



# GUIDE TO FUNDRAISING FOR SCHOOL TRIPS



IMAGINE **PLAN** EXECUTE **AND** SUCCEED



## Forward

Service-learning trips for students offer an exciting experience that integrates volunteer work with instruction to enhance learning and teach civic responsibility. Through service learning programs, students become involved in social, environmental, and political issues around the world. Participation in service activities allows students to gain the necessary skills to enrich the lives of the people, cultures, and environments they serve.

Service benefits both the individuals providing and receiving the service. Those who serve are happier, healthier, and more compassionate. There is a sincere desire to help, and make a real difference in improving conditions for people around the world. Through travel and service, individuals are better equipped to make influential decisions that will transform themselves and the world.

Of course, as with any school trip, there is a need for students to raise the funds necessary to embark on these service-learning adventures. Fundraising is an integral part of the trip planning process; however, it is not always easy.

Appleseed Expeditions, an organization dedicated to providing unique service-learning experiences, developed this e-book to assist schools, teachers, and students in getting the most out of their fundraising experience through organized planning, execution, and creativity. Complete with helpful planning and organizational tips, best practices, and ideas, this guide will walk you through the basics of conducting a successful fundraiser that will allow students the opportunity of a lifetime.





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# Section 1: Planning Process

Developing an effective and detailed plan is key to ensuring a successful fundraiser. An effective plan provides your fundraising efforts with focus and direction to align with your end goal. To develop a plan that will drive the success of your fundraiser, you must: 1) identify your target audience and 2) ensure you set realistic goals and ideas.

## Identifying Your Target Audience

Who will support your end goal? Who would be willing to donate to your cause?

These questions are important as they provide direction for your fundraiser. Accurately identifying your target audience allows you to determine appropriate communication and fundraising methods and ideas.

When you're looking to raise money for service-learning school trips, try to identify how to involve your community in your fundraising efforts. This could include community members, groups, or societies that have a vested interest in service and volunteer work. Local community philanthropists or non-profit organization members and board members may also provide the help and support you need to ensure a successful fundraising campaign. It is up to you to decide!

## Setting Realistic Goals and Ideas

When you have identified your target audience, it is time to start thinking of ideas for your fundraiser events. It is imperative that you do not set unrealistic goals and ideas. Your time, resources, budget, and end monetary goal must be clear from the beginning to ensure ideas are realistic. Consider other service or volunteer activities that would be less financially constricting and would provide a glimpse of the cause for which you are raising money.

To put on a successful fundraising event, you must appeal to your target audience's interests. Identifying your audience's motivation for donating will assist you in developing an appropriate event. For example, when raising money for service-learning trips abroad, it may be a good idea to host an event highlighting different cultures and the benefit of service in particular areas, such as a cultural fair.

Remember, it is important to know what your target audience can offer to your fundraiser, whether it is small or large monetary donations, resources, or time. Finding both monetary and non-monetary ways to get your target audience involved will be beneficial to your fundraising campaign. For example, willing volunteers may donate their time to help run the event, or a community center may offer their facilities to house the event.

Be creative, be realistic, and don't be afraid to ask for help! Getting your community involved can only get you closer to your goal!

## Section 2: Promoting Your Fundraiser

Properly promoting your fundraiser is essential to ensuring participation. Individuals can only show up to your event if they know there is an event happening! There are many ways to get the word out about your fundraiser.

### Parent Letter

Parents should always be informed of fundraising events that their young adults may be involved in. Face-to-face interactions are beneficial, but providing a specific and detailed announcement about the fundraiser is a must.

Ensure the letter includes the mission statement and fundraising methods. Parents should be informed of fundraiser benefits, such as the prospect to travel and participate in a service-learning opportunity. Additionally, you should include any details relating to the fundraiser, such as dates and times, location of the event, ways to volunteer, and how to contribute.

### Posters and Flyers

Posters and flyers are a great way to raise awareness about your fundraiser. Consider posting at your school and around your community. Always be sure you keep your target audience in mind as you decide where to distribute your posters and flyers.

This promotion method is also a good way to get students involved in the creativity of the fundraising process. Flyers and posters should clearly and succinctly describe your fundraiser, but also attention-grabbing. For successful poster and flyer promotion, follow these tips:

- Use photographs, drawings, and/or graphics that are eye-catching and relevant to your fundraising event.
- Ensure the goals of the fundraising event are clearly stated.
- Make sure it is readable: use legible font and ensure adequate spacing between text and graphics.
- Distribute flyers in person to allow for face-to-face interaction and discussion concerning the fundraiser.



## ...continuation Section 2: Promoting Your Fundraiser

### Public Announcement

Get your school pumped for your fundraiser by making an announcement over your school's public announcement system. Students and faculty alike can join in the fun of fundraising by helping plan, promoting, or participating in the event. Perhaps hold a contest to design a logo for your fundraiser or vote on a student-created slogan for your event. Make the fundraising process a learning experience for everyone at your school!

Ask local businesses or non-profit organizations if you can make a general public announcement to promote your fundraiser, as well. Remember to find places where your target audience spends time to get the word out. Once they have the word, they can spread the word for you!

### Emails

You should try to keep your audience informed of all fundraising updates and activities. Keep your efforts fresh in the minds of your audience by sending out initial announcement emails, updates and progress reports of the event, as well as the final results achieved by your event. For effective email blasts, use these tips:

- Always include the fundraising goal.
- Keep it short, simple, and to-the-point.
- Include important dates, times, locations, and progress updates.
- Express gratitude to those participating in your fundraising event.

### Social Media

In this technology-centered world, social media is integral to fundraising promotion. Figure out your target audience's preferred social media platform or platforms, such as Twitter, Facebook, Instagram, or Snapchat. Keep posts about your fundraiser direct and focused on your target audience. Posts might include:

- The mission and goal of the fundraiser.
- Progress reports and achievements.
- Pictures of fundraising efforts.
- Reminders about events, including time and location.
- Shout-outs to volunteers and local businesses that are participating in the event.
- Appreciation to donors, whether it be monetary or volunteer time.



## Section 3: Asking for Donations

Sometimes the hardest part of a fundraiser is actually asking other people to contribute monetarily to your cause. Don't be afraid to ask for donations! If you have a clear mission and goal and an appropriate audience, this is easy.

Asking for donations may be done in person, via written communication, on the phone, or in any number of ways. As always, be creative, and find the best way to address your audience. The following tips can help you and your students successfully ask for donations:

- Clearly, concisely, and persuasively state your cause, mission, and goal.
- Explain the importance of the donations.
- Suggest donation amounts, and explain how a specific amount of money will affect the cause.
- Ensure deadlines are clear.
- Discuss the consequences of not donating.

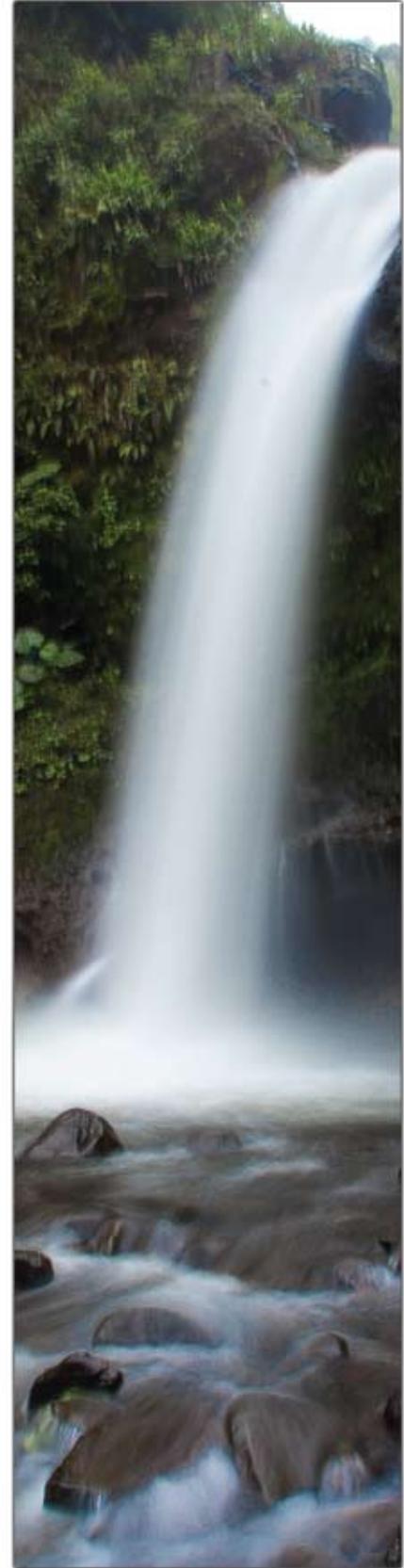
For example, asking for donations for service-learning trips would include the name of the group running the event. It would include the important mission of raising enough money to help students pay for this unique, and once-in-a-lifetime experience. It may include suggested donation amounts, such as the amount of money that it would take to pay for a student's transportation during the trip. It might also include an explanation that if not enough money is raised, students may not have the opportunity to participate in the entire service-learning experience.

Remember that being clear and straight forward with your audience about the goals of the fundraiser is vital to your success. Be honest and be persuasive in your discussions. A worthy cause is worth support!

Did you know?

72% of all charitable contributions are made by individuals

74% of American internet users are on Facebook. Pinterest and Instagram are now the fastest growing social networks.



## Section 4: Collecting, Tracking, and Managing Funds

Collecting donations is an incredibly rewarding part of the fundraising process. It demonstrates that the hard work invested has been worth it. It shows that others believe in your cause and were willing to help accomplish your mission. Great job!

Managing funds, however, can sometimes be difficult and come with problems. Tracking and managing funds is incredibly important. It is essential to have an organized method to keep track of funds to ensure accurate fund management.

While manually tracking funds using tools such as an Excel spreadsheet may be easy, it can also lead to mistakes. There are many other tracking methods that will result in efficient and accurate fund management. Though some of these methods include a slight fee, they are worth looking into.

Some methods include:

- Donation management software
- QuickBooks
- PayPal
- Crowdsourcing website

This is by no means a comprehensive list. There are a number of different ways to handle fund management, so choose what method works best for you and your fundraising method!

## Section 5: Unique Fundraising Ideas

With more and more groups getting involved in fundraising, and a rapidly increasing technology, fundraising has become more competitive than ever. But that's what makes it so fun! There are many different fundraising methods and themes that may be tailored to your individual cause. All it takes is a little imagination, effort, enthusiastic planners, and some creativity. Here are some unique fundraising ideas, specifically catered for service-learning trip fundraising, to get your creative juices flowing for your own event!

### Cultural Fair

If you are planning a service-learning trip either in the states or abroad, what better way to learn about the cultures you will be serving than by hosting a cultural fair?

Involve the local community to help create booths, cook diverse meals, and provide awareness of problems facing different cultures around the world. Make sure to highlight how donations will enable you to embark on your trip to help others!

## ... continuation Section 5: Unique Fundraising Ideas

### **Silent Auction**

Get your local community members and businesses involved in your fundraiser. Encourage businesses to donate products and resources for a silent auction. At the silent auction, lay out the donated items for participants to bid on them. With each item, include a bidding sheet that includes a minimum bid amount, participant bidding amount, and contact information of the bidder.

This a mutually beneficial event. It enables you, as the fundraiser, to raise money for your service-learning trip, while offering a unique way for businesses to help a great cause and advertise their business!

### **Trivia Night**

Host a community trivia night! Find a local business willing to use their space for the event. Have participants divide into groups for some friendly competition and conduct a few rounds of trivia. Be creative with this one. Find a funny student who loves public speaking to be the moderator. Include food and drinks to create a friendly and laid-back atmosphere. Offer a unique prize for the winning group to inspire motivation and participation. For service-learning trip fundraising, include questions relating to your trip and the particular area that you will be serving. Try to integrate interesting facts about your service area.

### **Banquet/Dinner**

If you cook it, they will come! Try hosting a banquet to get donors involved. But make it exciting! Include games, activities, skits, or speeches to keep the audience entertained. Keeping them informed about the reason for donating in fun and playful ways is a great way to keep the audience engaged with the cause.

### **Student Skills**

Every student has his/her own set of skills that could be used to help raise money for a group service-learning trip. Ask your students for ideas to showcase these skills. Know a student who loves photography? Set up a themed photoshoot where participants can get their photo taken. Maybe you have a group of students who love music and could perform live at an event. The possibilities here are endless! It's also a great way to ensure parent and teacher support for your cause. It is hard to say no to enthusiastic and engaged students!

### **Service**

If you're fundraising for a service-learning travel experience, providing service to the community is the perfect way to raise money and bring awareness to your cause. Think of your target audience and determine what type of service they would appreciate!

Remember, there are so many great ways to fundraise! The important part is keeping students involved, remembering your target audience, and thinking outside of the box.

## Section 6: Educational Value of Fundraising

Appleseed Expeditions is a service-learning student travel company designed to inspire students to use their education and talents to improve communities around the world. All students should have the opportunity to serve. As such, we encourage parents and educators to work with students to conduct fundraisers to make these trips more affordable.

Fundraisers do not just provide students with monetary benefits. By planning and executing fundraisers, they learn skills that will help them in their future – in their schooling, careers, and service. The following are just a few skills learned from fundraising that will be beneficial to students:

- Strategic planning
- Goal setting
- Customer service
- Resume building
- Money management

Your students will learn the value of hard work and success through their fundraising endeavors!

Did you know?

Mobile-responsive donation pages yield 34% more donations.

64% of Millennials prefer to fundraise through walk/run/cycling events.



# Section 7: Tools and Resources

## Fundraising Ideas

Volunteer Headquarters  
Volunteer Overseas  
Double the Donation

## Fundraising Management Tools

Capterra (Donation Management Software)  
Quick Books  
PayPal  
Crowdfunding (Top 10 Crowdfunding Sites)





## Section 8: Appleseed Expeditions

Here at Appleseed, we recognize the value of students serving others around the world. It is our goal to show students how to take action by getting involved in helping those in need. Our trips build upon students' education through real-life experiences, establish purpose through service, and allow students to gain the confidence necessary to create positive change in the world. Work with our staff to schedule one of our many group service-learning trips that will benefit your students for a lifetime!

