



*Educational
Tours*

EF Educational Tours Fundraising Guide

Fundraising Ideas for Individuals

Fundraising ideas for individuals

Here are some great fundraising ideas, along with countless variations, to help you and your travelers get started with your fundraising plan. These ideas are perfect for individual travelers raising money on their own or can be combined with a group effort for a greater impact. Be sure to pick out the ideas that fit your community the best and that your group will have the most fun doing.

If you are not planning on fundraising as a group, or if travelers are looking for extra fundraising ideas, these ideas are perfect for you. Students doing their own individual fundraisers will learn about organization, networking and money management. In this guide, you'll find information on seeking sponsorship and using resources such as the Internet to spread the word about your trip and get donations.

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Gift donations

Holidays and birthdays are great ways for travelers to raise money for their trips. Instead of receiving typical gifts, having friends and family sponsor a specific day of a tour is a fun and unique way to encourage donations. Your sponsors will be thrilled to learn exactly how their donations helped you go to the top of the Eiffel Tower or go horseback riding in Costa Rica! Getting sponsors is as easy as asking.

Step 1: Break your trip into days or even hours. Get an idea when you will be doing specific things on tour to tell you sponsors.

Step 2: Ask for sponsorship! Remember: There is no harm in asking, and if you break your trip down, a sponsor can easily make a small donation to go toward lunch in Italy one day. Think of it as someone's buying stock in your trip. No donation is too small!

Step 3: Send thanks! Make sure to keep track of your sponsors and what days or events of the trip they are sponsoring. Once on tour, send a postcard from your location to say thanks. It is a great way to thank your sponsors and show them exactly how their money helped you experience a new culture.

Jobs

Whether you are fundraising as a group or individually, anyone can find side jobs to make some extra money for an EF tour. Get the word out in your community, and your group can quickly become the go-to for odd jobs. Spread the word through friends, family and even your local newspaper. Be sure to explain that the money will be used for an educational trip!

The following are some ideas that have been successful for EF group leaders:

- EF Group Leader Lori Steinbach's group paired up with the American Medical Association of Iowa to pass out promotional material for 45 minutes at a college football game. The group was paid \$500 for an hour of work, and they got to watch the game! Check with local stadiums or promotional companies to find opportunities such as this.
- At one of your larger fundraising events, be sure to advertise jobs your group is willing to do. For example, one EF group wrote on 3x5 cards what jobs they would be willing to do for a donation. These cards were then placed on a table during a spaghetti dinner fundraiser so attendees could take note of the group's abilities and areas of interest.
- Ask a local gas station to let you pump customer's gas and wash their windshields. You can either ask for an unspecified donation or a set amount. Since most gas stations are now self service, you will be offering the customers a nice break.
- Kristen Nazario, an EF Group Leader in the Bronx, New York, really went above and beyond for her group. She has set up a whole job counseling service to help her students get part-time jobs. She's done mock interviews and had guest speakers. Not only will this help them raise money for their EF tour, it's also helping them along the path toward future success!

Other odd job ideas include:

- Babysitting
- Can collection for recycling
- Yard work
- Clean local parks for the town
- Car washing
- House painting

Newspaper articles

Writing an article for your local papers is a great way to spread the word about your EF tour and the need for donations. Announcing your travel plans in the local paper can also be a great recruitment tool, and it's really simple. Using our sample press release template and your own ideas, an article can be created in no time. Just don't forget to ask for donations in the article! You can also advertise upcoming fundraising events. Once your article is published, be sure to send us a copy. You could be eligible for up to 75 global points for an article that mentions EF Educational Tours!

One student from California wrote an article for her local newspaper in which she described her trip and her reasons for traveling. She asked for donations and they came pouring in! Not only did she pay for her entire trip this way, EF actually had to start sending money back!

This is also a great way to find odd jobs or get ideas!

Online sales

Pairing with corporations through programs such as virtual malls and scrip programs can help your group earn money on purchases that you, your family and your friends are already making. These services require little effort and can help your group fundraise a significant amount of money. It is a good idea to advertise these programs around November and December when people are busy with holiday shopping.

Scrip programs:

Scrip is defined as substitute money that you can purchase at a discounted rate and then resell to friends and family at its full value. Once your family and friends use the scrip to make purchases, you will earn a percentage of the purchase for your EF tour. It's a great idea to sell scrip around the holidays when you know people are shopping more than usual. For more information, check out <http://www.scrip.com/>.

Virtual malls:

Your group can set up its own online shopping mall for free, and earn cash for the purchases made at your mall. You will have your own virtual mall link that you can email to family and friends. Don't forget to share the link at other fundraising events as well! Your group will earn money from purchases that people are already planning on making. One example is <http://visitourmall.com/>.

Coupon Books:

Community Day is another website to check out for a similar program. Here, your group receives coupon booklets to sell for \$5 per booklet sold. This program is simple and is pure profit! Be sure to check if your state participates in Community Day. Visit <http://www.communitydayevent.com/>.



There are two things that we do that are our best moneymakers. We work at dog shows and we sell tamales. I found this [dog show] fundraiser after an article was printed in our local newspaper about the trip to Ireland. We mentioned in the article that we were looking for ways to make money, and the Hill Country Dog Agility organization called us and asked us to help them out. It's a wonderful opportunity for everyone.



*Susie McCalla,
EF Group Leader
Center Point, TX*

Sponsorships

There are a number of ways both individual travelers and groups can seek out financial support for an EF tour. Seeking sponsorship from community organizations, corporations and individuals, are all options. Grant writing is another great way to seek out large donations for your EF tour.

When seeking sponsorship keep these tips in mind:

Stay on topic

- Search for organizations that have a vested interest in your goal, to get your students abroad to experience other cultures!
- Many scholarships at the high school level must be applied to post-secondary education. Be sure to check out the specifics before going through the application process!

Keep it local

- Many grants and scholarships are region specific. Keep this in mind when searching for opportunities.
- Don't forget to contact your local service clubs, such as the Lion's Club and Rotary Club, to see if they have an applicable scholarship or would be willing to sponsor your students. If they are unable to provide a monetary donation, see if you can piggyback your group's fundraising onto one of the club's events.
- Approach businesses in your community for sponsorship. In exchange, offer them advertisement on a group T-shirt the students wear at fundraisers and on tour or offer to display an advertisement with their business information at your public fundraising event.

Think outside the box

- Your group is full of talented students! Encourage them to use their talents to help raise funds. Look for photography, essay and art competitions. These usually have cash prizes that the students can apply to their tour while doing something they enjoy!
- Travel for Education state tax write-off: Some states allow a tax write-off for contributing towards an educational travel program fee. Check with your tax professional to find out if this exists in your state.



Years ago, visiting Dachau Concentration Camp was an optional excursion on our trip to Germany. When I pointed that out to a friend who had served in World War II and was an active member of the VFW, he stressed the importance of having the students tour the camp so they would understand what horrible events had transpired there. He arranged for the cost of that optional excursion to be covered for each of my students. In exchange, they were to share their experiences and photos with other students in their history classes. Visiting the former concentration camp was the most emotional event of our trip and had a profound effect on my students.



*Jean Jenkins,
EF Group Leader
Lake City, PA*

Websites

The Internet can be a great fundraising tool. Creating a website dedicated to your EF tour is a great way to spread the word about your trip and generate excitement. You can also use this as a simple way to solicit donations. Here's a great example from a group of students from Compton, California: <http://www.projectlondon2008.com/>. You will want to include information about the destination you plan to visit and your fundraising progress. Creating a website can also be a great lesson to incorporate into your curriculum. Be sure to advertise your website at all of your fundraising events.

Variations:

Reach out to your network. If the whole group isn't interested in developing a website, individuals can advertise their trip and need for donations on popular networking sites such as Facebook and Myspace.

Start a Blog. Blogs can be a great fundraising resource. They are fun and easy to create for students. Blogs can create a buzz about your trip. Students can easily share ideas and information with others. After coming back from your trip or even while on tour, update your blog with all of your exciting adventures so you can share them with those who contributed to your trip.