

Successful Fundraisers

There are virtually a limitless number of fundraisers out there, and sometimes the hardest part of fundraising is choosing which one to do! Over the years, we have received countless stories from Program Leaders who held phenomenal fundraisers. Before selecting a fundraiser, write down your goals and use the guide below to help select the best fundraiser for your group. The fundraisers included have proven to be successful for hundreds of Program Leaders.

If your goal is to conduct your fundraiser in one day or less:

- Volunteer to serve food at a local restaurant in exchange for some of the day's proceeds.
- Staff the concession stand at your school or a minor league sports event for tips.
- Bag groceries at a local supermarket and collect tips.

If you would like to build community awareness and support:

- Write letters to local businesses requesting donations.
- Hold a Flamingo Flocking – people donate money to have pink flamingos stuck in a friend or foe's yard.
- Host a community yard sale in the school's parking lot and rent parking spots to each family who wants to participate.

If you want to give students the independence to fundraise on their own:

- Send Gift of Education E-Cards and Letters to friends and family members. Post a link to Facebook for friends and family to make contributions directly to a participant's account. WorldStrides travelers have received millions of dollars in donations through our Gift of Education program! Visit www.worldstridesfundraising.com to get started.
- Sell gift cards to popular retail stores for a percentage of the profit through www.glscrip.com.
- Ask students to do chores for family members and neighbors in exchange for financial contributions.

If you want a fundraiser that creates camaraderie among students:

- Hold a car wash.
- Celebrate a good-natured Teacher Torture day. Teachers volunteer to participate in stunts (such as dressing outrageously or coloring their hair) to raise money, and students pay to vote for which teachers they want to see tortured.
- Host a pancake breakfast at a local restaurant that is typically open for just lunch and dinner.
- Sell tickets to a school dance, carnival, talent show, field day, or haunted house.
- Sponsor a dodgeball tournament and collect entry fees.

If you have ambitious fundraising goals:

- Consider a fundraiser that allows students to showcase their talents. Host a winter concert and sell tickets. Sponsor an event for students to entertain at a coffeehouse and serve warm drinks. Organize a talent show and allow students to compete with each other for prizes.
- Host a dinner and silent auction. Ask parents and local businesses for gifts-in-kind to donate to the auction. Raise proceeds through the auction and dinner.
- Apply for grants through local, regional, or national organizations. Visit www.worldstridesfundraising.com to learn more.

We have made fundraising even easier with the opportunity to post a link directly to your Facebook page! Visit www.worldstridesfundraising.com to get started using our Gift of Education Facebook Sharing Link.

Fundraising Guide



Learn More on Our Fundraising Center!

Our fundraising website has been enhanced with even more resources to help you plan and implement your fundraiser! Visit www.worldstridesfundraising.com to get more information about:

- Questions to ask a third-party fundraising company
- Where to apply for grants
- Fundraisers that have proven most successful
- Our Gift of Education Program – and more!



A Quick Guide to
Planning and Promoting
Your Fundraiser

Be sure to visit www.worldstridesfundraising.com

How Do I Get Started?

Select a fundraiser. Before you begin fundraising, it is important to consider several factors: How much money do you want to raise? How long do you want your fundraiser to last? When is a good time to hold your fundraiser? Refer to the facing page to learn more about these and other guidelines.

Looking for more creative fundraising ideas? Check out www.worldstridesfundraising.com for a comprehensive list.

Hold a kickoff meeting. This is your opportunity to communicate your fundraising goals with students. If you have ambitious fundraising goals, consider breaking them into smaller, more achievable milestones. Offering a reward system will give students even more motivation.

Request help from parents. Most people are happy to volunteer if they are asked. Delegating tasks to committees and assigning deadlines will help you better manage the fundraiser and ensure your group's goals are met. Send a letter home to parents informing them of your upcoming fundraiser and requesting their help or inviting them to your fundraising kickoff meeting.

Promote your fundraiser. Your fundraiser will be more successful if you get the word out! Check out the box below for creative ways to promote your fundraiser.

Supervise. Ensure students are conducting the fundraiser in a safe manner (i.e., no door-to-door selling), and check in with committees periodically to confirm they are completing tasks as scheduled.

Provide frequent status updates. Keep parents and students up-to-date on your group's progress. Hang a poster in your classroom, make an announcement on your class website, or post a status update on your MyTrip page that tracks how much money has been earned and how much more is still needed. Everyone will be excited to see the progress the group is making!



Promoting Your Fundraiser

- Post signs, flyers, and posters around school and in your community. Check with local restaurants, businesses, libraries, and universities to see if they accept public postings.
- Reach out to local newspapers, and television and radio stations with a press release or story pitch, and ask them to include it in their community announcements.
- Go class-to-class to present your fundraiser in person.
- Check with your school to see if fundraising updates can be included in parent communications like your school's newspaper, e-newsletter, or website.
- Set up a table at school sporting events to present fundraising information or sell items to raise money.
- Send a letter home with students or email parents directly to let them know about upcoming fundraisers and request their support.
- Communicate fundraising updates through your MyTrip page or your group's Facebook page.



Selecting a Fundraiser

Not only does fundraising help your students pay for their travel experience, but it is a great way to get parents involved, build support in the community, and improve students' leadership skills. Giving students an opportunity to work together towards a common goal will help them develop relationships with each other prior to traveling and create a greater sense of satisfaction and ownership of their travel experiences!

A key part of implementing a successful fundraiser is to develop a plan. No matter which fundraiser you choose, it will run more smoothly if you set concrete goals and consider all important factors.

What are your financial goals?

Consider how much money your group needs to raise before selecting a fundraiser. Your financial goals will determine what type of fundraiser is most appropriate for your group.



How much time do you want to devote to fundraising?

In our WorldStrides survey, most Program Leaders indicated that the ideal length of time to hold a fundraiser is between one and two weeks. Shorter fundraisers can face trouble gaining momentum, and students and parents may lose enthusiasm for fundraisers that drag on too long.

When is the best time for your group to schedule a fundraiser?

It is important to consider when other school and community organizations host their fundraisers. If the student government sells candy at the end of March, don't hold your fundraiser during that same time frame. Look for weeks when other fundraisers aren't occurring, and try to do something original.

Would you like parental involvement with your fundraiser?

Parents can be a tremendously valuable resource to any fundraising effort. Many of our Program Leaders report asking parents for help and assigning volunteers different fundraising responsibilities. Most parents are happy to help if they know there is a need. Consider requesting assistance early by introducing your fundraiser at the first parent meeting.

Do students prefer to fundraise individually or as a group?

Individual fundraising efforts include selling products or soliciting monetary donations from family members, friends, or local businesses. These types of efforts can make it easier to allocate funds to each student's account because they will have raised specific amounts. Group efforts, such as talent shows, raffles, silent auctions, and car washes, can build camaraderie among the group and increase community support. Both options give students the opportunity to make a strong contribution towards their program.

Do you want to organize the fundraiser yourself or use a third-party fundraising company?

Fundraisers independently run are often more original, and students have a greater role in planning and promotion. However, they are usually more work for the organizer and often require the assistance of a committee of parents. Using a third-party company can minimize your time commitment by allowing a personal representative to handle collecting money and distributing orders. A third-party company can also motivate students by offering points and rewards. However, the customer service experience can vary widely among companies – most of which are likely to keep a significant portion of sales. If you decide to use a third-party company, review the helpful checklist in the Resources section of www.worldstridesfundraising.com.

We have surveyed hundreds of Program Leaders with years of experience leading WorldStrides DiscoverNow! programs. All of the suggestions in this guide are based on their feedback about what's worked well for them over the years.

You can also browse www.worldstridesfundraising.com for ideas on how you can successfully fundraise for your educational travel program!

