

THE FOUNDATION FOR TEACHING ECONOMICS

FUNDRAISING GUIDE

By now you are probably thinking, “Getting in was easy compared to raising the tuition.” But good organization and discipline will make what seems like a daunting task move along smoothly and successfully.

Payments for your tuition can come from at least two sources:

1. Money you and your parents pay for ***Economics for Leaders***.
2. Money contributed through community fundraising efforts.

If you start now and follow the directions in this booklet, you are almost certain to

succeed. Many ideas are mentioned, so keep this manual handy.

Read on to participate in one of the most exciting experiences of your life.

Fundraise Online!

Set up your own personal fundraising website now! We have set up a crowdsourcing website at: www.stayclassy.org/events/economics-for-leaders/e31484 Visit this page and create your own site and start raising funds to attend EFL.

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DETERMINING YOUR BUDGET

The first step in determining your budget is to figure out your financial need. To determine your need, subtract your total resources (parents' contribution, Grandpa Alfredo, your savings) from your total costs (tuition and travel) and the remaining balance is what you will have to raise. Do not be alarmed if you need to raise as much as \$2,000. Believe it or not, the more you have to raise, the stronger your appeal will be to all of your potential sponsors.

The amount you need to raise will determine the scope of your fundraising efforts. If you have to raise less than \$500 and you have a number of possible donors immediately in mind, you might only have to make a few phone calls. However, the more likely scenario is that you will need to raise well over \$500 without knowing anyone who would give you more than \$50.

Sample Budget

EXPENSES:	
Tuition	\$ 1,400
Travel	\$ 600
RESOURCES:	
Parents' Contribution	\$ 600
Grandparents	\$ 450
<hr/>	
TOTAL EXPENSES:	\$ 2,000
TOTAL RESOURCES:	\$ 1,050
<hr/>	
TOTAL TO FUNDRAISE:	\$ 950

FULL-SCALE FUNDRAISING EFFORT

How will sending local students to a program like this benefit my sponsors?

Before you begin actively fundraising, you need a clear statement to answer the question "Why should anyone give to you?" It is important to show potential sponsors how a contribution to you can benefit them. You need to have a purpose for going to the ***Economics for Leaders*** program. Sponsors want to give to a person who is going somewhere, to help fulfill aspirations, to be part of a successful person's path to great things. Twenty years from now, they will be able to say, "I launched that Congressperson's career by helping them attend ***Economics for Leaders!***"

You need to be able to articulate to groups and individuals what the program is about and how it helps your community. Each student may have individual reasons as to why the program will benefit his or her community, but every student can speak to the fact that an educated citizen benefits every community.

One of the most common critiques of your generation is an alleged lack of interest and apathy towards important political and social issues. You need to make people understand that when businesses and individuals sponsor you to attend ***Economics for Leaders*** they are investing in the future leaders of their community, state and country. Through a program that promotes economics education and leadership, you are going to be able to bring back and share with your peers information about the issues facing us, the knowledge of where and how to get involved in government, and the skills to make a difference. Education and good leadership benefit everyone by fostering a well-educated, active society...thus everyone has a stake in helping to see that young people from their community are well-educated and trained.

GETTING THE WORD OUT ON THE STREET

Once you've been accepted to the ***Economics for Leaders*** site of your choice, let everyone you know from the school principal to the school bus driver that you have been accepted to this prestigious program and you are now looking for sponsors. Even if they can't give you money, see if they know someone who might be able to give you a donation or if they can help out in some other way like stuffing envelopes or donating items for a rummage sale. REMEMBER: people can't give you money unless they know you're looking, so get out and spread the word.

UTILIZING YOUR RESOURCES

Fundraising is not a one-person job. It is an inclusive process whose success grows as more people take an active part. Sit down with your family and think of how each person can help you. Everyone you or your family has had any interaction with should be asked. Adults can help out by asking their acquaintances and associates for you, and even younger siblings and friends can be helpful by stuffing envelopes or helping you with a garage sale or car wash. Get as many people involved in the process as possible. The more people who get involved and the more time they invest, the more they'll want to see you succeed.

Whom to Ask: Identifying Potential Sponsors

To identify potential sponsors, create a list and divide it into three subgroups. Group I consists of all those people you know personally. This group is the most likely to help you, so this is the group to which you should devote the most time and energy. Group II consists of individuals and organizations you don't know personally, but who have a history of sponsoring young people in your community—a service club like the Rotary Club is a good example of an organization in Group II. Group III includes individuals and organizations who don't know you and who may or may not have a history of sponsoring students. For example, small businesses in your community might fit

in this category. You should spend much less of your time on this group.

People You Know - Group I

Ask everyone you know and get everyone you know to ask everyone they know. Ask every relative and your family doctor, dentist, optometrist, veterinarian, church group and friends. Ask your neighbors, school teachers, counselors, dean, employers, friends' parents, pastor, priest or rabbi, etc. Ask any business that you frequent and see if the owner would be willing to donate either money or goods that you can sell as a fundraiser.

Service Clubs - Group II

Your Chamber of Commerce can usually provide you with a list of civic and service organizations in your area. These organizations should include the Rotary Clubs, Lions, Kiwanis, Elks, Women's Auxiliaries, VFW, Association of University Women, Junior League and any ethnic clubs to which you might have ties. Lists of clubs, their presidents, addresses and phone numbers are generally available to anyone who asks at the Chamber of Commerce and/or sometimes the public library. There may be a charge for photocopying the list, or you may be required to go to the Chamber's offices and copy down the names and addresses you want. If you have trouble getting what you want from the Chamber, call us for advice. Many school administrators can suggest the names of community groups in your area who have a history of helping students. If your principal or a teacher at your school belongs to such a club, seek their active support of your funding request. You probably have friends whose parents belong to local service clubs. Seek their help with your club solicitations. The more help you get, the greater your chances for success. When approaching service clubs it's a good idea to try to set up a meeting with them where you can give a presentation on ***Economics for Leaders*** and talk about yourself and your fundraising drive. This way the club gets to know you and sees how dynamic you are. Additionally, you might be able not only to get funds from the club, but also from individual club members.

Local Businesses - Group III

Draw up a list of small businesses that are based in your area. Large corporations give huge grants but limit their giving to organizations. They won't consider making a \$100 donation to an individual. Avoid sending a letter to the CEO of Walt Disney, Sony, Coca-Cola or the Ford Company unless your aunt is a big executive with the company. BUT, we do encourage you to write to your local car dealership that sells Fords. Don't write to the McDonald's Corporation, but do write to the local McDonald's down the street from your school. Don't neglect organizations or companies whose major clientele is teenagers: McDonald's, Burger King, pizza restaurants, hobby shops, clothing stores, music stores and yogurt shops.

Examples of last year's sponsors:

Hardware Stores	Barber Shops
Beauty Salons	Construction Firms
Elected Officials	Photography Studios
Travel Agencies	Newspapers
Banks	Dry Cleaners
Auto Dealers	Gas Stations
Stores	Landscaping
Painters	Roofing Companies
Law Firms	Real Estate Brokerages
Supermarkets	Mortuaries
Auto Mechanics	Computer Stores
Walmart	Fast Food Restaurants
Insurance Agents	Members of Congress

Schools and Youth Organizations - Groups I, II & III

Frequently schools have funds waiting to be tapped, including funds allocated for Gifted and Talented student activities, discretionary funds controlled by the student body or principal, PTA funds, and/or Junior State Chapter funds. Ask every school teacher about funds you might use. One year we had a student who received \$300 from his school out of funds that had to be used before the end of the school year. No one else had asked for the money, so he got it.

If you are a member of a Youth Advisory Council or Commission, seek city money. Don't forget to contact the Republican and Democratic Parties and city, county, state and federal elected officials for funds and ideas for fundraising. Even if these parties or officials don't have funds, they certainly know lots of people and organizations who may be willing to help you. You must impress them before they will help you. Never take it for granted that people will help. Be self-confident and remember that you are on a journey — there will be many ups and downs along the way.

ASKING FOR MONEY

Many students are nervous about asking for money because they think it's rude, don't like asking for charity or have never fundraised before. But these reservations must be conquered if you are going to find sponsors. Think of fundraising as your first hands-on introduction to American politics. All political campaigns, from petition drives to the Presidency, start with raising money. Understand how to raise money and you'll be familiar with one of the most important factors in politics. So don't feel embarrassed! You are doing the same thing that every other political leader out there is doing—raising money for a cause you believe in. You should view your fundraising campaign as one of the many educational components of the *Economics for Leaders* program experience. Also, you will be building up a network of good contacts in your community and making new friends at the same time!

MATERIALS YOU'LL NEED TO GET STARTED

In order to conduct a full campaign, you should budget at least \$100 for stamps, paper, copying charges and other miscellaneous items. An investment in the right materials will pay off handsomely in the number and size of your donations. The costs are relatively small, but remember, "It takes money to raise money."

1) Computer—there is nothing more valuable and time saving to your letter writing campaign than software that will allow you to merge addresses into your letter. You can create and send dozens of personalized letters in minutes. If you do not have a computer, try to borrow one. Check with your teacher/counselor to see if you can use your school's system. If this is not possible, see if any friends or family can let you use their computer after hours. Many public libraries have computers for public use.

2) Stationery—No matter what kind of fundraising you are doing, you will have to write some letters. Even if you are only thanking someone for a contribution, you should use nice paper. A personalized letter written on quality paper commands the attention of the reader. Go to the local office supply or stationery store and purchase 250 sheets of paper for your cover letter and resume.

3) Envelopes/Stamps—you'll want to purchase 9" X 12" outer envelopes and 9" or 10" business envelopes. Go to the post office and buy enough stamps for your outer envelopes, return self-addressed stamped envelopes and thank you letters.

THE APPROACH: LETTERS, PHONE CALLS, MEETINGS

No matter what the source, there is one common denominator of all giving: people give money to people. You must personally reach the people who give or are responsible for giving. A well-written, compelling solicitation letter is essential. Direct the most attention to where the potential seems the greatest and always use a personal touch.

For example, after you have typed your letters, write a personal note, in pen, at the bottom of the letter — "I hope I can count on your support."

Be creative and don't be shy! One ***Economics for Leaders*** student walked into the office of a potential contributor, gave a well prepared outline of the program and her interests in attending, and the businessman wrote out a check for the entire amount. Another student spent a day at a local shopping mall, visiting places like McDonald's, sporting goods stores, pharmacies, etc., and left with more than half of the tuition.

IT CAN BE DONE AND YOU CAN DO IT!

The Letter and Packet

The most successful way to request a sponsorship is to write a personal letter to a prospective donor and send it with an ***Economics for Leaders*** brochure, a one-page resume, a donor response card and a stamped envelope. This is your fundraising packet. When writing a letter requesting a sponsorship, be neat; this letter is a reflection of you. Type the letter. Always include your name, home address and phone number so that the person can contact you if he or she has any questions. Adults tend to call during business hours of 9:00 a.m. to 5:00 p.m. Indicate in your letter what time you can be reached; for example, after 3:00 p.m. Send a resume with your letter (see sample) and remember to keep both the letter and the resume to one page each. A good example of a letter you can write to your potential sponsors is included in this manual.

Obtain copies of the ***Economics for Leaders*** program brochure. Give a brochure to everyone from whom you request financial assistance. It is far easier to establish credibility with potential sponsors if you give them a professionally printed brochure. Mail the letter with your resume, a brochure, and a copy of a local newspaper article about yourself (if you have one—this is explained in the Publicity section). Please note: The Foundation for Teaching Economics (FTE) can send you ***Economics for Leaders*** brochures. Also, include a self-addressed stamped envelope so that your

potential sponsors can contact you easily. They often use the envelope to send checks! If you want to get really creative you can include a "Sponsor Response Card." This is a small sheet of paper that goes with your self-addressed envelope which gives your potential sponsor an easy way to respond to you by contributing, declining to contribute and/or perhaps offering a helpful idea or the name of another potential sponsor you might contact (sample included).

Remember: always get a name and a title for a contact person at any organization. Never write, "To Whom It May Concern." (This is what we mean when we say use a "personal touch.") Address your letters to a specific person and ask for that person when you make your follow-up phone call. Personalized letters are ten times more likely to get responses.

Phone Calls

A letter followed by a phone call is the most effective way to raise money. After you have sent your letter, wait 5-7 days and then call your potential sponsors to inquire about the status of your request. Be polite but persistent. Busy people are sometimes slow to respond to a student request. They may be besieged by requests and will wait to see if you will follow-up on your letter or give up. Don't assume that you are being turned down just because you haven't received an answer. FOLLOW-UP ON EVERY REQUEST WITH A PHONE CALL.

Following is a sample of the kind of telephone conversation you might have with a potential sponsor. It is a suggestion; do not try to follow the exact wording, because it will sound too artificial.

SITUATION: You are making a follow-up call to Mr. Nicholas Romanov, President of the Huntsville Rotary Club. Because the Rotary Club does not have an office, you are calling Mr. Romanov at work.

An Operator answers "Good morning, Consumer Hardware."

You: "Good morning, Mr. Romanov, please."

Mr. Romanov answers.

You: "Good morning. I'm Katherine St. Claire from Huntsville High School."

Be as brief as possible, but as complete as you can.

You: "I am calling to follow-up on a letter I sent you recently. I have been accepted to participate in the **Economics for Leaders** program at Yale University. The program teaches future leaders economics and how to incorporate an economics way of thinking into decision making. The cost of the program, including room and board for the week is \$1,400, and that is more than my family can afford. The only way I can participate is if citizens like you, who are concerned about the young people in Huntsville, provide some help. Would it be possible for me to come to your office at your convenience to discuss the possibility of you or your club making a contribution?"

If he says yes, set up an appointment to explain the program in more detail. If he says no, thank him for listening and ask him if he could refer you to others who might be interested in helping. A "no" is not a rejection of you or the program. There are probably good reasons why Mr. Romanov cannot contribute. Don't give up!

A FEW THINGS TO KEEP IN MIND:

- Don't try to say everything in one Breath.
- Listen to comments and questions.
- Take pride in yourself and in your program.
- Emphasize the local value of sending you to an **Economics for Leaders** program. Tell each potential sponsor that you will use your new knowledge and skills to increase your effectiveness as a school and community leader. In other words, you will give something back to the community. Therefore, it is an investment in the community.

Meetings

Meeting with potential sponsors is the best way to fundraise. Meeting with donors gives you an opportunity to show them how spectacular you are, answer any questions that they may have and talk about other fundraising strategies that they may be able to suggest. Additionally, it gives them a chance to get a feel for you and get a sense of who you are and what you are trying to accomplish.

A good fundraising campaign—just like an effective sales pitch—involves a committed speaker making a believable presentation in an agreeable manner. So try to set up as many face-to-face meetings as possible. If you can get them to commit their time to listen to you, you have a greater chance of getting them to give you a contribution.

OTHER TYPES OF FUNDRAISING

In addition to a letter-writing campaign, it is a good idea to try other forms of fundraising.

Selling Services

You can make money by selling things you make or providing services. Providing services can also pay off with positive publicity about your energy and creativity. Since fewer resources and more enthusiasm are required, service fundraisers are naturals for young adults. Service fundraisers might include charging by the hour or by the job to:

- ◆ Walk or wash dogs
- ◆ Baby-sit
- ◆ Put on birthday parties
- ◆ Build web pages
- ◆ Run errands
- ◆ Wash, park or fix cars and bikes
- ◆ Wash windows, rake leaves, mow lawns, shovel snow

Look around your neighborhood and think about what kind of services might be in demand. Be creative and ask for people's advice and help when promoting a service fundraiser.

Garage or Yard Sales

Don't underestimate the traditional fundraising techniques like garage or yard sales. For a successful garage sale, get as many people as you can to donate items. Put an announcement of the sale in a local paper or in a supermarket and post signs around town. Have a bake sale at the same time. If people don't buy anything at the garage sale they almost certainly will buy a piece of cake, a cookie or a cup of coffee.

Bake Sales

Many students have held successful bake sales at their school or church. Try to get a bakery, neighbors, family and friends to donate baked goods and sell them at lunch, at school or after church services.

Consignment Sales

Selling goods on consignment is a very popular and profitable fundraiser at schools. There are a number of companies that supply everything from chocolate bars to jewelry that you can sell for a percentage of the profit. Check with your school activities office to see if they have any information on a fundraising company that they have worked with before, or check the phone book under "fundraisers" or "consignment companies". If, for example, you sell chocolate bars, you and your siblings could take them to school, your family and friends could sell them at work and can even sell them door-to-door or in front of a supermarket or church.

Work-Scholarship from a Business

Another idea to raise scholarship money is to approach a local business to see if they would be willing to give you a scholarship for ***Economics for Leaders*** program in exchange for your working for a designated amount of time. This idea could also work with neighbors who would be willing to sponsor you in exchange for some yard work or baby-sitting, or with an older relative who might need your help cleaning out a garage or running errands.

Credit Card Payments

The FTE accepts tuition payments charged to Visa, Master Card, and American Express. If a potential sponsor would like to help you out but cannot make a cash donation, make sure they are aware that they can make a donation on a credit card. Additionally, if your deadline is closing in and you find that you still have to raise a few hundred dollars, see if a relative can make a donation by credit card. It is important that your donor indicate if their credit card contribution is to sponsor you or if it is for the FTE's general scholarship fund.

Don't Take "NO" For An Answer!

Expect to get a number of people who will say that they are not in the position to make a donation. But don't let that stop you. A good tip or donated items or time can be just as valuable. Ask those who turn you down if they know someone who might donate money or to whom they would be willing to introduce you. Or if they own a restaurant or a business, ask if they could donate something you could sell.

Publicity, Publicity!

Publicity, especially in the form of a newspaper article, is just about the most effective and inexpensive way to spread the word in your community that you are trying to raise money. Call all local daily and weekly newspapers and see if they would do a feature story on your fundraising drive. Many students in the past have gotten donations from people in their community who didn't know them, but read in a local paper about what they were trying to do. Additionally, a copy of a newspaper article is a great thing to show local businesses or service clubs when fundraising. A newspaper article gives your community-based efforts more validity. (Please see sample press release at the end of this manual.)

Small businesses are always looking for a way to get free publicity. Emphasize to the manager that you will try to publicize his/her contribution in the local paper. To arrange publicity for your contributors, you should have a photo taken of the manager handing

you a check. Write a press release. Take the photo and press release to your local newspaper. Small town newspapers love to print articles on ***Economics for Leaders*** students. If you haven't written a press release before, there are 5 simple things to cover in your release

—WHO, WHAT, WHEN, WHERE and WHY. In other words, who is this about? What is it about? When did it happen? Where did it happen? Why is it important? A sample press release is included at the end of this manual.

DONATIONS and SPONSORSHIPS

Donations:

Tax-deductible donations must be made payable to the "Foundation for Teaching Economics." The check and note should be mailed to our office listed on the last page of this manual.

Please note: Donors who make tax deductible donations may not designate a specific scholarship recipient.

Contributions to FTE scholarship funds are awarded to individual students at the sole discretion of the FTE's scholarship committee.

The Foundation for Teaching Economics is a 501(c)3 charitable, educational foundation chartered in California in 1975. Our Federal Tax Identification Number is 51-0183347. In accordance with federal law, donations to the FTE may be tax-deductible.

Sponsorships:

Sponsorships, which are **not tax deductible**, can be made payable directly to you or to the FTE. Please encourage sponsors to make payments directly to you if the amount is under \$100. In this case, you would deposit that donation in your or your parents' checking account, and then write us a check for the same amount. Larger sponsorships, over \$100, can be mailed directly to the FTE, which we will credit towards your program fee. If you need clarification about the donation process, please don't hesitate to call us.

THANK YOU LETTERS

When you receive a scholarship contribution, immediately write a thank you letter. We will send you a list of your donors to help you with these thank you letters. At the conclusion of the summer, report back to all of your donors telling them about your experience. One of the greatest failures of a fundraiser is the lack of follow through when a donation has been received. We have heard literally dozens of students complain that a potential contributor has rejected their request because someone else forgot to thank them the previous year. Don't let this happen—stay on good terms with your donors— you might find a donor who will make a second donation if you need one near the end of your campaign...or next year.

FUNDRAISING HELP FROM THE FOUNDATION

Feel free to call the FTE at any time to ask questions or address concerns that you may have while you are fundraising. We always have time to speak with students and work with you on your fundraising endeavors. Please send us a list (including the names, titles, company or organization name and a complete mailing address, including zip codes) of the 10 most promising organizations and businesses you are soliciting. We will send these organizations a letter supporting your fundraising efforts. This is very important. But, we will only write the letters if we have complete information. We will not write letters to "Dear Sir or Madam." Also, be sure to send us a copy of your fundraising letter. Please note: if you send us a list of 200 people, we will select the most promising 10. In other words, use the FTE to help you with your most promising donors.

CONTACTING FTE

Foundation for Teaching Economics
260 Russell Blvd. Ste. B
Davis, CA 95616
(530) 757- 4630 fax. (530) 757- 4636
information@fte.org
www.fte.org

WHAT IF I RAISE MORE THAN THE FULL TUITION?

The FTE can refund overpayments of any money paid by you or your parents. We cannot, however, refund money that has been community raised, unless it used to offset the cost of your travel or transportation. One way to get around this problem is to keep track of your community-raised donations. Once you have reached your full tuition, ask donors to give you money directly for travel expenses.

DEVELOPING A TIME LINE

Fundraising takes an extra push at the beginning but gets easier once you get rolling. Write out a timeline and be COMPLETELY COMMITTED TO IT. A timeline is the best insurance against getting caught a week before your *Economics for Leaders* program trying to raise \$1,000. A sample 8-week time line looks as follows:

WEEK 1: (Busiest Week)

- ♦ Call family members for donations, list of possible donors, advice and to say "hello".
- ♦ Determine your fundraising needs, strategy and timeline.
- ♦ Gather lists of names and addresses of prospective Group I donors.
- ♦ Call the FTE for copies of the brochure.
- ♦ Go to office supply store, post office, etc., for supplies.
- ♦ Send a press release to the local newspaper explaining your need; ask them to print an article about your fundraising efforts.
- ♦ Write your "master copy" fundraising letter.

WEEK 2: (2nd-Busiest Week)

- ♦ Send at least 20 letters to those people in Group I whom you think are most likely to give.
- ♦ Send a list of the names and addresses of your 10 best prospects to the Foundation for Teaching Economics.
- ♦ Try to get the names and addresses for Group II prospects (Service Clubs).

WEEK 3:

- ◆ Send at least 10 letters to your Group II list.
- ◆ Spend an afternoon at your local mall or downtown talking to store managers about your drive and offer them copies of your PR packet if they want to give you money. If they are really busy when you approach them, try to set up a meeting time.
- ◆ Begin to call those people to whom you mailed letters in Week 2.

WEEK 4:

- ◆ Send at least 10 more letters to your Group III list.
- ◆ Call all the people from week 2 from whom you haven't heard and schedule meetings with those people likely to give.

WEEK 5:

- ◆ Call any people from Week 2 from whom you still haven't heard and begin to call the people from Week 3.
- ◆ Call service clubs in your area and try to set up meetings with them.
- ◆ Go back downtown or to the mall and solicit more stores.

WEEK 6:

- ◆ Call the rest of the people from Week 3 and from Week 4.
- ◆ Finish meeting with those people who want to meet you.
- ◆ Begin to write your thank you letters.

WEEK 7 & 8:

- ◆ Call any remaining people who haven't responded to your letter.
- ◆ Continue writing thank you letters for all of those contributions!
- ◆ Follow-up any other leads you may have been given with letters and phone calls.
- ◆ As you can see, most of the work is completed in the first few weeks. After you have your materials together and your letters written, it's merely a matter of following up and contacting those people you haven't heard from.

Sample Donor Response Card

Name: _____

Organization: _____

Enclosed please find my check made payable to the Foundation for Teaching Economics

YES! I want to help you go to the Economics for Leaders Program. Please give me a call at the following number: _____

Sorry, I can't offer you a contribution, but I suggest you contact the following person(s) who might be able to help:



SAMPLE FUNDRAISING LETTER

Katherine St. Claire
123 Hillcrest Road
Tampa, FL 34701
(510) 555-1234

March 1, 2013

Mr. Jack Smith, President
Tampa Rotary Club
P.O. Box 9012
Tampa, FL 34702-9012

Dear Mr. Smith:

I have been selected to attend the ***Economics for Leaders*** program at Yale University June 24 – July 6. This enrichment program is open to 450 high school students from across the nation who are interested in economics and leadership. It is an honor to be selected for the program, and I am excited to attend. I am writing to ask for your financial support to help me attend.

At ***Economics for Leaders***, I will receive economics instruction from distinguished university professors. We will also have an opportunity to participate in team building activities designed to further development leadership skills.

The total amount I need in order to attend the program is \$1,400. This includes the tuition and room and board. Due to special circumstances, my family cannot afford to pay the entire amount. I need to raise at least one-half of my tuition. That is why I am asking you for assistance.

A sponsorship of any amount will make a big difference. Your contribution will help me attend the program, where I will learn how to get involved in community activities and develop the skills to make a difference. If you are interested in helping, I would be more than happy to provide you with additional information.

I will call you at the end of this week to discuss my request and to see if you are interested in helping me in my efforts. Thank you very much for your time and consideration.

Sincerely,

Katherine St. Claire

ONLINE FUNDRAISING TIPS

Visit:

www.stayclassy.org/events/economics-for-leaders/e31484

to create your site and starting raising funds.

The Do's

- Personalize your fundraising page! Write a brief biography highlighting your background, accomplishments, interests, etc. If possible, include a photo of yourself on your website. Remember, not everyone who visits your page will know who you are (especially if your friends and relatives are forwarding your page to their contacts).
- Set a reasonable fundraising goal. You want to give sponsors the sense that their support (regardless of size) will make a real impact on your fundraising goal. As such, you should consider setting your initial goal at \$1,500 or less. Remember, you can always increase that amount (up to \$3,000 for example) as you near your initial goal.
- Reach out to your relatives and close family friends. Personal relationships matter in fundraising – those who know you the best are the most likely to contribute. Be sure to start with your family, especially your grandparents, aunts and uncles, adult cousins, etc. From there, look to long-time family friends. Remember, every sponsorship counts. Starting with your friends and family is a quick way to make progress toward your goal.
- Leverage your extended network. Ask your friends and relatives to forward your fundraising page on to their email contacts. It takes very little effort on their part (no stamps, letters) and the returns could be significant.
- Be strategic! Use your fundraising website as a part of a larger fundraising plan. You should still plan to send letters, call prospective sponsors, send

emails, etc. Don't rely entirely on the website itself – you have to drive people to visit your site. Be sure to include your website address on all fundraising correspondence.

- Be persistent and follow-up. Follow-up with all prospective sponsors. Also, send your sponsors (those who already contributed) an update on your fundraising efforts. They may increase their sponsorship or put you in touch with others who might sponsor you.
- Thank your sponsors. You should thank a sponsor within 2 days of receiving their contribution. Yes, two days! Take the extra time to send a nice handwritten thank you note to all sponsors. A nice postcard sent from the program or a follow up letter after the program is another great way to recognize your sponsor again.

The Don'ts

- Do not use the term “tax-deductible” on your website. Sponsorships of individuals are not tax-deductible and your sponsor will not receive a tax write-off for their sponsorship.
- Never include sensitive personal information (telephone numbers, home address, etc.) on your website. Remember, your site can be accessed by anyone.
- Do not use inappropriate language or photos on your website. Your site should convey a serious and positive message to your sponsors along with your excitement about being chosen for this unique opportunity.

www.stayclassy.org/events/economics-for-leaders/e31484

Sample Resume

Katherine St. Claire
123 Hillcrest Road Berkeley, CA 94701
(510) 555-1234

EDUCATION:

Berkeley High School, Class of 2014
Robert Frost Junior High School, Class of 2010

- President's Academic Fitness Award
- History Department Award, with Honors
- Outstanding Foreign Language Student
- California Junior Scholarship Federation Honor Award

EXTRA-CURRICULAR ACTIVITIES:

Junior State of America (JSA)

- Chapter Vice President 2012
- Member, 2011-present

California Scholarship Federation (CSF)

- Member, 2011

French Club

- President 2012
- Historian, 2011

High School Track Team

- Member, 2011

Awards and Honors:

- Winner, Lions Club Speech Contest, 2011, 2012

COMMUNITY SERVICE:

Peer Counselor, Frost Middle School, 2009-2010
St. Matthew's Church Youth Group

- President, 2008-2010

Sample Press Release

For Immediate Release

Your Name
Home Address
City, State Zip
Home Telephone

Teen selected for *Economics for Leaders* Summer Program Needs community support

A local teen has been selected to attend a special summer school for future leaders and has very little time to raise \$2,000 so (she/he) can get there.

Your Name, your age, your year in school at High School Name, found out last week that (she/he) has been selected to attend the *Economics for Leaders* program at program campus, in City, State. But (she/he) has very little time to raise the money to pay (her/his) room, board, travel, and other expenses. While (her/his) family is paying half, your name must raise the balance.

So, this local high school leader is hitting the local service club circuit, and seeking any other financial support (she/he) can get.

Anyone wishing to make an individual sponsorship to help your name can send a check to: Admissions Director, *Economics for Leaders* Program, 260 Russell Blvd., Suite B, Davis, CA 95616. Checks are to be made payable to the Foundation for Teaching Economics and include a note that your name is the intended beneficiary.

The **2014 *Economics for Leaders*** program will be held from your program dates. While there, economics professors and leadership instructors, selected nationwide for their expertise and teaching effectiveness, lead classes that introduce participants to an “economic way of thinking” and build an understanding of and skill in leadership. Attending students will also be challenged by creative decision-making scenarios in which they apply the concepts learned in the classroom.

Your name hopes to study law and politics in college. (She/He) is particularly excited about (she/he) experiencing a sneak preview of college life at the *Economics for Leaders* program.

Your first name was accepted into this prestigious program because of (her/his) outstanding academic record and potential for leadership. Your name is not only a good student, (she/he) is also active in extra-curricular and community activities, list your extra-curricular and community activities here, including any volunteering you have done in the community.