

GYA 2011

Fundraising Tip Sheet

50 Ideas to Success!



- 1 Tell your story.** The more you talk about the GYA and why it's important to you, the more people will share in that excitement and want to donate to you.
- 2 Send a letter or email asking for support to EVERYONE you know.** Plus, ask them to forward the letter on to at least five other people. (Sample letter and letter writing tips follow.)
- 3 Email Signatures.** Add a line in your email signature about the GYA and encourage people to contact you for more information on how to support youth engagement in their community. Add a line to your signature like: *"Help me make it to Edmonton for the 3rd Global Youth Assembly! www.youthassembly.ca".*
- 4 Return Labels.** Print return address labels for your outgoing mail. Print something like, "Help me make it to Edmonton for the 3rd Global Youth Assembly! www.youthassembly.ca" You may want to include a donation form and a self-addressed envelope to make it really easy for them.
- 5 Send Updates.** Let people know how your fundraising is going and a reminder on how to support you in your efforts.
- 6 Ask BIG.** Ask at least one person for \$500—the worse they can say is no, or maybe they'll donate \$250 instead, or even \$100, better yet they could say YES.
- 7 Ask.** Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask. And ask again!
- 8 Air Miles.** Instead of asking for money, ask for Air Miles to help pay for your flights to and from Edmonton.
- 9 House/Dinner Party.** This is a sure-fire way to fundraise.
- 10 Corporate Matching Gift.** Ask your company to match the amount of donations you receive from your donors.
- 11 Corporate Matching through a Friend.** Ask a friend to see if they can investigate getting their company to match gifts.
- 12 Corporate Sponsorship.** Identify one or several large companies and contact them directly. They may be willing to sponsor you completely if you agreed to promote the company at the GYA.
- 13 Office Fundraising Challenge.** Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the "winner" a prize. Maybe some movie passes? Gift certificate to dinner?
- 14 Garage Sale.** All that stuff that's been hanging out in your garage...in your attic...in your basement? Gather it up and ask your friends to do the same. Put it in your front yard and sell, sell, sell!
- 15 Birthday Gift Pledge.** This is a very simple way to raise money and it'll be a lot easier for your friends and family to write you a cheque instead of spending hours trying to shop for you!
- 16 Solicit.** Small businesses, places of worship, or service clubs with which you are involved, for gifts of \$100 or more. If you are an active donor or member this is very effective. You can usually be successful with a simple proposal and oral presentation.
- 17 Ask your local restaurants to place a money jar at the front of the restaurant.** Check with the restaurant manager first. They may be willing to place the jar in a high traffic area so more patrons can see it.

- 18 Ask your favorite waiter/waitresses to donate** a portion of one day's tips to your cause.
- 19 Ask your favorite bartender to donate a portion of one day's tips.** Same as the waiters and waitresses idea. Ask them to donate tips from one night. You can create a sign for the bartender to place on the bar stating that *"All tips collected tonight will go directly to 'Participant's Name' who will be attending the Global Youth Assembly in Edmonton."* If the patrons see that sign they may be willing to dig a little deeper in their pocket!
- 20 Fundraising dinner at your local favorite restaurant.** Ask your favorite local restaurant to host a Fundraising Dinner for you. They supply the food and you supply the donation forms!
- 21 Theme Party/Dinner.** Hold a theme party for 10 (or more) of your friends. Donation: \$50 per person. Spend no more than \$20 per person on the food and you'll have \$300 (or more) in donations by the end of the night.
- 22 Start your own Extra Change Box.** Keep a jar near your door and every day put all your extra coins in it. It adds up. Or put it on your desk at work—others will join you.
- 23 Host a movie party at your house.** Pick up a new flick at your local movie store, make some popcorn, pick up some soda, and invite your friends and family over for movie night. Of course have your donation forms ready to go!
- 24 Delegate.** Give 10 of your friends 10 donation forms each and ask them to help raise money for you.
- 25 Creative Friends.** Find a local artist or ask a creative friend if they would donate a piece of art or some jewelry that you could auction/sell.
- 26 Travel Agency.** Do you always make your travel plans through the same agency? Ask them to donate a travel voucher. You can auction it off at one of your parties.
- 27 Doctor/Therapist/Veterinarian/Insurance Agent.** Ask him/her to make a cheque out for you instead of the other way around!
- 28 Dentist.** Hopefully you won't have to pull teeth to get your dentist to help you out a little!
- 29 Chiropractor.** They've cracked your back. Now ask them to crack open their cheque book and make a donation.
- 30 Yoga Instructor.** You've bent over backwards for them...now it's their turn to do the same for you!
- 31 Gym.** Ask your gym to place a Donation Jar at the front desk! Leave a stack of donation forms at the counter, too.
- 32 Spinning Class.** Have a stack of donation forms with you and ask your spinning instructor to make an announcement in class.
- 33 Hair Salon.** Ask your barber or hairdresser to donate \$2 of every haircut they complete over one weekend. Or, have your hairdresser put a donation jar at their station with a small flyer. Hairdressers are great at talking things up and spreading the message.
- 34 Neighbors.** Write to all your neighbors on your block (or in your building). Attach a letter explaining why you're attending the GYA and ask them to make a donation.
- 35 Meet the Press.** Does your company distribute a newsletter? Does your company have inter-office email? Take advantage of these! It's a perfect way to get the word out.

- 36 Baby-Sit.** Offer up your services and let your friends have a nice, quiet night out of the house!
- 37 Pet-Sit.** Are your neighbors going away and they don't want to leave Rover at the boarding facility? Again, offer up your services and charge them what they would have had to pay at the facility!
- 38 House-Sit.** Friends going out of town for a while? Maybe they need a warm body to stay in their place in their absence!
- 39 Karaoke Night.** Who cares if you can't carry a tune? Spend a Friday night at a Karaoke Bar and sing to your heart's delight. Have the announcer tell the crowd that you're singing for donations!
- 40 Company Vacation Days.** Ask your boss or human resources director if they can swap one of your vacation days for a day's pay.
- 41 Host a poker game.** Call your card-playing friends invite them over for poker night. Let everyone know that 10% of winnings are payable to "The House," which will become donations.
- 42 Company Grants.** Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, you can volunteer your time for the John Humphrey Centre for Peace and Human Rights and get paid grant money (donations!) for the work. You may need a letter from us stating that you'll be volunteering and we'd be happy to make that happen.
- 43 Bulletin.** Place an advertisement in the bulletin of your place of worship letting the congregation know what you're up to!
- 44 Craft or Bake Sale.** Sell off your handy works at local flea markets, community events, recreational areas or even at your office, church and to your neighbors.
- 45 Remind Them.** In case you didn't receive an answer the first time you asked...ask again! Your potential donor may need a little coaxing. And if you're not 100% comfortable nagging them, consider sending out an "update". Let them know how your training and fundraising is going. A lot of people just need a little reminder.
- 46 Ask for the right amount.** Take a good look at who you're asking for donations and make sure you ask for the right amount. Don't ask for \$20 if you know they can donate \$ 100.
- 47 Beneficiaries.** Get to know the Global Youth Assembly well. You'll be asked where the money is going and it will be very impressive to a potential donor if you're able to speak eloquently about it.
- 48 Make your own contribution.** Lead the way by making your donation first.
- 49 Clubs and Organizations.** Send a solicitation letter to your local Kinsmen, Lions Club, Rotary Club, Kiwanis, etc. They support individuals in their communities.
- 50 Start Now.** The earlier you begin fundraising the better off you'll be. When you reach your goal, you can double your efforts and raise even more!



John Humphrey Centre
for Peace and Human Rights
pour la paix et les droits de la personne



IGNITE!
CHANGE NOW!
GLOBAL YOUTH ASSEMBLY

