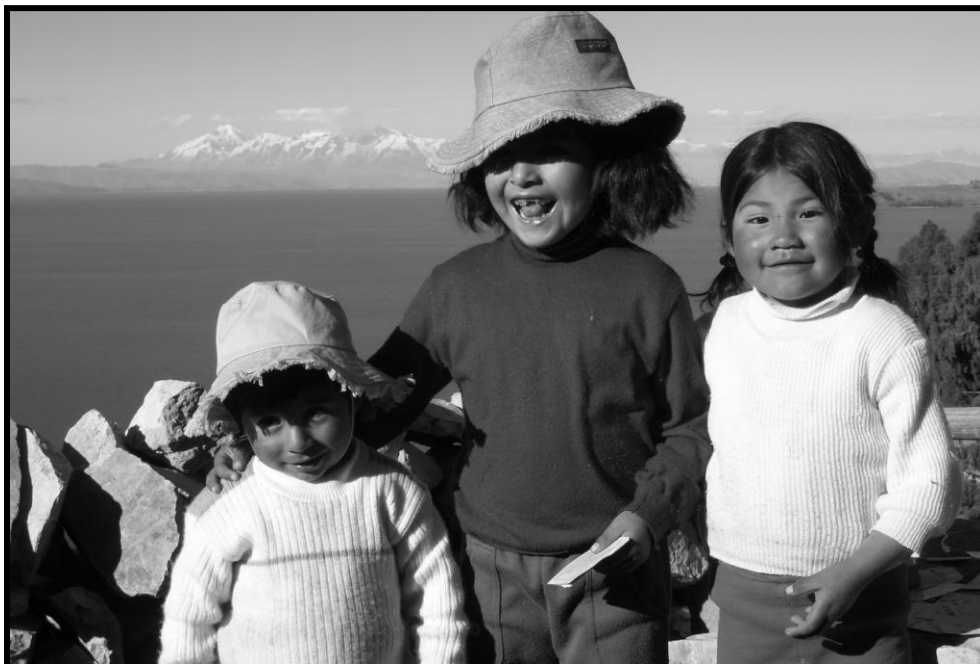
Thank you for your interest in FSD! As you know, FSD provides the unique opportunity to gain hands-on international development experience and training, but we realize that the expense of the program can be difficult for some participants to cover. However, there is good news, because **many past FSD participants have raised enough money to cover not only their program costs, but also their flight, vaccinations, and other expenses.**

Still skeptical? Believe it or not, most FSD participants do not have family willing to foot the bill, and individuals from all different socio-economic backgrounds participate in FSD's programs. They are able to participate because, like you, they have access to an array of fundraising and scholarship opportunities that students in most countries lack. Some effort, initiative, and a little creativity have helped countless individuals gain the funds to do FSD's programs. We actually find that those participants who actively fundraise usually appreciate the experience more and typically exude more enthusiasm and drive while in-country, making them more successful in the field.

This fundraising kit will offer you insight into successful fundraising strategies that have proven effective. With this information, we hope to provide resources that will help make your program possible. If you have additional questions, suggestions, or success stories for us to share with future participants, please call our Outreach Coordinator, Andie Anderson, at (415) 283-4873.

Best of Luck!

FSD Staff





## Table of Contents

<b>Before Getting Started .....</b>	<b>4</b>
Understand FSD’s Fee-for-Service Model.....	4
Focus your Fundraising .....	5
<b>Fundraising Approaches.....</b>	<b>6</b>
Blogs.....	6
Set up your Blog! .....	6
Drive Traffic to Your Blog! .....	6
Letter Writing .....	9
Writing a persuasive letter.....	9
Advice from an FSD Alum .....	10
Letter Template.....	11
Religious Centers/Service Clubs .....	12
Matching Gift Programs .....	12
Creative Events .....	12
University and National Scholarships and Fellowships .....	13
Sample Scholarship Proposal .....	13
<b>Valuing Contributors .....</b>	<b>16</b>
<b>Important Fundraising Guidelines .....</b>	<b>17</b>
Procedure for Fundraising .....	17
Procedure for Scholarship and Fellowship Funding.....	18



# Before Getting Started

## Understand FSD's Fee-for-Service Model

So why do you have to pay, anyway? Understanding FSD's Fee-for-Service Model is a critical first step to reaching out to donors. FSD works in developing countries where unemployment rates reach as high as 80 percent and average wages can be a dollar a day. Our method for supporting sustainable development is to partner with small community-based organizations (CBOs) that predominantly do not receive funding from CARE, USAID, or other major sources. These CBOs are doing great work, but are working so deeply in the trenches that they do not have outreach and fundraising branches. We support these organizations directly by sending volunteers and interns who donate their passion, time, and expertise. The organizations could never afford to pay for this support, so the cost must be absorbed by someone else.

FSD raises money of its own to support grassroots initiatives in the field. **Instead of reducing participant fees, we allocate 100 percent of these funds to support projects designed collaboratively by participants and their host organizations.** By paying fees, you contribute directly to where resources are needed the most. This best represents the mission of FSD: support sustainable solutions in developing nations, not allocate resources back to the Global North. We believe this is a practical model for effectively channeling the most resources possible to needy communities, while guaranteeing that the resources are being used ethically and efficiently.

As Joseph Collins, Stefano DeZerega, and Zahara Heckscher explain well in their book, *How to Live your Dream of Volunteering Overseas*,

"Identifying appropriate host organizations<sup>1</sup> overseas and working with them is time-consuming, takes resources, and requires an experienced and professional staff. The process of preparing, training, transporting, housing, feeding, and supervising<sup>2</sup> volunteers is not cheap. Additional services such as health care, re-entry assistance, travel medical insurance, and more, all add to the expenses of the program. The costs of recruiting qualified interns, producing literature, answering the phones, sending mailings, developing a website, and interviewing potential volunteers are significant."

Specifically, FSD program fees go directly to funding a participant's expenses:

1. Pre Departure Support and Materials
2. Family Homestay with all meals provided
3. Transportation
  - To and from the airport
  - To and from FSD sponsored events
  - To and from work with your host organization
4. In-Country Support
  - Week of Orientation
  - Language lessons (not included in Latin America, but available for a nominal fee)
  - Development Trainings (see <http://www.fsdinternational.org/whyfsd/devtraining>)
  - Safety and Security Infrastructure, which includes:
    - 24/7 Site Teams that are thoroughly trained in regularly updated emergency protocol (for example, our programs in Kenya needed to be evacuated in January due to political turmoil).
  - Ongoing in-country support from FSD 's professional site teams and U.S. staff
  - Midterm retreat (9+ weeks only)
  - Final debriefing
5. \$200 seed grant (5+ week programs) or \$100 seed grant (4 week pro corps volunteers)
6. Eligibility for an additional \$1,000 through FSD's grant funds to implement project work (9+ weeks only)
7. Emergency medical evacuation and limited health insurance
8. Re-entry support through FSD's AlumniConnect Program

It is these fees that the host organizations cannot afford to pay. FSD makes every effort to ensure that these costs are minimized, thereby allowing a maximum number of participants to travel abroad. By funding his/her trip, a participant benefits a host organization most effectively while gaining meaningful, hands-on international development experience.

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<sup>1</sup> For FSD, identifying appropriate host organizations means identifying transparent organizations doing good work who truly need and can benefit from assistance

<sup>2</sup> Management of interns and pro corps volunteers is necessary to ensure they are not re-inventing the wheel and are making sustainable progress



## Focus your Fundraising

Fundraising in your community is not as uncomfortable as you might think! Your confidence in fundraising will stem from a strong understanding of **why** it is OK to ask for money (no matter your age or profession!), **who** you can ask, **what** exactly you are asking money for, and **when** you should get started.

### Why?

Although you initially may have been drawn to FSD because you wanted to expand your horizons and spend time in a foreign country, you are not asking for money to go on vacation. Neither are you about to participate in a temporary, aid-based service project in a developing nation. You will provide support to an existing, functioning CBO, and contribute your effort and creativity to sustainable project work. Although initially you may feel weary about soliciting money, you may be surprised how willing your community is to support your upcoming experience.

Remember, your program contribution fee is a *donation* to FSD. Just like fundraising to participate in the AIDS lifecycle, or the Avon Walk for Breast Cancer, your donation allows FSD to raise awareness of grassroots international development and grow our programs, while training and supporting volunteers so they maximize their effectiveness in the field. Take a minute to reflect on the importance of what you're doing, and allow these considerations to bring focus to your fundraising efforts.

### Who?

Who are you connected to? Open up the old address book or think about everyone on your holiday card mailing list – friends, family, friends of family. You'll be surprised by how many people you know!

But where else can you fundraise? A helpful exercise is to think of all the people you encounter throughout your daily routine. You or your parents' employer, your place of worship, social venues, your academic department, athletic teams, your gym, charitable organizations, clubs, local banks, credit unions, restaurants, supermarkets, and other businesses are all great places to target. Or delve back into your past a bit; perhaps your interest in sustainable development came from a former professor who would be interested in supporting you and your project. Don't be shy to exhaust potential resources in your community, or to ask those who have supported you to get you where you are now.

### What?

How much does your program cost? How much additional money do you think you'll need? Remember that the cost of your flight and other travel expenses, vaccinations and pre-departure medical appointments, your visa, the country's exit tax, and any spending money while you are away are not included in your program fees. Use this information to create a comprehensive, realistic goal. Not only will this help you prepare for your time abroad, but conveying your exact goals to your sponsors will motivate them to support you, and will demonstrate the real impact of their dollars.

**When?** Now! The sooner you get started and the more you plan ahead, the better your chances of reaching your fundraising goal.



# Fundraising Approaches

## Blogs

Blogging can be an effective and efficient way to garner financial support. In addition to sharing your blog with friends and family, blogging allows you to share your journey into the field of grassroots development with the greater on-line community. The following outlines FSD's recommendations for setting up and making the most out of your blog.

### Set up your Blog!

While many free blogging sites exist, the one that FSD has found to be the most versatile and powerful is Wordpress. Below are suggestions for using Wordpress, but feel free to use any blogging site you wish!

#### ***Begin by designing a Page and labeling it something creative related to your fundraising goals.***

Wordpress Pages are single entry posts identified by tabs that line the top banner of your Wordpress website. By creating a page labeled, "Support my internship in Bolivia!" for example, your visitors can easily find the page that describes your fundraising goals. Your "Home" page is the exception to the single-entry post, and functions as a running log of subsequent posts. You want a separate fundraising page because your Home page will list the most current posts on top, and you don't want your fundraising message to get buried beneath new posts.

We recommend including your **donation letter** (see page 9, *Letter Writing*) along with some **photos** and your "**Donate Now**" button on your fundraising page (see page 17 for details on obtaining your "Donate Now" button). Some people or organizations appreciate recognition; therefore, consider including a list of contributors on this page as well.

#### ***Create subsequent, individual Posts:***

In subsequent Posts, you can write about preparing for your departure, and then while in country, write about what you are experiencing in the field. To create a new post:

***Make sure to visit <http://www.wordpress.com/features/> to read about the free features offered on Wordpress.***

### Drive Traffic to Your Blog!

First thing's first, send a letter out to friends and family – let them know about your upcoming experience, your fundraising goals, and your new Blog (see page 9, *Letter Writing*). Then, post and import your blog on other sites to promote your experience and potentially garner additional financial support. The following sites provide the opportunity to connect with students and professionals already interested in the field of development.

#### ***Development-Focused Sites***

- 1) **Development Crossing** – <http://www.developmentcrossing.com/>
  - *What is it?* Development Crossing is a professional site committed to promoting corporate responsibility and sustainable development.
  - *How do I use it?* First, create a profile. To contribute to a discussion, click on the "Discussions" tab and pick a topic that interests you. You can create your own topic by clicking on "Start a Discussion" or respond to any of the postings by clicking on "Reply to this." To start your own blog, click on "My Page" tab, then "My Blog" up top and click on "Add New Blog Post."
- 2) **Wiserearth** – <http://www.wiserearth.org/>
  - *What is it?* WiserEarth serves the people who are transforming the world. It is a community-editable international directory and networking forum that maps and connects the largest



movement in the world – the hundreds of thousands of organizations and concerned individuals within civil society that address social justice, poverty, and the environment.

WiserEarth provides the tools and a platform for non-profit organizations, funders, social entrepreneurs, students, organizers, academics, activists, scientists, and citizens to find each other, make connections, build alliances and share resources.

- *How do I use it?* Begin by creating a profile. Select the “Add a WikiPage” in the left column. In the name section, type in the title of your blog entry. Then you may begin to write your blog in the content section. Finally, once you have saved your work, select and copy the URL from your address box in the browser and use this as a link in your User Profile. Also, make sure to join FSD’s group, and add a link to your blog on the wiki to your country! There are dozens of additional ways to interact on WiserEarth – go to WiserEarth’s FAQs on the left column of the site, and under the “general” section, click on “How do I use WiserEarth?” for a helpful tutorial on the many ways to take advantage of the site’s offerings.

### 3) **Change.org** – <http://www.change.org/>

- *What is it?* Change.org aims to transform social activism by serving as the central platform that connects likeminded people, whatever their interests, and enables them to exchange information, share ideas, and collectively act to address the issues they care about. To augment the power of the grassroots networks that develop through Change.org, the site helps connect these networks to the many nonprofit organizations that are already working to advance worthy causes around the world - over 1 million in total. The site facilitates dialogue and collaboration by creating a social network around each nonprofit, thereby allowing people to participate in innovative ways - by posting ideas and suggestions, engaging in direct dialogue, and organizing communities of donors, volunteer events, and rallies.
- *How do I use it?* Create a profile and include a link to your full blogging site. Then, become a supporter of FSD! Finally, click on the links in the top banner to learn more about how to utilize the versatile site.

### **Professional Networking Site**

#### 4) **LinkedIn** - <http://www.linkedin.com/>

- *What is it?* LinkedIn is an online network of more than 24 million experienced professionals from around the world, representing 150 industries.
- *How do I use it?* Create a profile that summarizes your professional accomplishments. On your profile, make sure to provide a link to your blog. Your profile helps you find and be found by former colleagues, clients, and partners. You can add more connections by inviting trusted contacts to join LinkedIn and connect to you. Your network consists of your connections, your connections’ connections, and the people they know, linking you to thousands of qualified professionals.

### **Social Networks with a younger audience (i.e. university students, recent grads, and young professionals)**

#### 5) **Facebook** - <http://www.facebook.com/>

- *What is it?* Facebook is a social utility that connects people with current and old friends, coworkers, and individuals from an ever-evolving number of networks.
- *How do I use it?*
  - a. Create a profile!**
  - b. Professionalize and validate your fundraising by connecting your profile to FSD:**
    - Become a friend of Alex Michel (the face of FSD on Facebook) to connect with like-minded students and young professionals interested in development.
    - Become a Fan of the Foundation for Sustainable Development Organization Page
    - Join FSD’s Group Page
  - c. Publish your Blog:** Facebook Notes can import blogs from another site to your profile. To take advantage of Facebook Notes:
    - Click on “Notes” under “Applications.”
    - Click “Import a blog” under “Notes Settings.”



- Once you have imported your blog, invite your friends to subscribe to your notes to learn about your fundraising goals and stay updated on what you will be doing once in-country. Here's how:
  - Click on "Notes" under "Applications."
  - Click on "My notes" in the top banner.
  - Click "Share" in the top right corner of any blog entry. Send a message to your friends saying something like, "Yo, go to my profile and click on 'see all' of my notes, and then subscribe to my notes so you can learn about why I'm fundraising and stay updated on what I'm doing in [Bolivia]!" or something to that effect. Your friends can then sign up for an RSS feed that will appear on their toolbar with automatic updates each time you add a blog entry. Pretty awesome.

**d. Create a Cause:** Creating a cause on Facebook is a great way to build awareness of your upcoming experience and raise money for your program fees. Here's how:

- Click on "Causes" under "Applications."
- Click "Start a Cause" in the top banner.
- Fill out the Cause Form to describe your fundraising goals.
  - **NOTE – if you intend for your Facebook friends to donate to your program fees, DO NOT select FSD as the beneficiary for the Cause.** Click "skip this step" when Facebook prompts you to select a beneficiary. Facebook processes donations through a third party and then sends checks to FSD. To streamline donation accounting and to maximize the money channeled to your Cause, direct people to your personalized Paypal page. The best way to do this is to add links under the Cause's Media Board, with a message encouraging people to donate.  
**\*\*\*\*\*IMPORTANT: IF YOU SELECT FSD AS THE BENEFICIARY AND DONATIONS ARE MADE THROUGH FACEBOOK'S THIRD PARTY ACCOUNTING, ALL DONATIONS WILL GO TO FSD'S GENERAL FUND RATHER THAN YOUR PERSONAL FUND\*\*\*\*\***
- Click on "Take the Pledge." When you pledge a cause, you are committing to invite all of your friends to the cause. As a member of the cause, your friends can take the pledge as well by clicking "invite."

**e. Write on your friends' Walls:** To begin with, write "Hey, I got accepted to the Foundation for Sustainable Development's (FSD) program on Human Rights in India! Check out my blog and support my trip!" with a personal twist, of course ☺

**f. Post to your Mini-feed:** Once a week, post content related to your fundraising goals.

**6) Myspace - <http://www.myspace.com/>**

- *What is it?* Similar to Facebook, MySpace is an online community that lets you meet your friends' friends.
- *How do I use it?* After creating a profile, you can post your blog and send out bulletins that contain your blog to all of your contacts. If you are not already, become a friend of FSD to network with others on Myspace interested in development.



## Letter Writing

One of the most effective fundraising techniques is to simply ask people who you know for support. It may seem awkward to ask your Great Aunt for \$50 when you haven't talked to her in years, but if nothing else, she'll probably appreciate the update about what you're doing. FSD Alum, Liz Cretti, put it well when she said, *"I don't know about you, but my aunt Gail is not planning on volunteering in East Africa any time soon! But she is excited that I am and eager to help out by donating \$50."*

## Writing a persuasive letter

### **Keep It Short and Simple (K.I.S.S.)**

Give some background on your host organization placement and why you doing FSD, but not enough to bog down your potential donors in the details of international development. Your goal is to convey that you are going to work for a good cause (human rights, health care, environment, children, etc), and make sure that the sustainable impact of your time and your donors' money shines through your requests. By making each word more powerful, your requests will be rich and succinct. Restrict your letters to one page, and invite those who want to learn more to visit your blog or contact you directly.

### **Consider your audience**

If you plan on asking many people, not everyone is likely or able to contribute the same amount. It isn't out of line to ask an older, more financially established relative for \$100, while it's more appropriate to ask your friends from college \$10-35.

### **Contextualize giving amounts**

First, remind donors that their contribution gives **direct support** to your host organization by providing the organization with a volunteer. By suggesting a variety of donation amounts and giving meaningful context to those amounts, your donors have the opportunity to give an amount they feel comfortable with, and everyone feels that their donations have a significant, positive impact. For example, you can ask donors to contribute:

- One dollar per day you'll be working in your community
- The cost of health insurance
- The cost of living with a host family
- The cost of your transportation in-country
- The cost of a percentage of your plane ticket! Consider breaking down cost per mile and asking donors to contribute the cost of flying 100 miles.

### **Sell something!**

Past FSD participants have "sold" something for a contribution. Contact FSD to find out what some of the local handicrafts are in the country you are going to, and offer to bring a trinket home to donors that give over \$100. Perhaps a fifty dollar donation will give your donors an eight by ten print of a picture you snapped while abroad.

### **Make it easy to donate!!!!!!**

If you're writing letters to ask for donations, **consider including pre-stamped, pre-addressed envelopes.** Include an online payment option as well. FSD will provide you with a personalized Paypal link to include in emails, as well as the HTML coding for a personalized "Donate Now" Paypal button to include on your blog and other website profiles. These links will direct your contributors to a Paypal screen, which prompts them to donate to your program fees via credit card, debit card, or electronic check. See "Important Fundraising Guidelines," for details.

### **Follow up to maximize your donations**

Some people might need that extra encouragement to actually write out the check, despite being supportive of your upcoming experience. If several weeks have passed and there's still no news, it's probably worth a follow up email or phone call to make sure they received your letter and understood your project and goals.



## Advice from an FSD Alum

Jen was a Summer 2007 intern in Udaipur, India. She used her website at blogger.com and PayPal donations to cover the cost of her program fees. Her advice and fundraising letter are included below:

*"The first thing I did was write a letter and put it on bright paper and mail it to older friends and family members who might not use internet. That letter is posted on my blog. I also emailed it with the various links to my friends, colleagues and everyone else. In retrospect I should have altered the letter. In the one that went to older family and friends I probably should have asked for \$100 cause most people donated \$50 since that's what I stipulated. For the email to friends, I would keep it at \$50 (if you ask for \$25 they will only give 25) but drastically cut the letter. It was too long and none of them read it all the way through."*

Dear friends and family,

This fall I plan to pursue my MBA at the University of Michigan Ross School of Business. Ross is one of the top business schools in the country and I feel blessed to have this amazing opportunity. While there, I plan to focus my studies and activities on the field of microfinance, an economic development initiative that provides financial services like low interest loans to people living in the poorest communities around the world. Access to this credit allows the poor to take advantage of economic opportunities like expanding businesses, sending more children to school, creating better living conditions and in general transforming households from every-day survival to planning for the future. You're thinking lending to the poor sounds like an incredibly risky venture right? Well actually, Microfinance Institutions (MFIs) are popping up everywhere now that some of the oldest and biggest MFIs are seeing decent returns and loan repayment rates of around 98%. Even banks like Citigroup and Deutsche are getting involved in this effort to achieve decent returns through socially responsible investments. In fact, on paper it's actually riskier to loan to me for grad school than to a couple of women in a remote village starting a sewing service!

This leads me to the purpose of my letter. Finance people like me are greatly needed to implement business improvements and standards within this fast growing arena of economic development. On a personal level, I want to spend my summer doing something that benefits the millions of people in this world who live on less than \$2 a day. As a result, I have been accepted for a volunteer internship with a nonprofit organization that will send me to Udaipur, India. While there I will help a Microfinance Institution improve lending capabilities and empower business development initiatives for women in several villages. I am very excited to utilize my skills and knowledge base to benefit others in this way, but there are obviously costs associated with the program. My goal is to raise the \$2600 fee through generous donations from family and friends. I will be paying for my flight. The money raised will cover in country travel, living expenses, visas, language training, administrative fees and finally a grant to the MFI to support my project work.

I would be extremely grateful if you would consider contributing to this cause. 52 donations of \$50 each would pay for the trip, but whatever amount you can give will be immensely appreciated. All donations are tax deductible. Please note that the deadline for raising my funding is rapidly approaching as I will be leaving to begin the internship during the first week of June!!

If you would like to write a check please make it out to Foundation for Sustainable Development and send to me. Include my name in the memo portion of your check in order to receive a letter from the Foundation acknowledging your contribution as tax deductible. Alternatively, you can donate online by heading to my web blog and following the instructions on the right side. I will be writing about my experiences in India and posting pictures on my blog, so check there often to see how your funding is put to use.

For more information on the organization I will be volunteering through please see this link:

[FSD](#). For more information on microfinance, please see these: [www.cgap.org](http://www.cgap.org) or [www.mixmarket.org](http://www.mixmarket.org)



## Letter Template

This template can be used as a guide to help you write your donation requests. However, remember to let your own personality shine through your words.

Dear Firstname Lastname,

I am writing to share with you some exciting news about my upcoming endeavors. I have recently been accepted to participate in a competitive internship program with the Foundation for Sustainable Development. In a few short months, I will be traveling to      [specific area, country] to volunteer with a local organization called                     . This organization promotes sustainable community development through [microfinance/ working with local children/health care clinics/etc]. This is not a vacation, but an opportunity to empower and contribute to an amazing program in this local community using FSD's successful infrastructure and methodology.

I am very excited about this opportunity to both learn and serve [in between semesters/ before I begin Grad School/while I take some time off school]. But getting there won't be easy, as the cost of volunteering internationally is significant: the training, placement, family homestay, host organization grant, field support, airfare and insurance for      weeks costs roughly             . I am trying to meet this expense through [jobs/additional fundraising events/etc], but I also need your help. **Your generous contribution gives direct support to [host organization] by providing them with a committed, enthusiastic, trained and hard-working volunteer (i.e. me!)** To give you an idea of how your donation will be used:

   will get me 1,000 miles closer to [Uganda]. So, 9 donations of    will cover the cost of my airfare!

   will cover the cost of the Specialty Risk International health insurance

   will provide the initial seed grant to my host organization

   will cover the cost of the FSD homestay, which includes room and board

   will cover the cost of my trainings, etc

I will be sending newsletters to all of my sponsors and plan to hold a presentation describing my experiences when I return. Additionally, if you choose to lend your support to this cause, you'll be pleased to know that all donations are 100% tax deductible.

Please make any checks payable to: **Foundation for Sustainable Development**, and put my name in the memo area so you can receive a letter from the Foundation acknowledging your contribution as tax deductible, and that the funds will be directed toward my project. Mail checks to me at: [insert your home address].

Your support and encouragement, whether through financial means or otherwise, is always welcomed. Please feel free to get in touch with me if you have any questions, ideas, or if you know of anyone else who might be interested in supporting this project. Thank you for helping to make this extraordinary experience possible. I look forward to sharing it with you when I return.

Thank you and best regards,

Josh



## **Religious Centers/Service Clubs**

Churches, temples, synagogues and other religious centers create a great community that is more often than not interested in supporting the community members in whatever way possible. Having your cause mentioned during a service will not only keep your community in the “loop,” but might also inspire some of the members to donate for your cause.

Clubs such as the Kiwanis, Rotary, Optimists, or other fraternal organizations are also great sources for funding. These groups are meant to help out members of the community in their service efforts, so do not be shy in approaching these groups.

Whenever soliciting contributions from established groups, remember to adapt your donation letter to your audience and bring plenty of print-outs of the donation letter to distribute!

## **Matching Gift Programs**

Your employer may have a matching gift program, which means that they double any funds that you are able to raise. FSD is a 501(c)(3) nonprofit organization, and is therefore eligible for many matching gift programs. Do some research, and find out if your employer offers this kind of program. Some companies require that the person raising the funds is the employee, while others view your parent or relative’s employee status as sufficient for you to participate in the program. Even if your company doesn’t have a formal matching gift program, they may be willing to match your donors’ contributions. It’s worth looking into, because not only do matching gift programs mean that you only have to raise half as much to reach your goal, but they also provide extra incentive for your donors, since their money is worth twice as much.

## **Creative Events**

If directly asking for money isn’t your style, you can host a fundraising event. To make the event worth your time and effort, make sure the money flowing in will outweigh the costs.

Think about who and what your resources are. Perhaps you know, or are, a musician, poet, photographer, DJ, or artist who would like to present at your fundraising event. It never hurts to go into your community to ask for help. For example, your on-campus bar may be willing to host a fundraising night, and give you a percentage of every pint sold. Or perhaps your favorite coffee house or restaurant will allow you to hold a fundraising event for free. You’ll both benefit: you have a great venue, and the business will make money from the additional patrons your event draws in. Don’t be shy, because you’ll never know who is willing to help if you don’t ask.

Be creative when dreaming up your main fundraising event. You could “sell” services by holding a date auction or a auctioning off a “slave-for-a-day”. Raffle off gift certificates or other donations collected from local businesses. You could also hold a 50/50 raffle, where half of ticket sales go directly to you, and the other half goes to the winner of the draw.

Other options include auctions, arts and crafts fair, a book luncheon/sale, selling tickets for a dance/dinner/theatre/concert/film presentation and are creative possibilities as well.



Once you've pinned down your great venue and thought about how you want to fundraise, you'll need to advertise your event. In addition to asking all your friends, family, co-workers, and their friends, there's a

few other ways to get attention and attendees. Ask your college or local newspaper if they would be willing to write up a story about the work you are planning on doing, and include information about your fundraising. If you've found businesses who will contribute to your raffle, ask them if you can put up a flier in their store. Remember that the more people who come will bring more money for your project.

## **University and National Scholarships and Fellowships**

### ***University Scholarships/Fellowships***

Most FSD student participants receive at least a portion of their funds through their University. We have begun the research for you, compiling a database of university specific scholarships and fellowships. However, this database is not complete; if you do not find a scholarship/fellowship that is applicable to you in this database, you will need to do some research of your own.

Though it may seem tedious to weed through your school's bureaucracy and websites, your school may end up being your best resource and well worth your time. A good place to begin your search is through your university's scholarship or financial aid office. Next, try your career services or study abroad offices. It is also worthwhile to look into centers that are related to your program, such as the Center for Latin American Studies, International Center, or other related study areas. Frequently, professors or departments have funds, and so consider talking to faculty and staff at the Anthropology, Sociology, Development Studies, Geography, International Relations, Political Science, Foreign Language, History, Biology, Ecology, Nutrition, Law, Business, Education or other departments that seem similar to your development focus. Some schools and departments have specific scholarships/ fellowships for students interested in human rights or economic sustainability. Be creative and thorough, and you just might stumble across the perfect opportunity to help fund your FSD program.

### ***National Scholarships/Fellowships***

National scholarships and fellowships exist for both students and professionals interested in professional development and service learning abroad. As with the university scholarships/fellowships, we have done some of this research for you, but it is by no means a complete list. The research we have compiled for both university and national scholarships and fellowships are in the "Scholarship and Fellowship Opportunities" Database. If you haven't already received this database, you can request it from FSD's SF office.

## **Sample Scholarship Proposal**

Writing a scholarship proposal is significantly different than soliciting your family for money. In your scholarship application, it is more appropriate for you to focus on your project, the work you will be doing, and what you hope to gain from the experience rather your personal history or current goals.

With the grant proposal included below, Melissa was awarded \$3,000 toward her internship as well as a stipend. This application essay required that she illustrate how her internship would help her discern her future vocation:



## Mini-Grant Proposal for Summer Internship

Growing up in Lima, Peru where social and economical inequality was certainly a huge issue definitely shaped my view of the world, and of the injustices that happen to many people. Since I was very young I had started to develop my vocation for serving others by building a consciousness of the people that were

less fortunate than I. I started being a tutor for first graders for a public school when I was in fourth grade. It was a program my school established, which allowed for a connection that was mostly lacking between two different social and economical classes. However, this program was probably created to stimulate awareness, and consciousness on the subject of appreciation for life and the gifts it brings, and most importantly to realize how important it is to be sensitive to different problems in our society, especially the lack of opportunity most people in my country have to better themselves. This is a program I continued until I moved to the United States. Being able to move to another country in 8<sup>th</sup> grade again shaped my world view and made me really appreciate my life. I continued to do different volunteer work, translating for Hispanic immigrants, and did so even more when I moved back to Peru. High school years definitely were the beginnings of my true vocation for serving others and pursuing the chance to create a fairer world. I volunteered with children in particular, with non-profit, non-governmental organizations, schools, hospitals, which really went a long way to what my "duty" was to this kind of work. Doing this kind of work was probably one of the only times where I truly felt fulfilled. I realized that it wasn't just a responsibility I had felt while growing up, of serving and helping others, but it had become my passion and my true vocation.

With these thoughts in mind, college brought a different perspective in the kind of work I would like to do. Being a junior in Hanover College with an international studies major, I have definitely felt the desire to work for economic development, human rights for children and women's empowerment. My vocation or my calling has been to bring awareness of the social and economical situations a country like Peru faces, and as a result put together a trip to Peru with 6 other students to make a service project. Not only did this opportunity change my life, but it also brought hope to my cause. I was able to see how a little help can be extended so much, and how one small idea can really become such a great cause. My faith in this kind of work was restored, which has made me stop doubting whether small changes can make big differences. My desire to work towards attaining sustainable development and being an activist for people that do not have the means to fight for their own rights was affirmed.

The organization I'm wanting to intern with is the foundation for sustainable development. This organization works together with several local and international non-governmental and non-profit organizations to promote better communities and environments, and establish several economic opportunities for the particular community where these organizations are located. This organization offers different programs in its eight locations. I am particularly interested in Latin America, given that it is the area where I grew up and they are the people I owe my personal growth to.

I'm applying to two organizations, one in Peru and one in Argentina. I will only be working with one of them. One of them is Edufuturo in the city of Puno, Peru. This is a local branch of the NGO World Learning, which has as its mission to decrease the amount of children that work, also to improve their level of education by providing them with more access to education. Workshops for teachers of the local schools are necessary to teach them to develop better teaching plans, as well as workshops for the parents to take their children out of the workforce and to realize the importance of education and the opportunities it brings. As an intern in this organization, I will be asked to participate and lead some of the workshops in the community. I will also have the responsibility to create some of the topics for the workshops myself. As part of the intern work, the foundation asks everyone to submit a proposal for a project we would like to develop. We then compete for different grants to put the project in place. Therefore, I will also have to do research about this particular community and submit a proposal for a



project that will enable me not only to build relationships with different individuals in the community, but also to use this sensitivity and knowledge to the best of my ability to create a project that would be the most adequate and effective for those particular individuals. The project would probably be some type of business opportunity, or bring to light a particular case of abuse to the authorities to be defended.

The second organization I am also applying to is called Asociacion Apoyo Familiar Casa del Niño Arco Iris in La Plata, Argentina. This organization works to provide for the educational and nutritional needs of local children and families, and also it has a focus on community capacity building. The center is part of an international system of child care centers to help take care of children, when the parents are unable to care for them during the day. The community is stimulated to be involved in support programs, workshops, classes that develop different professional skills to open different work opportunities for the individuals of this community. My job as an intern in this organization requires me to develop different capacity building programs, as well as developing more programs for the children that will provide for the educational and nutritional needs.

Working as an intern with one of these organizations would allow me to test my experience and also to develop different projects that can help a community and particular individuals grow and better themselves. I will therefore be contributing to my calling of serving others, and putting my vocation once again in the face of adversity. I will be challenged to think for myself, to use what I have learned with other interns to work together in attaining a same goal; to improve the life of a community. Working with any of these organizations would not only allow me to provide support for people that do not receive special attention most of the times, but it would also allow me to act as an activist for their cause. As well as providing them with opportunities to better themselves. This type of opportunity is something I have always looked for, because I feel I have the ability to be sensitive to other people's needs and use this sensitivity to work and devote my time to them.

The internships are eight weeks long and include several components. I will be staying with a family that the organization will find for me. There will be an orientation period, where the interns will be provided with tips and general information about the organization and the community, as well as safety tips and integration to our host families. There are also debriefing sessions, and a mid-term retreat where reflection and guidance will be provided by our group leaders. There will be four to twelve other interns working with me in each organization, which will allow me to have discussions and support. The program director and the program assistant will be our mentors, but on a more individual level we are also provided with a supervisor with whom each intern will be asked to share their goals, work plans for the week, general ideas about the project, and how we have grown with each experience. There is also the possibility to apply for a grant to fund my own project and to put it in place, which could lead to a possible independent study topic for my major. I will also have the opportunity to participate in educational sessions about the prevalent development issues in the community I will be working on. These lectures will allow me to have a better understanding of the needs of this community, as well as to discuss them with professionals in the field. The last week of the internship, interns are required to provide the organization with a final written report on our internship and contribution.

Before the trip I will be preparing a lot of research about the particular community I will be working on, in order to arrive better prepared. I also intend to keep a journal about all the activities, debriefing sessions and retreats I will be taking part in. I will definitely be interested in preparing a presentation about my internship to the campus, to continue my desire to increase awareness about the different situations developing countries face. I will also be glad to provide my proposal for the project I will be developing and the results of it, as well as my final written report.



# Valuing Contributors

We recommend keeping good form by following up and thanking your contributors. Below is some etiquette advice for correspondence with donors after they have contributed to your program fees.

## **Remember to thank your contributors!**

Consider writing a handwritten letter, or even sending a postcard while away.

## **Keep donors involved.**

The benefits of your received donations don't need to end when you've bought your flight, received your vaccinations and have begun your program. Engage your donors throughout your experience by sending regular emails or updating your blog throughout your stay in-country.

## **Follow up after you return.**

When you return, you could offer an educational presentation to summarize your experiences and reinforce the positive impact that your donors' money continues to leave on that community. If you "sold" photos as a fundraising approach (see page 9, *Writing a Persuasive Letter*), include a "photo viewing session" so donors can choose their favorite print. This is another way for contributors to remain involved throughout and after your experience. While this third piece is completely optional, it is an unexpected, pleasant surprise when participants choose to give a presentation.



# Important Fundraising Guidelines

## Participant's Guide to Fundraising and/or Applying Scholarship/Fellowship Money to Program Fees

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Once accepted to FSD, we encourage you to carry out independent fundraising to finance your program. There are two primary benefits to channeling donations through FSD. Through association with an established 501(c)3 non-profit organization (with financial records accessible to the public; for example, at guidestar.org), your fundraising efforts have enhanced legitimacy. Second, upon request, FSD sends thank-you letters to all donors that contribute \$250 or more to thank them for their contribution, and provides them with our Tax ID/EIN number for tax deduction purposes.

### Procedure for Fundraising

The following outlines the steps for conducting independent fundraising.

- 1. Let FSD's San Francisco office know** as soon as you decide to conduct independent fundraising for your program fees. FSD will provide you with a personalized Paypal link to include in emails, as well as the HTML coding for a personalized "Donate Now" Paypal button to include on your blog and other website profiles. These links will direct your contributors to a Paypal screen, which prompts them to donate to your program fees via credit card, debit card, or electronic check.
- 2. Inform all of your fundraising contacts of your fundraising end date!** Your fundraising end date is your official program start date. *\*\*\*IMPORTANT - While your balance payment is still due 45 days before the start of your program, you may continue fundraising until your program start date. If you continue fundraising after your balance payment due date, FSD will issue you a reimbursement check for program fee donations received between your balance payment due date and your program start date. However, we will NOT send you a reimbursement for funds raised OVER the amount of your program. Any additional funds raised will be allocated as additional seed grant money for your host organization while you are in-country. \*\*\**
- 3. Establish how your donors will submit donations.**  
FSD accepts both checks and online donations via PayPal.

#### **Checks**

If you will be receiving donations via check:

- Set up a contact person to which donors can send checks (most people choose themselves). All too often, well-intentioned relatives send checks to FSD without specifying the participant's name. We want your hard work to pay off for your program fees; therefore, our system is set up so that a designated contact receives checks and then sends them in a batch to FSD's headquarters by your fundraising end date.
- Checks should be made payable to FSD, with your name and host country in the memo line.
- After all checks have come in, have your contact person send the checks as a batch to the FSD office in San Francisco. **The checks must arrive on or before your established donations end date.** FSD's address is: 517 Potrero Ave., Suite B/San Francisco, CA 94110.

#### **Paypal**

We encourage you to make donating easy by providing a personalized Paypal link in emails, blogs and website profiles. Note that there is a 5% transaction fee for all donations made via PayPal to cover Paypal's transaction fees and FSD's costs to process and transfer funds.



## Procedure for Scholarship and Fellowship Funding

- 1. Let FSD's San Francisco office know** as soon as you decide to apply for a scholarship or fellowship. FSD will support you by providing any necessary documentation for the scholarship/fellowship committee. Often times a general statement of work outlining what is required of FSD participants in the field (40 hour work week with a CBO, 80 hours of formal development training, etc) is helpful for the scholarship/fellowship committee to process and make a decision on your application. We can also send an organization description, outlining the type of CBO you will be working for in the field.
- 2. Once you begin working with your International Programs Coordinator (IPC), discuss the details of your scholarship/fellowship, as the SF staff needs to be aware of the specific processes and timeline corresponding to your funding application.** If the disbursement of your scholarship or fellowship funds does not match the dates of FSD's payment schedule, be sure to discuss these details with your IPC to arrange a payment timeline.