

# AYUDA

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Fundraising Toolkit 2024





## Welcome Letter

Dear 2024 Volunteers,

This guide and accompanying E-course materials were created to support you in becoming a global diabetes advocate and AYUDA youth leader.

At AYUDA, we all fundraise – volunteers, Volunteer Mentors, Program Leaders, Staff, and Board Members alike – and we are proud and passionate about being part of the AYUDA team.

The AYUDA volunteer fundraising requirement upholds the fundamental principles of AYUDA while preparing volunteers to be agents of social change, ensuring that AYUDA remains a volunteer-based organization. AYUDA's financial model is unique, because it places an awesome responsibility on its volunteers to raise 30% of the operating costs of our program and outreach. **Without the support and fundraising capacity of all of you, we would not be able to implement our programs, and local diabetes communities would have to be turned away.**

Fundraising is a challenge, but it does not have to be an overwhelming one. This guide has been created using successful fundraising examples from best-practice research and our past volunteers to help steer you toward accomplishing your goals. The aim of this guide is to help inspire you with tested strategies that have worked for some of our volunteers in the past, but please do not feel limited to what you find in this guide. There are numerous ways to go about fundraising – if you find something that works, please share it with us! Similarly, if you're struggling, don't forget to reach out to your Volunteer Mentors, Program Leader, or other AYUDA Staff and alumni.

This guide will help to fortify the Volunteer Training Program (VTP) online training E-course and in-person Summit. Through those outlets, we encourage you to keep the lines of communication open, connecting with other AYUDA volunteers, Volunteer Mentors, Program Leaders, and Staff, to support you in your fundraising journey and share ideas. Your friends, family, colleagues, and peers are also great resources for assistance, support, and encouragement. When you make it enjoyable for yourself, others will want to get involved, too.

Remember that you are fundraising because you are passionate about your work with AYUDA. Share your passion with others who believe in you, and you will be surprised how little explaining you have to do. People believe in you, and AYUDA believes in you – that is why you are part of the AYUDA team.

¡Juntos somos más fuertes! Together we are stronger!  
The AYUDA Team

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## GETTING STARTED

The follow are a few general points to keep in mind throughout the whole fundraising process:

- **The most common reason people give is because they believe in you.**
- **Give people a clear answer to What? Where? Why? How?** Potential donors want to know in *clear language* why they would donate to your cause over others: what problem will it fix and where? why are you so passionate about this problem? how will their money go to fix the problem? *Take the time to understand this for yourself first.*
- **Make it personal and emotional.** Remember: nothing is more powerful than telling people in your own words with your own anecdotes.
- **Share your link everywhere!** Share your link to your fundraising page through emails, Facebook, Twitter, and all social networking sites that you use. The more exposure you have, the more donations you will receive!
- **Stay in touch!** Help those who are donating to AYUDA feel a part of your campaign. Don't forget to use email or real mail correspondence to keep in touch with your online donors. Be sure to thank them for their contribution and send them updates on your progress and work in country!

### Approaches to Fundraising

There are two main ways to approach your fundraising:

- Raise money to directly support **you**. Initially, most people will give to support you in your goals as an individual rather than giving to AYUDA as an organization. Your friends and family are likely to donate because they know and believe in **you**.
- Raise money specifically for **AYUDA** and the young people abroad whose lives we are impacting. This is most effective if you are approaching a more general audience, like restaurants, Rotaries, Lions, family foundations, etc.

### Understanding AYUDA

One of the most important things you can do to bolster your fundraising potential is to be passionate and well informed about the work of AYUDA.

Before you start your fundraising pitch, make sure you are well versed in what AYUDA does (documents to help you improve your AYUDA knowledge can be found in the "About AYUDA" section of the [E-course Document Library](#)) and then connect this to your personal passion. People are more likely to support you if they feel you are knowledgeable and personally passionate about the cause. Think about these questions:

- Why did you get involved with AYUDA in the first place? Forget what might sound good on paper. Think with your gut.
- What pulled you toward AYUDA? If it drew you in, it might work for others as well.
- What are some of the statistics that make you passionate about diabetes in countries, such as the Dominican Republic, Haiti, Ecuador, etc.? You'll find more

country specific background in our Document Library – if you need more information, let us know!

- Why is it important that this money goes to low-cost diabetes education programs and youth empowerment? In other words, what happens without the funding?
- How does the work of AYUDA impact young people with diabetes?
- How do your own experiences relate to the work that AYUDA does?

Once you understand your connection to AYUDA, it is time to tell others! It is a good idea to write letters, emails, or flyers telling people about AYUDA and your plans. Through our VTP, we will help you craft your message. It is important to have information ready for when you do your fundraising, because people will want to know where their money is going! Practice your answers on friends or family or an AYUDA Volunteer Mentor first. Fill out this [Elevator Pitch document](#) to help generate a concise and clear message.

## SMART GOALS

Once you feel comfortable with your message, it's important to make a plan! The first step is to set goal and objectives. SMART Goals is a term frequently used in project management and is particularly important when setting concrete objectives and meeting deadlines. Setting SMART goals will be important to reaching (and hopefully surpassing) your fundraising targets.

SMART is an acronym for goals that are:

**S**pecific, **M**easurable, **A**ttainable, **R**ealistic, **T**imely

Thinking SMART about your fundraising goal helps you break tasks down into bite-sized, **measurable** objectives, instead of just broadly thinking, "I need to fundraise." Creating a step-by-step plan also gives you room to readjust – if you find you are doing better or worse than initially anticipated, you can readjust your objectives. Make use of the [SMART Goals template](#).

- **Specific:** To make your goals more specific, you should be able to answer the "who," "what," "where," and "why" questions, e.g., Instead of thinking "I will speak to my class about AYUDA," think "I will schedule to speak to my public health class in March about AYUDA and aim to confirm \$20 donations from 20 of my classmates."
- **Measurable:** To make your goals more measurable (or quantifiable) think through questions like "how much" and "how many." For example, rather than thinking "I will raffle off a pair of baseball tickets" think "I will raise at least \$300 from selling at least 30 x \$10 raffle tickets."
- **Attainable:** If you set lofty goals that are too far out of your reach, you probably won't commit to them for very long. For example, if you plan to sell tickets to a talk given by Michelle Obama, while you may be able to sell tickets, unless Michelle Obama is a close family friend, there's a reasonable chance it won't be something attainable between now and when you plan to head in country.
- **Realistic:** Being realistic doesn't automatically have to mean that the task will be "easy." However, it does mean you should plan out objectives that you have the

means to achieve. While having a gala event for 100 people at \$250 a ticket could be a fantastic earner, unless you have a large budget to pay caterers or entertainers up front (as well as other supportive friends to help you organize it), it could be hard to pull off in a short period of time.

- **Timely:** The pre- and post-fundraising dates are, of course, already set; however, it is helpful to set additional “time-bound” objectives prior to these dates. For example, aim to have raised 25% of your fundraising goal prior to the VTP Summit in March.

Committing to self-set deadlines now will help encourage you to make an early start rather than waiting until you feel the pressure. In some ways, fundraising is a bit like studying. When you put it off, a lot of people end up feeling anxious or nervous about it. However, if you are able to work at it gradually and consistently, you won't need to cram it all in at the last minute in a panic.

## BEGIN FUNDRAISING

Once you have your message, goal, and objectives set, you'll be ready to begin fundraising! This section outlines online fundraising and donation procedures and tips.

### Online Fundraising Page

Donorbox is the name of the web platform that AYUDA uses to create online fundraising pages. Each volunteer creates their own personalized page, and your page will be grouped as a team with the other volunteers from your program. Check out [past fundraising pages](#) on AYUDA's website!

Advantages/features of your personal fundraising page:

- AYUDA provides a template to get you started.
- You can personalize your own page, including text and photos, with your own customized URL. This page can be updated by you at any time!
- It is easy to integrate your page across various mediums – from email to Facebook to Twitter and other social media. There's even an option to embed your page into other websites.
- You and your donors track your progress in real time.
- Donors receive tax confirmation and thank you letters automatically. It is still highly recommended that you send your own personalized thank you letter.
  - **Thank your donors in a timely manner.**
  - AYUDA sends a generic tax receipt and thank you letter to all donors, but these must be supplemented with personalized thank you notes.
  - Send thank you notes within a week of receipt then again after you return from the in-country program. If you have ever donated to a cause, you will likely remember those people who made an effort to thank you and those who didn't.
  - For online donations, you can customize the donation receipt emails when setting up your fundraising page to thank your donors in a more personal fashion.

- Mailing thank you notes may be more time consuming than online, but some people prefer this method, and there are still efficiencies that you can take advantage of (e.g., send a thank you photo postcard with a brief message, size the text area such that it fills the space without too many words, print address and return labels, etc.). AYUDA has a supply of photo postcards that make great thank you cards, which we are happy to share with you!

How to begin:

- AYUDA Staff will send you an invitation to set up your fundraising page on Donorbox. Once you accept the invitation, take time to **personalize your page!**
- Once you have registered, email [Arianna](#) a good photo (600 x 300 px) of yourself.
- Share, share, share your page!

Questions? AYUDA Staff, Program Leaders, and Volunteer Mentors are here to assist you!

## DONATION PROCEDURES

There are two ways that people can donate funds to you: (1) online via your personal fundraising page or (2) cash/checks.

### Online Donations

Your personal fundraising page contains a donation form to make it quick and easy for your donors to support you online. We encourage you to use this method for donations, because it will allow you to track your donations easily.

Whenever possible, encourage donors to donate online, because:

- Online donations are often easier for the user.
- When a donation is received online, it is easier and more efficient for you to follow-up, send thank you notes, and inspire your supporters to follow you.
- You won't have to rely on donors completing the extra steps of writing a check, finding an envelope and stamp, and putting the letter in the mail.
- It's cheaper and better for the environment (no wasted paper)!

### Cash/checks

You may receive cash or check donations toward your fundraising efforts. Often times, these types of donations are received as a result of in-person events (*more on organizing these later in the Toolkit*).

Cash:

- Instead of sending cash, please deposit those funds to your personal bank account and write a personal check (with "cash donation" in the memo section) to AYUDA, or donate online using your credit card for the total amount received

- in cash.
- [Email](#) a list of names and amounts of donations that correspond with total amount on the check or in the online donation. Make sure everything adds up and correlates! AYUDA Staff will adjust your fundraising page accordingly to reflect the names of those who had given you a cash donation.
- Please do not stockpile donations. Try to mail them in at least every two weeks.

#### Checks:

- Have your donors complete the [donation form](#) (or you can complete it for them).
- Don't stockpile checks. Send them as you get them, so we can cash them and keep your tally up to date. Watching your tally rise motivates other volunteers to stay active.
- Ensure your name is written in the memo section of the check so that we can ensure these donations go to your fundraising account.
- Follow up with an [email](#) to ensure we receive your checks.

Paper checks with your name in the memo section should be mailed directly to:

**American Youth Understanding Diabetes Abroad, Inc. (AYUDA)**  
**c/o JF Kearney & Associates, P.A.**  
**Certified Public Accountants**  
**PO Box 8537**  
**Gaithersburg, MD 20898**

## Fundraising Tracking

Donorbox automatically updates your fundraising progress as you receive donations. Offline donations will be updated within one week of arrival at AYUDA headquarters and will be directly credited to your page. If you are expecting a large donation or are concerned a donation has not arrived, please [email](#) us, so we can double check for you.

## WAYS TO FUNDRAISE

There are many ways you can approach fundraising – we encourage you to be creative in combining strategies. From events to writing grants, in this section we cover some ideas and tips for fundraising. We also cover multiple approaches in the E-course and encourage you to bounce ideas off your fellow volunteers, Volunteer Mentors, Program Leaders, and AYUDA Staff.

Be creative and efficient. There's no need to recreate the wheel. Use the ideas below, conversations with the AYUDA team, and online resources to find what works best for you!



## Letter-writing Campaign

Many donors appreciate the time and effort you take to write and send personalized letters via regular mail. Often, this method is one of the most effective means to raising a large chunk of money, and letters can be mailed both to family and friends. Letters can also be sent to businesses if they are adjusted accordingly.

Letter targets include:

- Friends, family, and contacts for personal checks
- Restaurants for in-kind donations, such as gift cards, to include in raffles, auctions, or events ([template](#))
- Restaurants for fundraisers ([template](#))
- Businesses for in-kind donations, such as medical and/or camp supplies ([template](#))
- Businesses and organizations for the opportunity to speak to present to them, in the hopes of securing a donation, monetary or in-kind ([template](#))

Personalize them:

- Be sure to make it your own style.
- Talk about why you are participating in your program and what the experience and cause mean to you.
- Consider writing a small handwritten note at the bottom of a printed letter.
- Depending on how many letters you write, you could write a different introductory paragraph for each recipient.
- Sign your name in ink.

Helpful materials to use:

- Letter templates, linked above
- Fundraising flyers to enclose with all of your letters. They'll guide donors on how much to donate and the online and paper donation procedures. Speak with the AYUDA Staff if you'd like to print large quantities or if you'd like to share a flyer you've made with the rest of the volunteer group
- AYUDA website – it is always a good idea to list AYUDA's main URL ([www.ayudavolunteers.org](http://www.ayudavolunteers.org)) as a way to offer more detailed information on AYUDA's history, past and current programs, and methodology

Tips and tricks:

- The easier you make it for a donor, the more likely they are to take action.
- To save time and look professional, use address labels with AYUDA's mailing address, and don't forget to enclose the fundraising flyer with easy donor steps. We recommend handwriting your name above AYUDA in the address label.
- Save time with the Mail Merge feature in MS Word and Excel if you're mailing out many letters from a contact list.
- Many people want to donate but forget! It never hurts to call as a gentle nudge, asking if your donor received your letter or has questions.

- “\$25 from 25 campaign”: Donors like to be part of something that will help you reach your measurable and attainable goal.
- Challenge Matches create urgency: “My uncle will match every dollar I raise **today** up to \$250. Will you make a donation **today**?”

## Restaurants and Bars

- **Food profit percentage:** Many restaurants offer the opportunity to host a fundraising night during which a percentage of their profits will be donated to your cause. Some restaurants already have offers like this; others can be convinced. By bringing in additional customers, you’re helping out the business while raising money for AYUDA.
- **Happy Hour:** Arrange for low happy hour prices with a bar that has a semi-private room, and invite everyone. Attendees pay at the door and get drink tickets; half goes to the bar, and half goes to AYUDA.
- **Guest bartending:** Some bars offer this type of event during which your people team up with their people; you promise a good turnout; and you work behind the bar serving. Think of ways to turn this into a money-maker: charge a door cover (and push for it all to go to AYUDA), put a collection jar out, do a raffle, play a trivia game, etc. Do note that some bars will not like people who are not their employees working behind their bar, so you may have to speak to many places before being able to carry out this event.
- **Deli dollars:** Do this on a campus deli/bagel shop that has a high customer turnover. Customers donate a dollar, and the owner matches it. You invite a ton of new customers; everyone wins. Cashiers must ask each guest if they’d like to donate, and you can inquire about putting signs up everywhere to draw attention to the cause.

### Volunteer example:

Melanie hosted a fundraiser with California Pizza Kitchen (CPK) to raise money to meet her fundraising requirement. Melanie contacted CPK via email and set up an event in which participants brought in a specific flyer made by CPK indicating that 20% of the check will go toward AYUDA. This event was done twice by Melanie. This event was at no cost to the volunteer and resulted in a nice increase in fundraising! For Melanie, the partnership she made with CPK was important, especially as a returning volunteer, as she was able to go back to them and do the fundraiser a second time!

When planning events like this, don’t forget to consider how much time and resources will go into planning and executing the event and how much you’ll get back in return. This event was of no cost to Melanie and helped CPK do good while bringing in more customers. A win-win!

## Community Events

- **Dorm deliveries:** Walk down the dorm halls selling piping hot pizza slices or freshly made cookies during exam time. Get stores, friends, and family members to donate baked goods to sell.
- **Bake sales:** Coordinate with your school or community center or find a spot in a popular area of your neighborhood, and sell freshly baked goods. Make sure to have information available about AYUDA.
- **Car wash:** Get a bunch of friends on board, and advertise directly on the street.

Asking for donations in exchange for the car wash vs. setting a price often yields more money.

- **Dinner party:** Host a meal at a family's or friend's house, church, etc. Make it a potluck or have your friends cater, and charge an entry fee.
- **Pet walking/pet sitting:** Advertise by word of mouth, flyer, or even local newspaper. You can offer these services at a set price or ask for a donation in return.
- **Yard work:** Talk with people around town and ask for donations for your services. Team up with some friends on this one. You might also be able to do a relay: get sponsors to commit \$x per lawn you mow, and go on a marathon mowing weekend.
- **Garage/tag/yard sales:** Collect a bunch of donated items (yard sale is art on the yard!), and have a big sale. It is great to time this with the closing of the semester when everyone is moving out of their dorms and houses for the summer and are looking to get rid of things.
- **-a-Thons:** You can do any kind of "thon" you want, and you'll collect pledges from people supporting you. For example, donors commit \$x for every mile you walk, lap you swim, or foot/meter of a mountain you scale (UK supporter Oliver Potts climbed Mt. Blanc for AYUDA, narrowly dodging a deadly avalanche and raising over \$8,000!).
- **College events and student groups:** You can organize an event or tap into a pre-existing tradition. Look into charity balls, music nights, battles of the bands, block parties, etc. Pitch the student group or committee with a [presentation](#). Research pre-existing diabetes organizations on campus, and attempt to work/co-sponsor with them. Teaming up with university student groups for events can be advantageous; they can have extensive networks and can book rooms, AV equipment, and other university services for you – networking is key fundraising! Try targeting groups focused on public health, pre-med, Latin American studies, Spanish, or service work.
- **Virtual auction:** Get some interesting items donated, and make a bulleted list with short descriptions in the body of an email. Send it out to your contacts and have them "reply to all" with their bids. You can include the market value, minimum bid, and suggested bidding increments. There are plenty of online websites through which you can manage an auction like this, as well.
- **Raffle:** Pick a desirable item, such as a gift certificate for a massage, and raffle it off to your friends and family.
- **Poker night:** First, and most importantly, know your local laws. Don't play for cash if it's not legal. Nothing can end a night on a sour note quite like facing criminal charges. Determine how many players you're going to have over. This sets the parameters for everything else that you need to decide.
- **Exercise class:** Reach out to local exercise studios to see if they'd be willing to 1) donate their space and a teacher for a private class for which all attendees pay an entry fee that goes to AYUDA or 2) share the profits of one or many classes on certain days. Alternatively, if you know an exercise teacher, see if they'll donate their time and host a class in someone's living room, backyard, etc. Charge a fee to attend, and donate the sum to AYUDA.

#### Volunteer example:

Louise invited teams of 2, 3, or 4 to participate in a scavenger hunt at Whitewater Ski Resort, where they were given a list of items to collect or record for points. The list included photos to take, items to grab, and checkpoints on the mountain to find and track. The team with the most points and best time was the winner of prizes donated by in-kind supporters. Some of the prizes were sold for donations at a tent set up at the base of the mountain, and entry participation fees (\$10 per person) were also donated to AYUDA.

## Multiply Your Fundraising Efforts

There are many ways to make each dollar go even further:

- **Donated skills and materials:** Avoid paying for skills and materials whenever possible. Seek donated time and items from businesses, friends, and family. For example, if you're hosting a yoga class to raise money, see if you know someone who is a yoga teacher who will donate their time and/or studio. This will lower up-front costs and allow each donation (e.g., entry fee) to go directly to AYUDA.
- **Matching sponsors:** An individual or a company can match profits from an event, doubling your intake. This will often inspire attendees to donate more, too. For example, a church chili cook-off pledges to match money raised, dollar for dollar. Sell \$240 in tickets, and they donate another \$240.
- **Corporate matching gifts:** Some companies (such as Starbucks, Bank of America, Novo Nordisk, and thousands of others) match charitable donations (and volunteer hours) of their employees. The company will usually send a simple form to the donor, who will forward it to AYUDA, but the employee needs to be the one to ask for the form. For more information on this, please visit the "Matching Gifts" section on the ["Give" webpage](#) of the AYUDA website.
- **50/50 raffle:** People can buy tickets to a cash pool, and the winner and charity each get half – win-win situation. Sometimes the winner will turn around and donate the winnings!
- **Collection jar:** It can't hurt to put this out to supplement an event. Make sure attendees are reminded it's there. Also, consider/explore putting out a coin jars at local businesses (e.g., at your hair salon, favorite coffee shop, etc.).

## Grant-writing

Grant-writing is a great skill to learn, especially if you are interested in a career in research, development, or the citizen sector in general. As an AYUDA volunteer, there are multiple types of grants that you could be eligible for if you are willing to be resourceful and do some due diligence. While you are more than welcome to pursue this fundraising avenue, it can be more time intensive.

If you come across a grant opportunity that you think is well suited to support AYUDA, let the AYUDA Staff know. You can work on it together, or the Staff can pursue it on behalf of the organization so that you can continue to focus on our fundraising goal. AYUDA's specific protocol is as follows:

1. All grant opportunities being pursued by volunteers, for the benefit of AYUDA's programs and operations, must be reported to AYUDA Staff (please contact [Melanie](#) with initial enquiries) for record keeping and to avoid duplication.
2. Grant applications requesting our EIN, budgets, and/or IRS 990 must be authorized by AYUDA Staff.
3. Grant applications requesting any of the financial items above must be reviewed for approved messaging by AYUDA Staff.
4. Financial documents required for upload by grant applications will be uploaded by AYUDA Staff.
5. Funding from any grant opportunity that is largely identified, researched, and written by a volunteer or a team of volunteers (with applicable approvals above from the AYUDA Staff) will be credited to the volunteer's fundraising minimum target and travel reimbursement balance. Any funds that exceed the volunteer's obligations and reimbursements for a currently enrolled program will be considered on a case-by-case basis for credit towards a consecutive year program, should the volunteer continue participating in future programs.

When researching grant opportunities, it is important to critically think about funders' priorities and interests, why they are offering funding, and how they give. As an individual volunteer, it is not recommended that you approach large funding institutions. Many larger funders do not give to individuals (they prefer to give directly to organizations). This is usually stated on their websites. Furthermore, they often make it very clear that they will not accept "unsolicited" proposals. This means that, if you weren't personally invited to submit something, it's not worth your time, as it likely won't be considered.

If you do genuinely think you have an "in" at a large funding organization (through a parent, relative, or friend), contact the AYUDA Staff directly for advice and/or support. For funders, giving away \$10,000 or giving away \$100,000 usually represents a similar amount of paperwork. If you're subsequently "invited" to complete a proposal for funding, the probability of achieving a positive outcome is usually much higher. As a result, you might be able to help AYUDA raise a lot more than initially anticipated. If you're not sure, ask first.

### **University Grants**

If you are a student or even a recent graduate, there are often small grants from \$500 to over \$2,000 to support volunteer or travel opportunities abroad. Usually, you will still have to make a case for why you need the money, but volunteer work is often viewed favorably. It also looks good for the school to have their students invested in non-profit work. You may have to do some kind of write-up about your experiences for a newsletter or website, but it usually worth the time. If you can't find the information you are looking for regarding student grants through the school, ask an academic advisor or contact the career center. Not only might they be willing to send you in the right direction, but they might be able to support you directly.

Many universities have a charity or fundraising committee of some kind. Some basic research will tell you who they typically give to and why. In some schools, the organizations they give to can vary year to year (since they are voted on by the students). In others, the causes are set independently. It could be children's

organizations, educational non-profits, or regional (Africa, Latin America, etc.). It's a good idea to contact someone on the committee and try to establish some kind of rapport with them. Learn about how they give and how much, so you know how much to ask for in your application. Luckily, there are many angles to AYUDA: health, children, education, social entrepreneurship, Latin America, etc. The chances of you being able to tailor your grant to what they're looking for is high. As always, the AYUDA Staff is a resource and has sample messaging to help you put together your application.

### **Matching Grants**

Matching Grants are a great way to double your money. If you have a parent or relative that works for a medium- to large-sized company, there's a good chance that the company has a matching grant program for their employees. This will mean that, if an employee gives \$500, their company will match it with an additional \$500 donation. Each company protocol will likely vary to some degree, but it is definitely worth encouraging your parents or relatives to investigate the company policy. The company you work for may do something similar, too. Some employers (like Starbucks and thousands other) also match employee volunteer hours up to a certain amount (usually \$1,000). For more information on this, please visit the "Matching Gifts" section on the ["Give" webpage](#) of the AYUDA website.

### **Working Abroad Grants**

Some foundations exist to support young, motivated individuals who wish to volunteer or carry out some form of "worthy" work in a foreign country. Your best option is to do some research on the type of individuals previously funded by the foundation and work out if you might be a good fit. Often, you will need to submit a report of your experiences after your in-country experience. Foundations are more likely to fund individuals in their local community or state, so, if possible, try to locate a foundation near to you, since your chances of obtaining funds will be higher.

### **Media**

Press releases are a great way to inform your community about what you are doing and gain publicity for your work (which can lead to more funding!). Often, a journalist will start a story based upon information in a press release.

Alternatively, you can approach a local or specific media source, such as a local paper, alumni network, school newspaper, or diabetes blog of someone you might know, and tell them about what you are doing. You never know – they might be excited to write a piece on your work or ask you to do a guest blog piece. The important thing is to research who might be interested and who is accessible to you. Cast your net far and wide! You never know who may have an interest in what you are doing and want to highlight your efforts.

Volunteer examples:

[Nikhita](#), long-time AYUDA volunteer and Volunteer Mentor, and [Arianna](#), long-time AYUDA volunteer, Volunteer Mentor, and Staff, were featured by Beyond Type 1, a non-profit organization dedicated to changing what it means to live with diabetes through platforms, programs, resources, and grants to unite the global diabetes community and provide solutions to improve lives.

[HuffPost](#) (The Huffington Post) covered AYUDA back in 2013, thanks to AYUDA volunteer Sam with support from AYUDA Staff.

## Social Media

Take advantage of social media. Use your Facebook, Twitter, and Instagram accounts as much as you can to update friends and family and promote your fundraising page! Don't be shy about thanking people publicly! If someone donates, thank them by tagging them in a post with a link to your fundraising page. Not only will this be a reminder to your network to donate, but your new donors' friends will learn about the great work you are doing, as well! Don't be afraid send people private messages and reminders and get creative. Create memes, videos, or unique photos and encourage your friends to share them!

**¡JUNTOS SOMOS MÁS FUERTES!  
TOGETHER WE ARE STRONGER!**

