

ProRome Summer Programs

Fundraising Guide

1. Build a Budget

Every fundraising effort starts with a goal. You need to clarify your costs, define your resources, and set a fundraising goal.

Here is an example. Your costs will be very similar to those listed below.

<i>Fundraising Goals</i>					
<i>Program Costs</i>		<i>Available Funds</i>		<i>Potential Funding Goals</i>	
Program Fee	\$3600.00	Your contribution	\$1000.00	Individuals	\$400.00
Supplies	\$0.00	Family contribution	\$1500.00	Community Organizations	\$500.00
Transportation	\$0.00			Crowdfunding	\$250.00
Spending money	\$300.00			Fund raising events	\$250.00
Total Expenses	\$3900.00	Total funds Available	\$2500.00	Fundraising Goal	\$1400.00

2. Make a list of potential donors. For example:

Individuals: Family, Friends, Employers, Educators and Clergy

- All family members - parents, grandparents, cousins, aunts, uncles, god-parents
- Close family friends
- Parish priests and deacons
- Teachers and instructors (find a supportive teacher and ask about the protocols of raising money in your school; you do not want to break any rules or upset anyone by doing something that is not allowed)
- People who might give you a birthday and/or holiday present (ask them to help you with this instead)
- Former employers, current employers, coaches, scout masters
- People you have babysat for, helped out, etc.

Community Organizations/Businesses

- Church groups such as Knights of Columbus, CYO and other youth groups
- Civic groups such as Rotary and Lions Club (these organizations will include many business people from your community)
- Community Foundations
- Large stores (ex. Home Depot, Lowes, Wal-Mart, insurance companies, car dealerships, medical providers, etc.)
- Banks
- Boards of Education
- Successful businesses in your community

3. Write a Funding Request Letter

We recommend that you meet with potential donors in person. However, it is also important to give them a letter that includes:

- A description of the program
- Your goals and how this program fits with those goals
- What you are willing to share and/or give back to your school/community as a result of this experience
- Your interests, activities, accomplishments
- How much money you are trying to raise
- An amount that you are asking them to donate
- How and where they can send their contribution

Here is a sample letter:

Dear _____,

I am a (*freshman/sophomore/junior/senior*) at (*name of high school*) and I have recently been accepted into Bella Vita Summer Program, an immersion program in Italy. I applied to this program in order to deepen my faith, prepare for college and see the world. I'd like to tell you a bit about it.

Bella Vita Summer Program takes place next summer from June 25th - July 5th in Italy. Twenty girls from all over North America are accepted into the program. With a campus right next to St. Peter's Basilica, I'll have the opportunity to attend daily morning Mass, explore the Vatican and see the Pope. I'll also have daily lessons in Art History and Italian, followed by tours throughout the city of Rome. Bella Vita also includes a weekend trip to Florence, day trips throughout Italy and cooking classes in Italian cuisine! This summer program is a once-in-a-lifetime opportunity for me. I cannot imagine a better way to learn, prepare for life at college and make new friends.

My challenge is that I need to raise \$_____ to help with program costs, and \$_____ for transportation in order to attend the program. I have raised \$_____ from my family, friends, and neighbors. I am contributing \$_____ from my savings and from part time jobs. Would you consider supporting me financially so that I might attend Bella Vita Summer Program? I need to raise an additional \$_____ by (due date). I am hoping that you will consider helping me with a donation. If you choose to donate, you can make the check payable to (*name of checking account*).

I greatly appreciate your consideration. When I return from Italy, I plan on meeting with all of my supporters to share my experiences with them.

If you have any questions, you may contact me at _____ (phone and/or email). Or if you would like to learn more about the program, please visit the website www.prorome.com/bella-vita-summer-program/.

Gratefully,

4. Online Crowdfunding

Seeking out donations via online funding websites is becoming a popular and viable option for students of all ages who hope to fund their educational endeavors. Here are some tips to remember when creating your online crowdsourcing campaign:

- **Use a site which allows you flexibility.** We suggest GoFundMe or Indiegogo.
- **Always choose the “personal campaign” option.**
- **Set your goal using the goal planning worksheet on page one of this guide.** Be clear in your online fundraiser description about what the dollar amounts are and what the money is going towards.
- **Read through the crowdsourcing website’s FAQ carefully.** Be aware of fees that are charged for online transactions, how long withdrawals take to be processed, and which types of currencies are supported.
- **Choose an early end-date for the fundraiser.** If your deadline to make your full program payment to ProRome is, for example, February 23rd, your online fundraiser should end well before that date. You must allow time for funds to be transferred to you from the funding website, and for you to submit the payment to ProRome on time.
- **Promote your online fundraiser via social media, email, and word-of-mouth.** Include the information and link to your online fundraiser in your written funding requests, and when you speak to organizations and friends/family about supporting you.

5. Additional Tips

Fundraising Events

Do not try to do these alone. Involve your family and friends. They are a lot of work, but have good potential gains. Here are some ideas to think about:

- Garage sale, online auctions: a good way to get rid of junk and make a few dollars.
- Boutique bake sales: Ask your local pastor or school principal if you can do a bake sale to benefit your study abroad program.
- Fundraising pizza party: you buy the pizza, everyone pays \$10.00 at the door. To support your program!
- Work-for-funds: ask if you can work for a donation to support you.

General Reminders

- Start early, this takes time.
- Find a mentor or adult to help you.
- Reach out to people you know and organizations where you have a connection or relationship.
- Target organizations that might have an interest in the subject that you will be studying.
- Be confident. Let people know that their investment in you is an investment in your community.
- Be clear and concise.
- Keep good records of conversations and donations.
- **Send thank you notes and tell people about your progress.**
- Don’t get discouraged. You may have more “turn downs” than donations, but you will get there.
- After your program, send a letter to all those who helped you. Thank them for their help and tell them about your experiences in the program, such as what you learned and how the program helped you. Follow through on your offer to meet with donors.