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GLOBAL NAVIGATOR
High School Study Abroad

YOUR FUNDRAISING TOOLKIT

TABLE OF CONTENTS

- 1. Getting Started 2
 - First Steps 3
 - Fundraising Goal Worksheet 4

- 2. Quick & Easy Ideas 8
 - Sponsorship Action Plan 10
 - Sample Letter 11
 - Contribution Form 12
 - Holiday Pies Action Plan 13
 - Yard Sale Action Plan 14
 - Restaurant Night Action Plan 15
 - Crowdfunding Website Action Plan 16

- 3. When You Return 20

- 4. Resources 22
 - Sample Timeline 22
 - Timeline Template 23
 - Action Plan Template 24
 - Business Sponsor Worksheet 25
 - Family Sponsor Worksheet 26



1. GETTING STARTED

GETTING STARTED

Why Fundraise?

Fundraising for your program is a great way to invest in your experience, get excited for your adventure and share your trip with your community. It will help you cover the different costs of studying abroad in a creative and satisfying way. Also, you will learn important lifelong lessons and gain experience in all aspects of fundraising. The process of fundraising is not a way to get money for something you want – it is hard work and will help connect you to your community. The skills of project planning, network building, and setting financial goals are not only relevant to fundraising, but also important practice for the future.

Even if you receive funding to cover part of your tuition – such as a Global Navigator scholarship – you will always need to cover for some out-of-pocket costs such as flight, travel visa, spending money, etc. Let's get your fundraising started so you are ready to travel!

Start as Soon as Possible!

It is never too early to start fundraising, so make this moment your beginning! We highly recommend that you start fundraising before you're accepted to a program. You want plenty of time to make a fundraising plan, reach out to your community, and achieve your goal – and we have lots of ideas and tools for you to make it all happen! This is your dream, your adventure, and your opportunity to get your community involved early in the process! The sooner you start, the more you will fundraise. Don't wait until it's too late!

CIEE Is Here for You

Now that you are a part of the CIEE Global Navigator family, you have a network of teachers, travelers, and alumni ready to help you. Fundraising may seem overwhelming at first, but you are not alone! We are here to help you every step of the way.

In this toolkit, you will find tips on how to get started fundraising, a fillable timeline to track your goals and progress, fundraising ideas and how to make them happen, alumni stories and advice, and worksheets to organize yourself. Let's go!

First Steps

1 Identify a Mentor

Do you have a teacher or coach who you look up to? A counselor who gives you advice? A club leader who keeps you organized? Ask them for help! Tell your mentor about your travel plans with CIEE and your fundraising project. Ask them for advice on fundraising ideas at school and in the community. Get them involved in your plan! Knowing how to identify a mentor will not only help you to stay organized, but is a great skill to have that will follow you throughout college and your future career.

2 Find a Buddy

Do you know another student who is traveling abroad? Get in touch with them so you can brainstorm ideas, support each other and collaborate on your projects. Hold a joint fundraising event!

3 Set Meaningful Fundraising Goals

Looking at the costs of studying abroad can be instantly overwhelming. Splitting this sum into a series of achievable goals will keep you focused and motivated. Use the worksheet on the next page to help you create your fundraising goal!

“

ALUMNI TIP

There is only one thing I can say to anyone having doubts about fundraising...DON'T GIVE UP! I am so glad that I never lost hope because in the end, I reached my goal. The odds don't matter because anything is possible. You just have to spread the word and ask for help.

– Brittney B., Berlin, Germany



Fundraising Goal Worksheet

1

DETERMINE COSTS & GOALS

Program Tuition

\$

Estimated Airfare

\$

Passport & Visa Fees

\$

Total Amount Needed

\$

Total Family Contribution

\$

Sponsorship Goal

\$

Odd Jobs Goal

\$

Total Amount Estimated

\$

2

NOW CALCULATE

(amount needed)

MINUS

(amount estimated)

EQUALS

(fundraising goal)

DIVIDE BY \$300

(number of fundraising events needed to raise overall fundraising amount)

IF YOU CAN GET 5 BUSINESSES TO DONATE \$20 EACH, YOU'RE LOOKING AT \$100!

IF YOU HAVE A PART-TIME JOB OR SIDE GIG HOW MUCH OF THIS CAN YOU PUT TOWARD YOUR GOAL?

USE \$300 AS YOUR GOAL FOR EACH FUNDRAISING PROJECT

4 Craft Your Message

Before you start asking people to help, it is important to reflect on what you are asking for. Why should they help you? If you explain what you are doing, why you are doing it, and what it means to you, it will be easier to motivate others to contribute to your cause.

1. What program did you choose? What motivated you to choose this program?

2. What is CIEE? How long will you be gone? What will you be doing?

3. Tell me about yourself: who you are, your accomplishments, and your goals for the future.

4. How will studying abroad with CIEE help you toward achieving your goals?

5. How can people help? What do you need from them? Sponsorship? One-time donation? Resources for your fundraising event?

Now, let's use your answers to this exercise to create your sponsorship letter. See sample letter on page 11.

“

ALUMNI TIP

Don't just talk about how fun this summer will be. Try to talk about the changes this will have on your personal growth and why those changes are important to you.

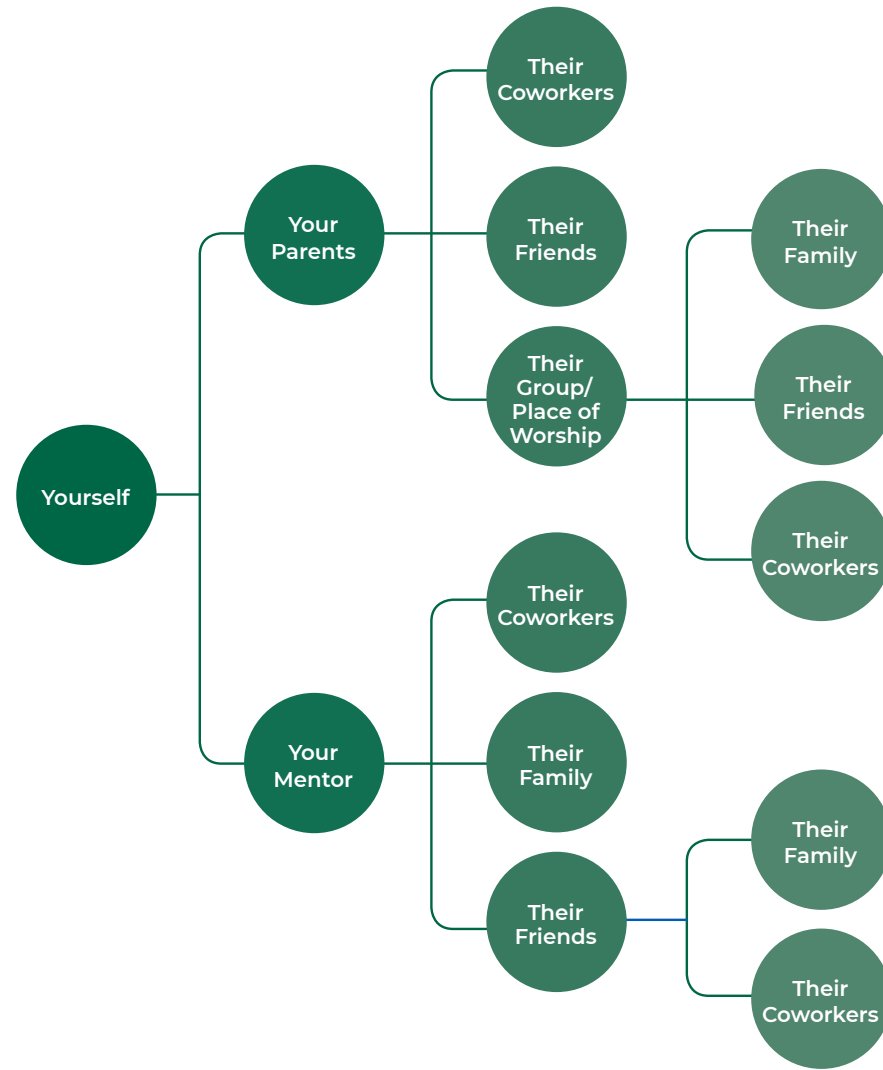
– Katie A., Ferrara, Italy

5 Identify Your Network

Start by identifying your network. These will be people close to you who you can share updates about your fundraising efforts with – but don't stop there! The real impact comes from asking these people in your network to share the information with *their* network.

Take a look at this sample to the right, see how quickly this network expands? Imagine all of the people contained in each of those subcategories! Even if each person only contributes \$5 toward your goal, it all adds up quickly.

On a blank sheet, outline your network. What clubs or groups are you a part of? Who else can you add to your network? See how far it can stretch!



2. QUICK & EASY IDEAS



QUICK & EASY IDEAS

Crowdfunding

When done right, crowdfunding can be very successful. However, this method takes a lot of time and effort! Before creating your page, it is very important that you identify your network and nail down your goals in the beginning of this book.

Popular crowdfunding platforms:

- YouCaring.com
- Generosity.com
- GoFundMe.com

Check out the Crowdfunding Action Plan on pages 16-17 for tips on successful crowdfunding.

Odd Jobs

Help your family, family friends, neighbors, or members of your community with odd jobs. Create a flyer offering your services to the people in your network and list your rates. Odd jobs can be done regularly and funds compound quickly! Setting a monthly goal for these odd jobs can help you cut down the number of bigger events you need to host to meet your fundraising goal.

Examples:

- Babysitting
- Yardwork
- Tidying house
- Pet sitting or dog walking
- Window washing

Do you have a fundraising idea we haven't mentioned? Email your success story to hsabroad@ciee.org for a chance to be featured on social media!

NOTE

Don't just use a random picture for your cover – make something compelling! Use this space to tell a story about who you are, and why you want to do this, either in a video or photo form.



ALUMNI SPOTLIGHT Aisat O., Tokyo, Japan

I started babysitting, cleaning, and helping family and friends with things around their house, and tutoring their children. As a result of my hard work I was able to pay for my flight to Japan and had extra money to buy what I wanted when I made it to Japan. Fundraising was absolutely one of the best parts of preparing for my trip abroad!

Get Creative!

What are some of your talents and hobbies? Think about what you do well, and how you can turn that into a safe and easy opportunity for fundraising. Here are just a few ideas to get you started!

Athletic?

- Host a basketball shootout.
- Run laps around the track for cash!

Artistic? Crafty?

- Sign up for holiday craft fairs within the community and sell your creativity. Make a sign about your trip, and let everyone know why you're doing this!
 - Print your best Instagram photos and sell them in frames.
 - Create ball jar terrariums with little figures inside.
 - Make and sell jewelry.

Foodie?

- Make and sell holiday pies or food plates.
- Hold a bake sale.
- Host an ice cream social.
- Organize a "foodie tour" of your favorite area eateries.

Musical?

- Ask small local shops or hotels to hire you to play music in their lobbies for guests.
- Find a safe area with high amount of foot traffic to play your music for tips (also known as busking).
- Offer music lessons! Make a flyer and share with family friends, and elementary and middle schools.

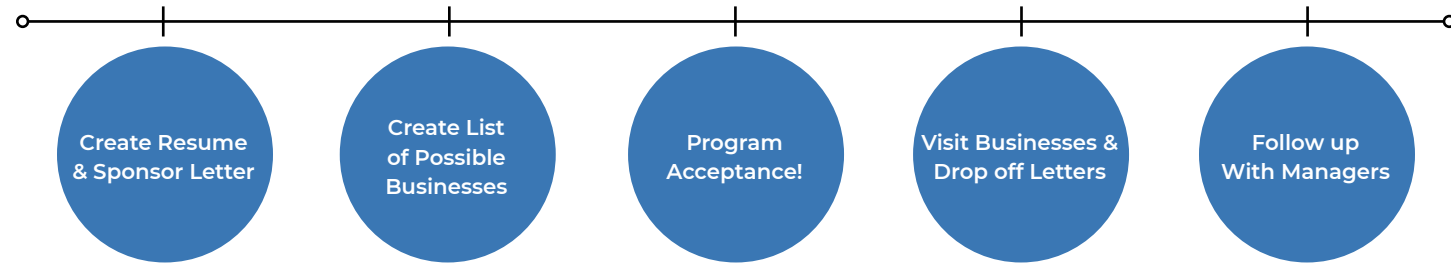
Teach what you know!

- Do you speak a second language? Offer language lessons or tutoring in your community.
- Are you great at a subject in school? Be a tutor!
- Can you code? Find a local business in need of a website or app and offer your services.
- Teach an Intro to Social Media or Basic Tech class at Adult Ed.

Identify which projects work best for you and create an action plan! (Examples on next page, and Action Plan Template on pg. 24).



Sponsorship Action Plan



WHAT TO BRING

- Customized Sponsor Letter
- Resume
- Contribution Form
- Information about your program

Tips

1. Start drafting your resume and sponsorship letter early, but wait until your acceptance decision to begin pursuing sponsors.
2. Make it personal! During the slow time (not during rush hour!) drop off your sponsorship packets in person. Ask to speak to a manager (or the owner if it is a small local business) and talk to them about what you're doing, and make your request. Be confident!
3. Make sure to follow up! Choose a slow time of day when you have a better chance of reaching someone.
4. Reframe your letter for different audiences! Change the voice to be more personal, and talk to them before presenting the letter. If you have an upcoming birthday or holiday, ask family members to contribute to your trip instead of giving gifts. Remember – no donation is too small. Every dollar gets you closer to your goal!

Sample audiences:

- Family members
- Family friends
- Neighbors
- Group leaders, sports coaches, etc.



ALUMNI SPOTLIGHT Eileen K., Gaborone, Botswana

I wrote a very descriptive letter to all of my friends and family stating what I was doing, how it would benefit me in life, how much money I have earned in scholarships, and why their donation means so much to me. Inside the letter, I also promised to create a page that would be updated as often as possible with pictures and stories of my trip so the people donating could feel included. Attached to the letter was a stamped return envelope, so that the person donating had as little work to do as possible. I made sure no information was left out of my letter and answered any questions people had before they donated.

Sample Letter

Goal \$ _____

Funds Raised \$ _____



Dear Ms. Jacobs,

My name is Kelly Arsenault and I am a junior at Portland High School. I have recently been accepted to the CIEE Global Navigator High School Abroad program. I have the opportunity to spend 4 weeks in Toulouse, France, learning about French culture and improving my French language skills.

I have been a member of the French Club and Model UN since freshman year, and am so excited to learn more about French culture and become a global citizen. CIEE is the leading nonprofit, nongovernmental student exchange organization in the U.S. and has been operating since 1947. As a Global Navigator, I will have the opportunity to receive college credit for this experience, to go toward my major of International Relations which I plan to pursue after graduation from high school.

The tuition for this program is \$6,500 plus airfare. This tuition includes all of my language lessons, cultural classes, excursions, housing, and meals. I have created a fundraising strategy to help offset these costs, but also need contributors to serve as financial sponsors. In return for their contribution, I will be sending postcards to my sponsors as well as updating my blog with updates on my journey. Would it be possible for you to assist me in reaching this goal? Any contribution would be greatly appreciated.

My program tuition is due by April 13, 2017. I have enclosed a contribution form for your convenience and records. If you prefer, you may contribute to my GoFundMe page instead: www.gofundme.com/mylinkhere.

I will contact you in the near future to answer any questions you have. Thank you for your consideration and support!

Sincerely,

Kelly Arsenault
Global Navigator
555-555-5555
Kelly@myemail.com

Contribution Form

What Is a Contribution Form?

When you ask businesses or community organizations to sponsor your program, keeping records of each donation is a responsible way to organize your fundraising efforts and record your relationship with each donor!

Student:

Fill out your student information and copy the Contribution Form for your use. When you receive a donation, have your sponsor complete the form. Keep the Student Records slip for your own records to track your fundraising.

Sponsor:

Please fill out the form below with your donation information to keep for your records.

For Student Records – Track each of your sponsor’s donations!

Sponsor Name: _____ Phone: _____

Sponsor Company, if applicable: _____

Relationship to Student/Type of Business: _____

Sponsor Address: _____

Sponsorship Amount: \$ _____ Email: _____



Dear Sponsor:

Please make checks out to the student you are sponsoring. The top half of this form is for the student's records.

Please cut along the dotted line and keep the bottom half for your own use.

For Sponsor Records – Thank You for your Support!

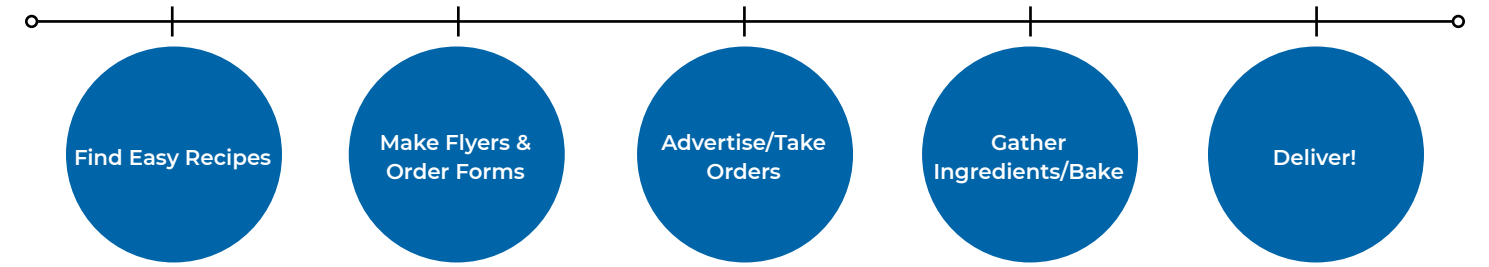
Student Name: _____

Organization Name: _____

Program Name: _____

Sponsorship Amount: \$ _____ Date: _____

Holiday Pies Action Plan



Tips

1. Plan around a holiday where you know people in your community will be looking to buy or make pies for their families.
2. Choose easy recipes that won't be expensive to make! This way you can keep your prices reasonable and still make a good profit.
3. See if you can sell some pies at a community event, or take orders at your place of worship or after school clubs/sports.
4. Take a look at prices of pies at local bakeries and grocery stores. While your pies may not be professional quality, people may be willing to pay bakery prices to help you reach your goal.

To Do

- Identify goals & make flyer/order forms.
- Hang flyers @ library & grocery stores.
- Send order forms to work with parents/family.
- Ask to put flyer in teacher's lounge.

Goal \$ _____

Funds Raised \$ _____

Apply this action plan to other types of fundraising!

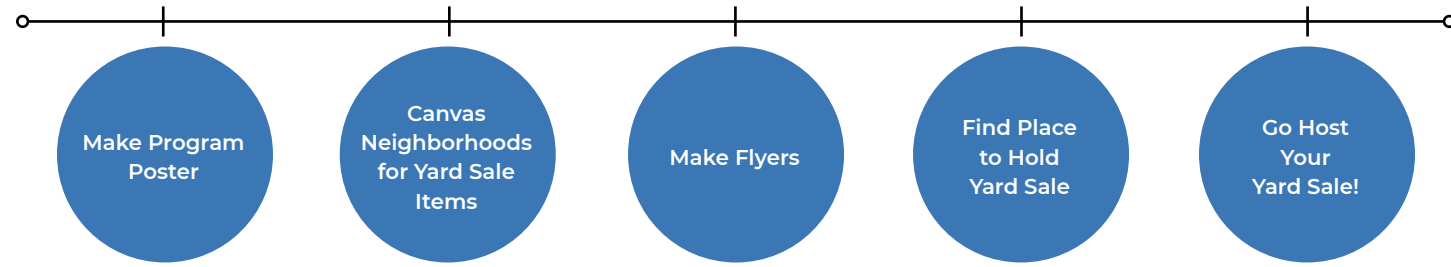
- Bake sale
- Selling food plates or baked goods
- Baking holiday cookies



ALUMNI SUCCESS STORY Aniyah H., Madrid, Spain

Do something that you're good at doing, I love to cook so I decided to make cake pops for people who love to eat. I knew that kids at my school would go crazy if they saw me walking around school with cake pops in my hands!

Yard Sale Action Plan



To Do

- Identify goals & make poster of program to explain fundraiser/program.
- Canvas neighborhood asking for yard sale items as donations.
- Find a spot to hold your yard sale.
- Make flyers and hang around town and school.
- Pick up all yard sale items from donors.
- Decorate yard sale with pictures/info about your program. Put out a donation jar and run your Yard Sale!

Goal \$ _____

Funds Raised \$ _____

Apply this action plan to other types of fundraising!

- Book drive
- Ask community members to contribute supplies for a craft fair or baking fundraiser
- Host your yard sale on Facebook!
- Host a silent auction at school or a community club

Tips

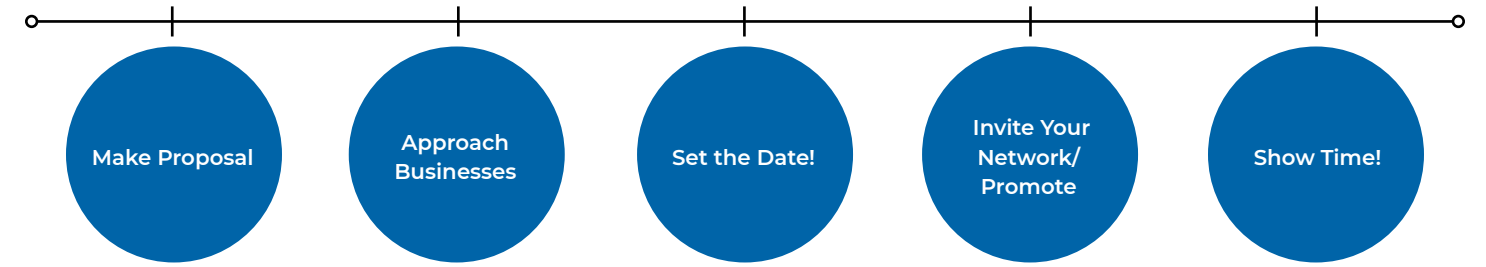
1. Talk to your mentor about ways to advertise your event!
2. Plan a fundraiser with other students working to raise money. Plan together and support each other!
3. Use your network of community members and neighborhoods to ask for yard sale items
4. Plan what you will say when you ask for yard sale donations! Tell them about your program and what you want to learn.
5. Display materials about your program at the yard sale and add a tip jar to the table.



ALUMNI SPOTLIGHT Rebecca N., Ferrara, Italy

As the summer came closer we decided on a yard sale. We got together with another girl from our school and started collecting items to sell. We asked neighbors and good friends if they had any items that they wanted to get rid of that we could sell. It was people's way of supporting us; giving items when they could not give money. It was just as effective. The yard sale was so successful that my sister, the girl from our school, and I were all busy working away and helping customers for over four hours!!

Restaurant Night Action Plan



Tips

Restaurant nights are a great way to spread the word about your fundraising journey. Find a local restaurant (or several!) to host you for an evening. Discuss ahead of time with the manager or owner which donation scheme would work best for them:

- A percentage of sales from the evening as a donation
- A donation table at the front of the restaurant (you can even ask if they would match the donations!)

Write up a short proposal introducing yourself and what you're asking. Ask in person, and leave a letter behind with them. Let them know you will be following up to schedule a date!

To Do

- Make a list of local restaurants.
- Secure a restaurant to host the event.
- Create an event on Facebook or Eventbrite and invite friends and family to attend.

Goal \$ _____

Funds Raised \$ _____

You can approach other businesses with this same concept!

- Coffee shops
- Bakeries
- Local shops



ALUMNI SPOTLIGHT Serena M., Costa Rica

My friends and I were able to get the contact info of several restaurants in our areas that have been known to do fundraiser nights. It was super easy, they would set up a date and time, and I emailed a CIEE representative to come in that night to the restaurant to set up a table to give the people more information. The restaurant typically gave us about 10% of their total profit earned from that night. It was a great opportunity for us to raise money but also to inform people about CIEE! It went well, we are able to raise about \$500 each!

Crowdfunding Website Action Plan



STEP 1: Research and Choose the Right Crowdfunding Site for your Campaign

Each website has a different interface, style, set of features and purpose, so make sure to check out examples of what each site looks like. Choose one that best represents who YOU are and what you're fundraising!

Remember to check for fees! Each site is different, so it's important to take a look at what each site charges per donation.

STEP 2: Prepare Your Pitch

Write your pitch. This is the first thing perspective sponsors will see. This is the idea and message people will see when you ask them to fund you. Grab them right away with specific details about you! Reflect on your "Organize your Message" worksheet to gather your thoughts.

Share your story. Why do you want to study abroad? What do you do at school and in your community, and what sparked your passion for international travel? Let them know how their contribution will help you.

Be honest. Why is this experience important to you? How will it change your life? Be sure to talk about the positive impact their donation will have. Let people know all of the ways you are fundraising so they know you are giving your time to this cause as well.

Stay organized. Since this is your crowdfunding website, it represents you. Don't forget to check your spelling and grammar; it will make your pitch more polished. Have your mentor go over it with you to proofread before you go live.

NOTE

Some sites only charge their fee if you reach your fundraising goal.

FundMyTravel has a great tutorial! Check it out:

FundMyTravel.com/fundraising-toolkit

Examples of crowdfunding and funding websites:

GoFundMe.com

FundMyTravel.com

Generosity.com

Razoo.com

FundForEducationAbroad.org



ALUMNI SPOTLIGHT Nathen Ortiz, Ferrara, Italy

I created this campaign in December when I received the amazing news that I received a Global Navigator Scholarship and let this account continue until the month before I left on my summer abroad trip. I shared my GoFundMe campaign with my family, friends, teachers, and neighbors. I told them my story about winning a once-in-a-lifetime opportunity to study abroad with CIEE, and they were so supportive and generous and donated to my campaign! In the end, I raised enough money to cover the rest of my tuition.

STEP 3: Get Creative and Visual

Make a video!

- Videos will help tell your story better than pictures. Include a video on your crowdfunding page and have one ready to share. A video should be 30 seconds to 1 minute but needs to be powerful and inspiring. Your video should include what you've written in your pitch.
- Using your smartphone is fine! People will understand if your video does not look like you hired a film crew.
- A video also lets your personality shine through! So be confident and smile!

Include pictures and images of where you are going

- Many people who have been successful fundraising through a crowdfunding website often include a map that shows where they are going. Examples are: a Google Map that shows where you are and where you will be flying to, or a map of the actual place you will be studying abroad. You can also include images of the culture there to give people an idea of where you will be. The more visuals the better!

STEP 4: Create Incentives or "Rewards"

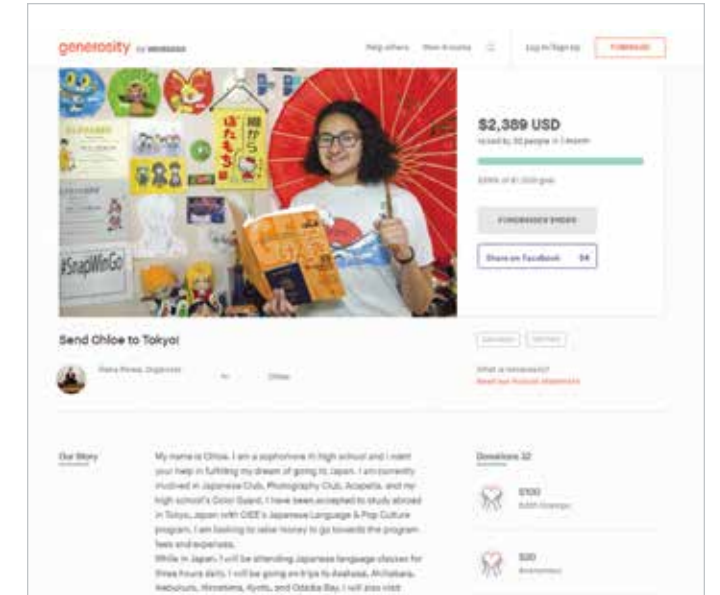
Most crowdfunding websites will have a "reward" system that allows you to set "rewards" for people who donate a certain amount of money. Make sure people know how much their donation means to you.

For example:

- If you donate \$50, I will write a personalized thank you and send a postcard from the country I study abroad in.
- If you donate \$100, I'll send you a thank you postcard AND a video shout-out at a landmark abroad!
- If you donate \$250, I'll send you the postcard, the video shout-out, AND bring you a small souvenir from my trip!

You can also create fundraising benchmarks, such as:

- If I raise \$1000, I will volunteer 8 hours at a local charity (make a list that donors can vote for). The charities you choose could reflect what you learned on your program.



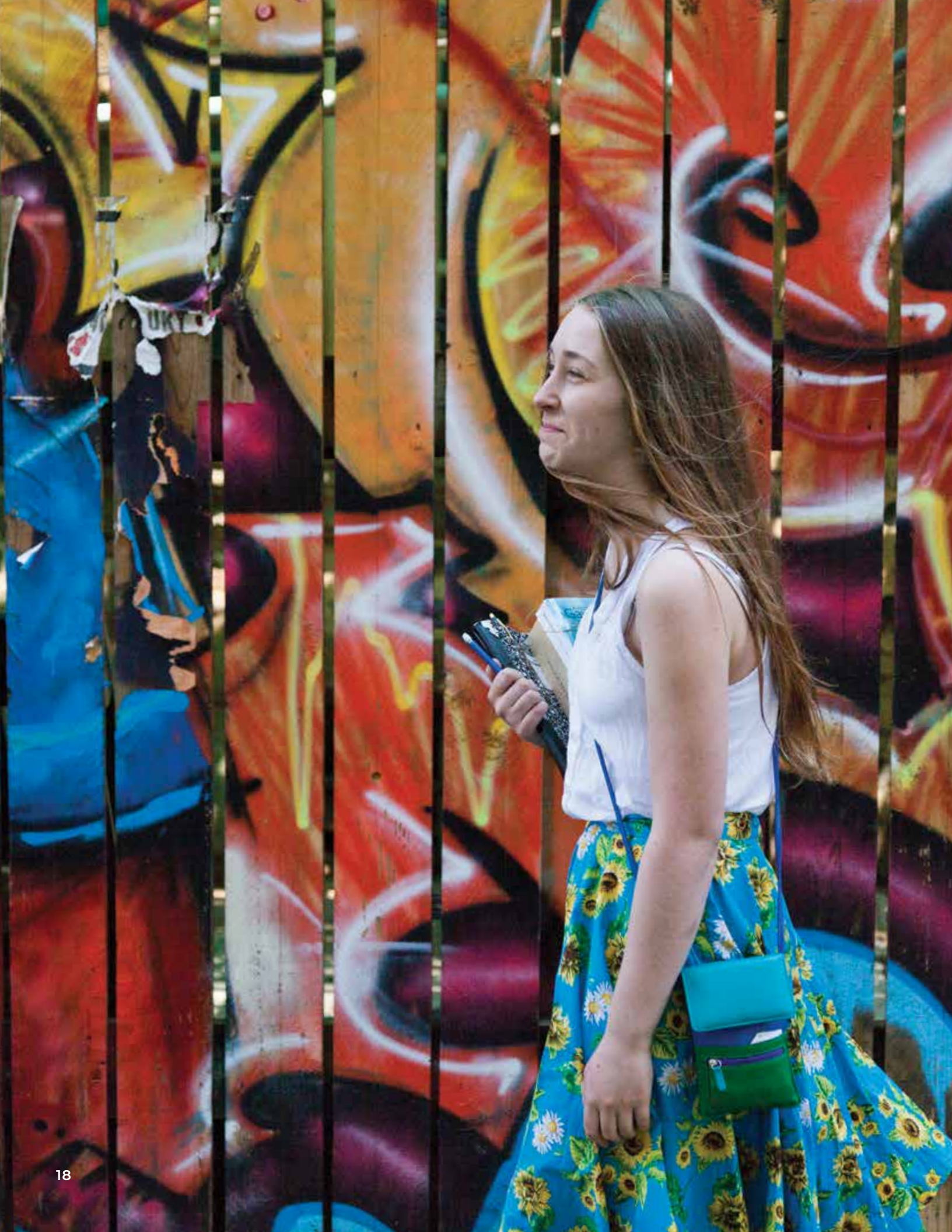
STEP 5: Publish and Promote!

Once you publish your campaign, you need to actively promote it. There are over 10,000 students trying to raise money for studying abroad on just one website alone! You need to be actively fundraising and promoting your link if you want to succeed. Reach out to everyone in your network (remember that sheet you filled out?!).

- Make the URL easy to remember.
- Create campaign signs that have your crowdfunding website on it.
- **Posting your fundraising link to your Facebook wall is NOT enough!** You need to be actively promoting and sharing this link with your community and extended network.
- **Keep CIEE updated on your progress! Share your fundraising efforts with us to be featured on our Facebook page!**

One last thing ...

Remember to thank everyone who donates, and follow through on the rewards you promise! Before you leave, make sure you have the addresses of everyone who helped you and send them a personal thank you.



3. WHEN YOU RETURN

WHEN YOU RETURN

As you approach the end of your fundraising timeline, you've finished your last fundraiser, booked your flight, and started packing! When you fly off to become a Global Navigator, don't forget the fundraising promises you made! You have a network of family, friends, community leaders, and businesses all eager to hear about your trip and live vicariously through you.

What commitments did you make? Share your story with everyone at home in a few easy ways.

- **Start a blog!** Post at least once a week on a blog, using pictures of your experience to show everyone at home what you are learning on your program.
 - **Post on social media!** Facebook, Instagram, and Snapchat! Let your loved ones follow along on your adventures.
 - **Send postcards!** Local photos from the places you visited are a great way to follow up at home throughout your trip. Write a short note to explain what you did that day to give your community a snapshot view of your program!
 - **#GlobalNavigators!** We want to follow your experience too! Use #globalnavigators and #cieealumni and tag us on Facebook to be featured on CIEE social media.
- **Pay it forward!** Send us your success stories and help motivate future Global Navigators to reach their own fundraising goals! Email hsabroad@ciee.org for a chance to be featured in our materials!
 - **Make a presentation!** Put together a slideshow of pictures and information about your program. What cultural activities did you do? Where did you stay? What did you learn? What do you plan to do with the experience now that you're home? Your community and sponsors want to hear from you!
 - **Remember to say THANK YOU!** Write thank you notes to all the supportive people who helped you raise money or donated to your trip. Maybe make a thank you card using a favorite photograph from your trip. Have a friend take your picture holding a "thank you" sign on the program and send it to your sponsors!

You'll be leaving soon for the adventure and learning experience of a lifetime! We are so excited for you and proud of the hard work you've accomplished to make your dream a reality. YOU made this happen!

4. RESOURCES



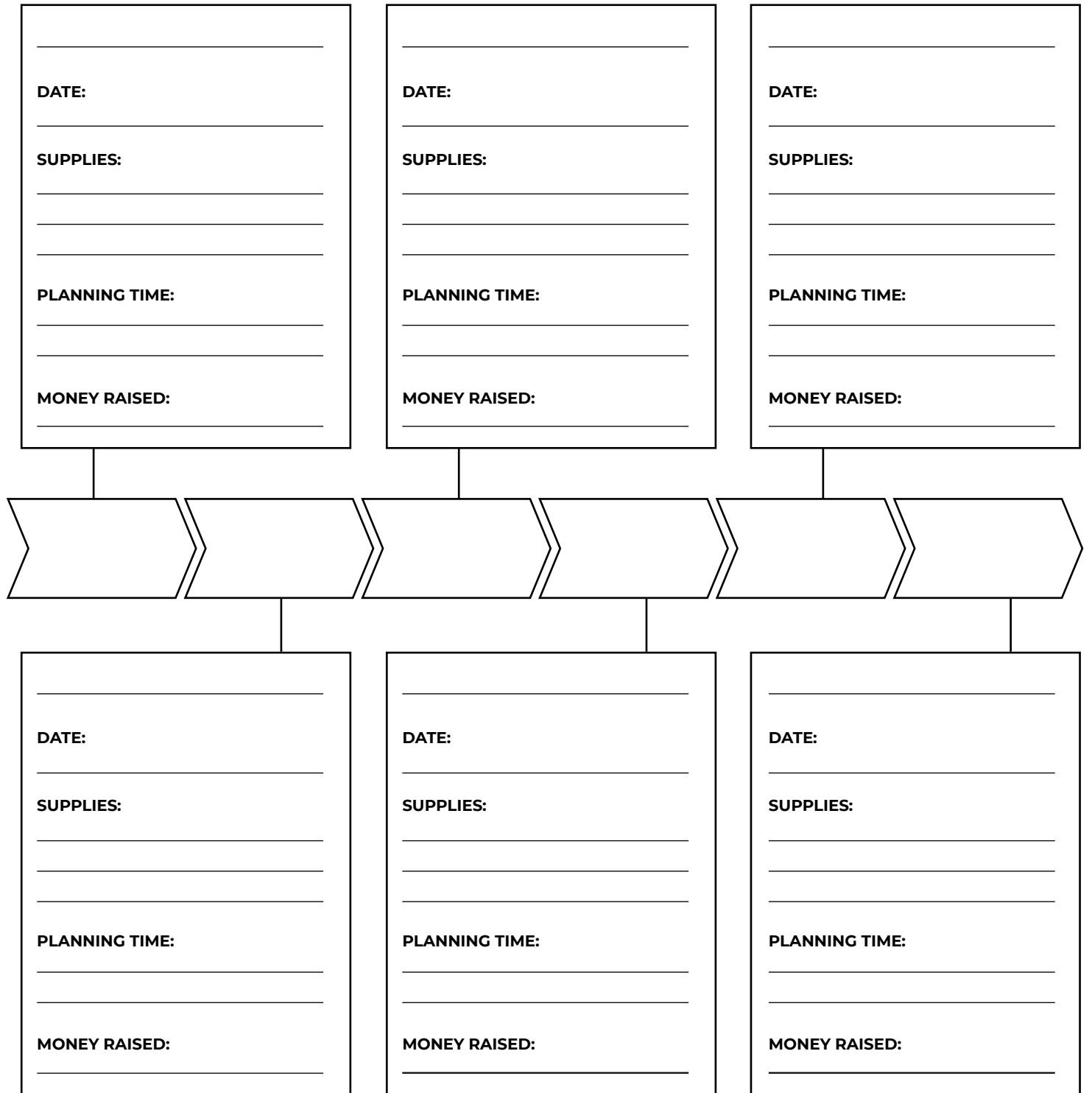
Sample Timeline

This is a sample timeline to help you visualize your plan and track your fundraising goals. We recommend starting as early as possible! Take advantage of your holiday months to plan events and raise money. Use our examples to get you started and remember, the more you plan ahead, the more money you will raise!



Timeline Template

Now, use this template to make your own fundraising timeline. Set ambitious, but reasonable goals for yourself, and consider the time each project will take. Make a photocopy first so you can revise your plan if necessary!





GOOD LUCK!



GLOBAL NAVIGATOR
High School Study Abroad

Council on International
Educational Exchange™
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1-888-40-STUDY

Founded in 1947, CIEE is the nonprofit world leader in international education and exchange, delivering the highest-quality programs that increase global understanding and intercultural knowledge. We provide participants with skills, competencies, and experiences that elevate their ability to contribute positively to our global community.

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