

Education
First



Educational Tours



Fundraising

ideas

Fun and rewarding ways to raise money for your tour

Start fundraising for your tour!

Fundraising is an excellent way to bond as a group before your tour while also raising money to help cover tour costs. The key to successful fundraising is starting with a plan and some great ideas. This helpful guide will get you started on your fundraising efforts, from setting your goal to hosting a fundraising event and keeping students motivated. You can also find many more helpful resources at [eftours.com/fundraising](https://www.eftours.com/fundraising). Download our comprehensive fundraising guides or watch our webinars, featuring advice and ideas from one of our fundraising experts. Plus, you can get great advice from your tour consultant, who is supported by a team of fundraising specialists dedicated to helping you meet your goal.

A scenic view of a Venetian canal with gondolas and historic buildings at sunset. The water is dark with reflections of the buildings and the sky. A gondolier in a striped shirt is visible in the foreground, steering a gondola. The buildings are multi-story with arched windows and balconies, typical of Venetian architecture. The sky is a mix of blue and orange, indicating the time is either dawn or dusk.

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Planning & Preparing

Fundraising can be easy when you're ready with a plan. These guidelines will help you get prepared, from holding your first meeting to managing the money your group raises.

Why fundraise?

By making the tour more affordable, you can give more students the opportunity to join your tour and have the life-changing experience of traveling abroad. Organizing fundraising events is also a great way to work together toward a common goal. Your group gets to know each other better before the tour, and students benefit from the sense of pride that comes with financially contributing to their tour. Fundraising also teaches students important skills, including organization and cooperation, enhancing the educational value of the entire experience.

Get started

Once you have enrolled a group of travelers, hold a meeting to discuss fundraising. Make sure that everyone attends the meeting, regardless of whether or not they intend to participate. It is important that everyone understands how the money will be earned and divided. Discuss the topics in this book at your meeting.

Set your goal

The best way to ensure success is to start off by working with your students to set a fundraising goal. You may decide to raise money to cover a portion of everyone's Program Fee or choose a specific expense such as the group's optional excursion to Versailles. Set benchmarks for motivation and make sure to track your progress visually so everyone can see how far you've come and how close you are to hitting your goal. Remember to celebrate when your group reaches a milestone!

Pick a leader

Determine who's in charge of leading your fundraising efforts—and it doesn't necessarily have to be you! You can put parents in charge of spearheading fundraising events or even pick a student leader. A student may want to lead the effort as a mini business project or to be able to cite leadership accomplishments on college applications. Another option is to form a student fundraising committee and serve as its advisor.



Manage your money

Use the following tips to manage funds once your group has started raising money.

- Set expectations by creating a fundraising contract and have students sign it to ensure students and parents are on the same page from the start.
- Whenever money is involved, we recommend two people share the job of handling funds.
- Keep track of everything, making sure you know where every dime comes from. This will help when you divide the fundraising money later on.
- Keep all money raised in a dedicated account. Many schools have a club account you can use to deposit money until you need it. Use a group check to withdraw money from this account and make a group payment to EF. You can download our group check form on your group leader website. Record your students' account numbers on a copy of the form to help keep track of individual payments.

Motivate your students

Keep students motivated with regular reminders about what they're working for: an amazing trip to an exciting destination! Watch our *Traveling with EF* DVD for a taste of the adventure to come. Set benchmarks and celebrate successes when those milestones are met. You may also want to schedule regular fundraising meetings to touch base about what you've accomplished and what's next.

Choose the best event for you

Think about your community and its priorities. What do people generally rally around? Maybe it's sports, music or art. Tailor your fundraising event to interests likely to generate the most community participation. Be strategic about what you plan to do, depending on where you live. For example, if you live in an urban area, it may be more difficult to find a big space to accommodate a large event. In a more sparsely populated area, door-to-door sales may be too challenging because of a lack of access to large volumes of people.

Product Sales

Product sales are great fundraisers because they require little planning, and students can take responsibility right away. You can sell homemade goods or choose from a number of products that can be bought or donated and then sold for a profit.

GLSCRIP.COM

Money up front: \$0

How it works: Partner with corporations to purchase gift cards to well-known stores at a discounted rate and sell them at full value.

- Sign up with glscrip.com.
- Choose from a large list of companies (including chain stores such as Borders, Home Depot, K-Mart, Old Navy and Sears).
- Collect orders at face value and purchase the gift cards at a 3% to 15% discount — keep the difference!
- Check out similar programs at communitydayevent.com and visitourmall.com.

For more information, read our post about Scrip Programs on EF's blog, *Following the Equator*, at equator.eftours.com/fundraising.

FLOWER SALES

Money up front: Minimal. (Based on donations from local flower shops and grocery stores that will donate or sell flowers at a discount for a good cause.)

How it works: Sell flowers to fellow students to raise money for your trip!

- Work with local flower shops or grocery stores for flower donations or discounted flowers.
- Student volunteers sell flowers during lunch periods.
- Students purchase flowers with a note to the recipient.
- Volunteers deliver them to the recipients' homerooms on the designated day.
- This works well at Valentine's Day and St. Patrick's Day!





FOOD SALES AND CONCESSIONS

Money up front: Varies

How it works: Most concession-stand food is affordable when bought in bulk, which means you can turn a large profit margin. Consider these opportunities to run a concession stand:

- Contact your athletic boosters to get on the schedule for the concession stand during large sporting events.
- Consider selling an ethnic dish from the region you are traveling to and take orders in advance so you aren't left with extra product.
- Contact nearby universities and minor/major league stadiums since many allow fundraising groups to work their concessions and share a portion of the profits.
- Keep an eye on the community calendar for other events (flea markets, car shows, county fairs) that you can contact to help run concessions.

For more information, read our post about concession sales on EF's blog, *Following the Equator*, at equator.eftours.com/fundraising.

GIFT CALENDARS

Money up front: \$0 to \$200, depending on whether production costs are donated

How it works: Sell calendars to your community featuring students' original artwork.

- Hold a contest for students to create paintings, prints or photographs.
- Select 12 winners and decide with your students which months the works should accompany.
- Ask a local printing company to cover the cost of production or reduce the rates.
- Give the finished product to students to sell to families and friends! A local art show or general store might also be interested in helping you sell more.
- Calendars usually retail between \$10 and \$15 at stores.

Want more product sales ideas?

Holiday wreaths, merchandise with your school logo on it or baked goods are all great products to sell in order to raise money for your trip. Find a comprehensive list of product sales ideas at eftours.com/fundraising.

School & Community Ideas

Get your school and community involved! We have ideas ranging from small school activities to large community events. These events will bring everyone closer together while also raising money for your tour.

RESTAURANT NIGHT

Money up front: \$5 to \$20 for advertising

How it works: Advertise a particular night at a local restaurant, help fill the restaurant with customers and receive a percentage of the profits in return.

- Locate a restaurant in your community that is willing to participate.
- Advertise the evening through email campaigns, flyers and word of mouth.
- Challenge each traveler to secure a certain number of commitments from supporters to attend your restaurant night.
- Be present on your night, greet your guests, tell them about your goals and travel plans, and have an opportunity for them to make additional donations.

For more information, including an extensive list of restaurants that have participated, read our post about restaurant nights on EF's blog, *Following the Equator*, at equator.eftours.com/fundraising.

SPAGHETTI/THEME DINNER

Money up front: \$0 to \$200, depending on how much food, etc. you can have donated

How it works: Host a meal through grocery donations to support your trip abroad.

- Secure a venue with a kitchen for hosting the dinner. Examples include community centers and churches.
- Check whether or not tables and chairs are available.
- Get donations from area grocers for spaghetti, sauce, bread, butter, salad, beverages, paper plates, etc. (It's even better when you can attach a theme that ties in to your destination: Italian pasta party, French crepe night, Mexican fiesta.)
- Publicize your event in the community by reaching out to local newspapers and cable stations.
- Sell tickets at school sporting events, in the lunchroom and at a table in the main hallway.
- Make sure you have enough volunteers to cook and serve the meal, based on the number of advance tickets you have sold.
- Entertainment never hurts — think about combining your dinner with a talent show.



FLAMINGO FLOCKING

The latest craze in the fundraising world is an innovative idea called flamingo flocking. The basic premise is this: Someone pays the group to place a “flock” of pink plastic flamingos on someone else’s lawn. In order to have the flamingos removed, the recipient can pay a set amount. In addition, they can pay to send the flamingos along to someone else or they can buy insurance to prevent them from being flocked again.

Step 1: Get your team together. Usually this type of flocking is done at night, so be sure all the parents know the flocking schedule.

Step 2: Buy your flamingos! Flamingos are the most popular, but you could use something else — smiley faces, clovers, flags, etc.



Step 3: Print up instructions to leave with your flock. People need to know what to do when they wake up with a lawn full of flamingos! There should be clear directions regarding who to contact and how to make a donation for removal. Ask for different donation amounts to have the flock removed from the lawn, to purchase insurance ensuring they will not be flocked again and also to have the power to decide where the flock will land next! Make sure you are clear that donations are optional and that you’ll gladly remove the flamingos for free if they don’t feel like playing the game.

Step 4: Repeat as necessary!

Want more school & community ideas?

How about holding a school carnival or planning a community clean-up? This is just a sample of the many ideas we have for great group fundraisers. Log on to eftours.com/fundraising for a complete list.

Individual Ideas

These fundraising ideas are perfect for individual travelers raising money on their own or they can be combined with a group effort for greater impact.

SELL “STOCK” IN YOUR TRIP

Money up front: \$0

How it works: Sell “stock” in your trip for specific sections of your travel itinerary in return for donations.

- Break your educational tour into sections, by the half hour, hour, half-day or day.
- Assign a cost per segment of the tour (i.e. \$20/hour).
- Describe exactly what you will be doing during that time so your donors can choose what part they want to “be on tour with you.”
- Send a postcard from the segment of the trip describing what the stock bought (i.e., a visit to Notre Dame Cathedral).

For more information, read our post about selling stock in your trip on EF’s blog, *Following the Equator*, at equator.eftours.com/fundraising.

ODD JOBS

Money up front: \$0

How it works: Everyone needs an extra set of hands! Get your name out there and be the one they call.

- Advertise your services at your other fundraising events. Have a table of “business cards” for you and your fellow travelers, including your contact information and what types of jobs you are available for (babysitting, painting, yard work).
- Post an ad in the paper detailing your services.
- Let people know what you are raising money for and see if they are willing to pay you a more favorable wage for your work knowing it is going toward an educational opportunity.





INTERNET FUNDRAISING

Chipln and Facebook

Money up front: \$0

How it works: Use the Internet to make fundraising accessible and simple. Just like people collect money from friends and colleagues for charity runs and other causes, fundraising over the Internet is an increasingly common way to solicit donations. Chipln allows you to easily collect funds instantly and online through credit card payments. You can also link your Chipln account to your Facebook and other accounts.

- Set up an account at **Chipln.com**.
- Send an email through Chipln to ask friends, family and colleagues to make a donation.
- You and your students can track your progress as you collect donations.
- Add the Chipln application to your Facebook account or link it to your blog or one of the many other popular social networking sites.
- Use Facebook not only to link your Chipln account but also to spread the word. It's most effective with consistent, but considerate, communication using status updates, messages and notes, as well as tagged photos and videos of your travel destination or group.
- Thank supporters publicly with a Facebook wall post. Not only does it give proper recognition, but it serves as a reminder to those who have not yet donated to take action.



Want more individual ideas?

Individuals can also raise money by selling coupon books or entering photography, art or essay contests. Find more ideas in our comprehensive guide at eftours.com/fundraising.

Grants & Sponsorships

Raising money for your tour can extend beyond hosting events or selling products. You and your students may also apply for grants and sponsorships, either as a group or individually. Local businesses are a great start for seeking sponsorships. Regional education foundations as well as non-profit organizations are useful sources for grants.

GRANT WRITING

Money up front: \$0

How it works: Grants are sums of money that are awarded to fund a specific activity or organization. They can be difficult to research, and approval can take time, so it's important to plan ahead and have a back-up plan.

- Define your goal and mission for traveling with students. Seek a grantor who supports it.
- Search online for grants that fit your needs and are related to education and travel. For a list of places to start, download our Getting Started Fundraising Guide (PDF) at eftours.com/fundraising.
- Look for continuing support. Some grants offer repeat funding or the opportunity to set up a travel fund. Even if it is not mentioned, it is worth asking if the grantor might consider matching the funds year to year.

SPONSORSHIP LETTERS

Money up front: \$15 to \$25 for stamps and photocopies (\$0 if you send letters by email)

How it works: Send letters to local businesses and service organizations requesting support.

Determine who you will write to for support. Start with organizations that have a vested interest in cultural exchange and organizations with which you have a long-standing relationship.

- Focus on two main points when writing your letter:
 - Why is educational travel important?
 - How will your donor's money help?
- Take a look at our sponsorship letter template, available at eftours.com/fundraising.
- Hand deliver your letters for greater impact or, to reach more people, consider sending them out by email.
- Offer something in return: Display their logo at future fundraisers or offer advertising space on a group tour T-shirt.
- Give thanks. Send a postcard from your travels and/or invite all donors to a trip presentation upon your return.



INTERNET FUNDRAISING

FirstGiving.com

Money up front: \$0

How it works: You must be affiliated with a non-profit organization to set up an account with FirstGiving.com. Start by seeking out a non-profit to partner with, such as your school's booster club or the local Rotary Club. Then you can set up an account for your own website. This allows you to collect funds electronically with credit cards. All funds go through the associated non-profit, so they are tax deductible.

- Partner with a non-profit in your community in order to set up your account. Visit **FirstGiving.com** for a list of non-profits with which to work.
- Set up an account at **FirstGiving.com**.
- Send an email through **FirstGiving.com** to ask friends, family and colleagues to make a donation.
- You can track your progress as you collect donations at **FirstGiving.com**.



Want more grants & sponsorships ideas?

Make sure to watch our fundraising webinar about grants and letter writing for detailed instructions about the best ways to seek grants and sponsorships. Just go to eftours.com/fundraisingwebinars to learn more.

Frequently Asked Questions

Do I really need a specific fundraising goal?

It's hard for your group to feel a sense of accomplishment if you are constantly just trying to raise as much as you can. Therefore, setting goals is strongly recommended. If there is varied financial need among your travelers, we suggest asking everyone to stop by individually and discuss how much money they need to raise. This keeps a sensitive topic private. Add up everyone's fundraising minimums to establish a base goal. You can monitor your progress as a group. If you have a large fundraising goal, we suggest breaking your goal into halves, thirds or quarters and setting corresponding dates for deadlines.

Where should I deposit the money we earn?

Funds should be deposited in one central location. You can then cut a group check to EF using the group check form on your group leader website. The best option is to deposit funds into a club account at your school. This is a trusted central location that allows donors to write checks to the school and exempts you from collecting personal checks. If you are unable to use a club account at school, we suggest opening a separate checking account with at least one additional signer. This frees you from always being the one to run to the bank and serves as an extra security measure. Many banks will grant you the option to create an alias for your account, which prevents you from having personal checks made out in your name.

My students pay through EF's monthly payment plan. How will a fundraising check affect their monthly payments?

If the fundraising check is at least \$125 above the required minimum monthly payment, then the remaining automatic payment amounts will re-adjust to a lesser amount for all remaining payments. For example: If the regular automatic payment amount that is due is \$150 per month and you submit a check for at least \$275, the remaining payments will re-adjust to an amount less the \$150 per month until the student has paid in full. (If the fundraising check is not at least \$125 above the required minimum monthly payment, the difference will be reflected in the final payment rather than in each monthly payment.)

Should I evenly split the money raised among all travelers in my group?

Evenly splitting the funds is a good method if you feel the fundraising efforts were equally balanced. However, as an incentive, we suggest "paying" students only for the fundraisers they are involved in. Money made at each fundraiser is divided by the total number of hours worked by all participating students and paid back out hourly to each student for his or her time. This provides a fair opportunity for those students who may need more financial assistance to be compensated for their time while eliminating the risk of students who aren't pulling their weight.

How do I fundraise if my trip is not school-sanctioned?

Your fundraising potential will not be limited if your trip is not school-sanctioned. In fact, all groups should spend plenty of time fundraising outside of school and within the community. There are plenty of other fundraisers happening at school for sports, drama, band and other clubs, so reaching out to the community should be an important part of your fundraising efforts. If you are concerned about space for hosting events, consider looking at venues such as churches, VFW halls, Rotary Clubs or the local YMCA.

What other guides and resources do you have to help me with fundraising?

You'll find comprehensive fundraising guides and fundraising webinars on our website, at eftours.com/fundraising. You can download information about how to get started as well as about each type of fundraiser, including school events, community events, individual ideas and product sales. You will also find a fundraising letter template to use. In addition to these online resources, your tour consultant is ready to help answer any questions you have about fundraising and to offer more ideas. Your tour consultant is supported by a team of fundraising specialists who are continually generating new ideas based on feedback from teachers like you.

FUNDRAISING SUCCESS STORIES

Just ask

Simply asking for support helped EF Group Leader Bessie Burden of Michigan to raise more than \$8,000!

Bessie sent letters seeking donations to community businesses that she had long-standing relationships with. In exchange for her support over the years, those businesses chipped in \$6,000 for her group's tour. Bessie also contacted her sorority's foundation and received another \$2,245 in support!

All together, Bessie raised \$8,245 for her group simply by asking! These funds, in addition to her group's other fundraising efforts, took a huge bite out of her students' Program Fees.

Because of all of her fundraising success, Bessie was able to lead a group of 20 travelers to China—her school's first EF educational tour!

Candles for cash

For Alicia Chapman, a high school science teacher in rural Maine, it only took one hour of prep time, three weeks of selling a product and nine students to raise \$1,560.

Chapman and her students used Yankee Candle Fundraising to sell candles to family, friends and others in the community. Thanks to her fundraising success, more students joined her EF educational tour to Paris and London the following summer.

Alicia's group was successful for two key reasons: They chose a product that people in their community looked forward to buying and couldn't get otherwise. And the profit margin was tremendous at 40 percent!

Alicia said the process was much easier than she would have imagined before she started. "Half of my students have never left Maine and may never do it again. I can't wait to travel with them!" she said.

For more information about Yankee Candle Fundraising, visit yankeefundraising.com.



Educational Tours

International travel for teachers and students

eftours.com/fundraising
1-800-637-8222