

AYUDA

Fundraising Toolkit
2018

Welcome Letter

Dear 2018 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, 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 preparing volunteers to be agents of social change and 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 not an overwhelming one. This guide has been created using successful fundraising examples from our past volunteers and will help steer you towards 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 your team. Similarly, if you're struggling, don't forget to reach out to your volunteer mentors or other AYUDA staff and alumni.

This guide will help to fortify the online training E-course and in-person training at the VTP Summit. Through those outlets, we encourage you to keep the lines of communication open – connecting to AYUDA staff, other volunteers and volunteer mentors 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, AYUDA believes in you, and that is why you are part of the AYUDA team.

¡ Juntos somos más fuertes! *Together we are stronger!*

The AYUDA Team

GETTING STARTED

General Fundraising Tips

Below are a few general tips 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 TeamRaiser page on 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.

Approaches to Fundraising

There are two ways to approaching your fundraising:

1. 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 know you and in turn will support what you are passionate about.

2. 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 Rotary, Lions, clubs, etc.

Understanding AYUDA

As stated in the General Fundraising Tips, 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 (You can see some documents to help you improve your AYUDA knowledge in the "About AYUDA" section of the E-course 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 – but 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 fliers telling people about AYUDA and your plans. Through our training, we will help you craft your message. You can easily adapt the template we will provide you. 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!

SMART GOALS

Once you feel comfortable with your message it's important to make a plan! The first step is to set goals. Below are some guidelines to think about for setting, and reaching, your fundraising goals.

Setting SMART Goals for Action Planning

SMART Goals is a term frequently used in project management and is particularly important when setting longer term 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:

Specific, Measurable, Attainable, Realistic, Timely

Thinking SMART about your goals help you break tasks down into bite-sized, **measurable** goals, 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 weekly goals.

For example:

You could begin in Week 1 by committing to adapt the AYUDA fundraising letter for your family and friends and then emailing it to them. The second week you could print a few copies and mail them to other supportive family members (e.g. aunts or grandparents not on email; even a student advisor who is supportive of you). Map out the step-by-step mini-goals that will slowly but surely take you to where you want to get to with your fundraising, make a note of them and try to stick to the plan.

REFER to SMART Goals Action Plan TEMPLATE on the Last Page.

Here's how to make your goals "SMARTer"

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."

e.g. 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 to Haiti or the Dominican Republic.

Realistic – Setting realistic goals doesn't automatically have to mean setting "easy" goals. However, it does mean you should set a goal 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" goals prior to these dates. E.g. 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 but 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.

START FUNDRAISING

Once you have your message and your goals set, you'll be ready to start fundraising! This section outlines online fundraising and donation procedures and tips. For more on setting up your TeamRaiser page, please see the **TeamRaiser User Guide**.

Online Fundraising Page

TEAMRAISER 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.

Advantages / Features of your Personal Fundraising Platform Page:

- AYUDA provides a template to get you started.
- You can personalize your own page with its own URL.
- You and your donors track your progress in real-time.
- You can collect manually input offline donations into your account; staff will confirm them when they arrive at the office.
- It is easy to integrate your page across various mediums – from email to Facebook to Twitter and other social media.
- You can email your page to many people at once.
- Use a personal or AYUDA photo.
- Donors receive tax confirmation and thank you automatically.
- Get instant notifications from TeamRaiser when you receive a donation.

How to do it:

- Please use the **TeamRaiser User Guide** for more specific instructions and follow the instructions on your E-course Homepage to create your personal fundraising page.

- Once you have registered, email Arianna with your TeamRaiser link and a *good* photo (600 x 300 px) of yourself
- Continue to follow the User Guide for more tips on setting up and updating your personal page. Questions? AYUDA staff and volunteer mentors are here to assist you!

A note about offline donations:

Offline donations will be confirmed in TeamRaiser within one week of arrival at AYUDA headquarters.

A few tips on thanking donors

- **It is imperative to thank your donors in a timely manner.**
- AYUDA sends generic general tax receipt thank you 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. 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.
- If you receive donations online, it is extremely easy to send thank yous. All the donor contact information is there and you can create a personal thank you template.
- 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., sending a thank you photo postcard, sending a brief post card, size of text area for thank you, printing address labels and writing your name on top of label, etc.). AYUDA has a supply of photo postcards that make great thank you cards which we are happy to share with you!

Help Maria Continue Making A Difference, Summer 2011!

Dear Family and Friends,

¡Bienvenidos! Thank you for visiting my personal fundraising page!

I am excited to share with you that I will be going to the Dominican Republic as a volunteer with AYUDA this summer. As a volunteer, I will be in the Dominican Republic for almost a month working with and learning from the local diabetes organization called Apendiendo a Vivir that partners with AYUDA. Together, we will be organizing programs for young people with diabetes that promote youth leadership and motivate young people with diabetes to lead healthier and happier lives.

AYUDA is a nonprofit volunteer organization that empowers youth to serve as agents of change in diabetes communities around the world. AYUDA is dedicated to supporting local diabetes communities to develop and implement sustainable diabetes programs throughout the world, with its initial focus emerging out of Latin America. AYUDA's innovative peer learning model uses international volunteers as catalysts for empowering local youth living with diabetes to live happy and healthy lives.

One of the unique ways AYUDA endeavors to remain a grassroots volunteer organization is by asking its volunteers to participate in fundraising for their programs. In fact, fundraising by volunteers- like mine- contributes to the majority of the costs to run AYUDA's programs and sponsor local diabetes projects.

For more information about AYUDA and its important work, please visit their website. (www.ayudainc.net)



SUPPORT ME!

**Ms. Maria C
Velasquez**



Goal: \$6,000.00

Barack Obama
\$3,000.00

Shakira .
\$1,000.00

Ana Velasquez
\$500.00

This is a snapshot of what a TeamRaiser personal page looks like. Please note it can be customized to fit your pictures/videos/and text.

WAYS TO FUNDRAISE

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.

Examples of letter targets:

- Friends, family and contacts for personal checks
- Restaurants for gift certificates for raffles, auctions or events
- Businesses for product donations
- Organizations for project collaborations

Helpful materials to use

- Sample letters. We have created some templates for this purpose

- Fundraising flyers. Enclose these with all of your letters. They'll guide donors in how much to donate and the online and paper donation procedures. If you need many printed in color, contact the AYUDA office for details (you'll find these in the AYUDA Style Guide).

Personalize them:

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

Hints:

- The easier you make it for a donor, the more likely they are to take action.
- To save time and look professional, use the address labels with AYUDA's mailing address and don't forget to enclose the fundraising flyer (in the AYUDA Style Guide) 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 have 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**?"

DONATION PROCEDURES

There are a few different ways that people can donate funds to you: (1) online via your personal TeamRaiser page; (2) checks/cash via mail, (3) hosting/organizing events. Below outlines these procedures.

Online Donations

On your personal TeamRaiser page there will be a link that leads your supporters to the [online donation form](#). 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:

- It's easier and more efficient to follow-up, send thank you notes and inspire your supporters to follow you.
- You won't have to rely on a promise to find a stamp and send an envelope.
- Online donations are often easier for the user.
- It's cheaper and better for the environment! (No wasted paper!)

Checks

It is more efficient to have your donations made electronically. Paper checks should include your name in memo section and be mailed directly to:

AYUDA
1700 N. Moore St.#2000
Arlington, VA 22209

Please remember:

- Have your donors complete the donation form (or you can complete it for them). You can print hard copies via the online donation form.
- Don't stockpile your checks. Send them as you get them so we can cash them and get your tally up to date. Watching your tally rise motivates other volunteers to stay active.

- Write your name in the Memo section of the check so that we can ensure that these donations go to your fundraising account
- Input and record the donor information on your personal TeamRaiser Volunteer Center. This will be confirmed once checks arrive at Headquarters.
- Follow up with an email to ensure we receive your checks!

Cash Donations

If you receive cash donations, please:

1. Instead of sending cash, please deposit those funds to your personal bank account and write a personal check to AYUDA or donate online using your credit card for the total amount
2. Mail personal check to AYUDA and in memo section of check, please write "Cash Donations" AND "X date" that you recorded the donations in your TeamRaiser. For accounting purposes, please try to enter all donations.
3. Email list of names and amounts of Donations that correspond with total amount on the check. Make sure everything adds up and correlates!
4. Please do not stockpile donations and try to mail in donations at least every 2 weeks

Fundraising Updates

These can be seen via your TeamRaiser page when desired.

TeamRaiser automatically updates your fundraising progress. Offline donations will be updated within one week of arrival at Headquarters, and will be directly automatically credited to your TeamRaiser page. If you are expecting a large donation or are concerned a donation has not arrived, please call us so we can double check for you.

FUNDRAISING QUICK TIPS

Here are a few answers we've compiled over the years to frequently asked questions about fundraising. Once you have reviewed these, you'll get more details about Fundraising in our next section.

Business/corporate asks

- *Know someone* in the business and do research beforehand. You can use the TEMPLATE from the E-course library (in the AYUDA style guide) and please contact AYUDA staff for further tips on correspondence if you need help.
- Both small and large businesses have benefits as potential donors. Go by case-case basis.
- Money is often best, but IN-KIND donations are also good - you can use these for raffling at events, etc.
- You could also have a business sponsor your event by hanging up a banner, giving handouts, etc. This is a good way to make an easy buck!

Restaurants

- Restaurants may be useful for fundraising in more than one way - may let you host events on a slow night, give you a percentage of the profits or give you gift vouchers for a raffle. Be creative when approaching them!!
- You won't have to do as much work to set this type of event up nor rent the space, and can likely still do extras such as silent auctions/raffles, etc.
- Again, talk with owners FACE TO FACE

More on events

- Speak with your VMs and staff. Chances are they've hosted several events before, and can offer some really good advice
- Share your ideas, and what worked/what didn't, on our Volunteer Facebook page
- In a best case scenario, you might hope for upwards of \$10k raised for a really robust, event.
- For single volunteer events, you can aim to raise \$1k and \$3k. Of course, if you plan on hosting several smaller events, and they don't take up too much of your time, \$500 is still a noble target.

- You can assure you reach cost/benefit by having people "buy" tickets beforehand. This can be done ONLINE via our events page (talk to AYUDA staff about setting this up!)
- Anything can be turned into an event, from a cocktail party, to a graduation party. Instead of receiving graduation gifts, you could ask people to donate.

Personal asks/Follow-ups

What if people said they would donate, but have not done so yet? *I don't want to be rude, but...*

- If you have their contact info, send them innocent updates. You don't have to "ask" again, rather let them know you've been doing YOUR part.
- You could send out your own personal "newsletter" with info on your time at VTP, what you've been learning on the E-Course calls: *"Did you know that only \$100 can support one child to attend one day at our Campo Amigo diabetes camp this summer?"*
- Also, send out pictures from our photo database in the Document Library.
- Follow up with these donors!
- Send **thank you cards**, include personal stories and pictures - this will be essential for your post-program raising. If you need further help with branding or making materials, let us know!

Extend your network

- People love to network! Ask good friends or people you know with connections for help. Most will be fairly helpful. They can connect you to businesses through contacts there, to other individual philanthropists or donors, or to clubs and groups.
- Ask to speak at friends' clubs at school, or global health/Spanish/Latin American clubs etc...

Extend your donations

- Get matching donations: some corporations will agree to donate equal amounts (up to a point) as your other donors. This is a great and easy way to double your raising, it also gives a great incentive to new donors. More info is in this toolkit and on our website!
- Let donors know that their money goes to a sustainable cause: they are supporting empowerment not only of the campers, but their parents and sibling as well to create lasting change.

your emails, who is clicking on your page, and who you need to follow up with in other ways.

On smaller events

- Some smaller events may raise less money, but will take less set-up time and effort on your part. They can be coordinated relatively quickly.
- Have venues like restaurants host your event, so that you will not have to be responsible for food/location
- Have a professional volunteer his/her time. This can be a yoga or dance instructor, a chef willing to do a cooking class, a magician willing to perform??
- The idea is that you want to be responsible only for bringing people to the event. You want someone else to provide entertainment, etc.
- People love to give, but they also like to get things (food, prizes, entertainment
- When people are gathered, capitalize on this by providing myriad options for them to donate (raffle, auction, box for checks, computer for credit card donations, etc.)

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 friends 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!
- Get creative! Create memes, videos, or unique photos to encourage your friends to share them!

Teamraiser

- Don't forgot to continue to update your Teamraiser page! Give people a reason to keep coming back.
- Use the email feature in your participant center. You can then track every email to send to potential donors, and find out who is opening

Keep Up with Appearances!

- We have created an entire AYUDA Style Guide filled with letterhead, AYUDA summaries, our logo, and even a power point template to give you some visual tools to use when approaching donors and events. Please use them and let us know if you have questions!

FUNDRAISING INITIATIVES

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 will cover multiple approaches in the E-course and encourage you to bounce ideas off your fellow volunteers, volunteer mentors and AYUDA staff!

Hints to Multiply Your Fundraising Efforts

The following are some tricks you can apply in different types of events to ensure your donation output. Feel free to use as many methods as you want in your specific event:

- **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 monies raised, dollar for dollar. Sell \$240 in tickets and they donated another \$240.
- **Corporate Matching Gifts:** Some companies (such as Starbucks, Bank of America, Novo Nordisk, and tens of thousands 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 and voila, but the employee needs to be the one to ask for the form. For more information on this, please visit the Matching Grants section at the end of this guide or visit our website's "Matching Gifts" section.
- **50/50 Raffle:** People can buy tickets to a cash pool; 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.

- **Donated Materials:** Avoid paying for materials whenever possible. Seek donated items from businesses, friends and family.

Fundraising Ideas: Restaurants & Bars*

* If you're over 21!

Food profit percentage

You invite new guests to the restaurant; a percentage of profits go to you. Some restaurants already have offers like this; others can be convinced. Try something like 50% of all appetizer sales from one day will go to AYUDA. You bring in new business and get people to order food they wouldn't normally do, and you're helping out the business.

Happy Hour

Arrange for low happy hour prices with a bar that has a semi-private room; invite everyone. They pay at the door and get drink tickets; half goes to bar payout, and half goes to AYUDA.

Guest Bartending

Some bars offer this type of event; 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 50-50 raffle, trivia game, etc. Do note that some bars will not like people who are not their employees working behind their bar.

Deli Dollars

Do this on a campus deli/bagel shop that has a high customer turnover. Customers donate a dollar; the owner matches it with a dollar of his own. You invite a ton of new customers; everyone wins. Cashiers must ask each guest if they'd like to donate; put signs up everywhere too.

Fundraising Ideas: Community Events

Dorm Deliveries/Bake Sale

Walk down the dorm halls selling piping hot pizza slices during exam time. Get stores, friends and family members to donate baked goods to sell.

Car Wash

Bring a bunch of friends on board; advertise directly on the street. Asking for donations vs. setting a price often yields more \$.

Dinner Party

Host a meal at a family's or friend's house, firehouse, church, etc. Make it a potluck or have your friends cater.

Pet Walking/Pet Sitting

Advertise by word of mouth, flyer, or even local newspaper. The services would be in exchange of a donation.

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. 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; walk a certain number of miles, swim a number of

laps, or even scale a mountain (UK supporter Oliver Potts climbed Mt. Blanc for AYUDA, narrowly dodging a deadly avalanche and raising over \$8,000!)

College Events

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 committee with a presentation (AYUDA will supply you with PowerPoint.) Research pre-existing diabetes organizations on campus and attempt to work/co-sponsor with them.

Student Groups

Team 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, French, or service work.

Virtual Auction or Ebay

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.

Raffle

Pick a desirable item such as a gift certificate for a massage or restaurant gift certificate and raffle it off to your friends and family. AYUDA has raffle tickets; request that we send them to you for free.

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.

Fundraising Ideas: Past Volunteers' Events

Elephant Leaflet

Create a leaflet on www.i-to-i.com with your contact information and story about why you want to work with AYUDA and what AYUDA is. Hand this leaflet out to friends or make it available at your fundraising events. Be sure to make it clearly a fundraising tool!

Vanessa's Date Auction

Vanessa hosted a spring Date Auction in New York City. She gathered some of her friends who were willing to be participants, found a location that allowed her to host her event for free and spread the word. She advertised mostly through emails, but also with fliers and word of mouth through her circle of friends.

Melanie's Partnership with California Pizza Kitchen

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, 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 the event – and who much you'll get

back in return. This event was of no cost to Melanie – and helped the CPK do good while at the same time bringing in more customers. A win-win!

Slide, Scavenge, and Search

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 record. 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 fees (\$10 per person) were also donated to AYUDA.

Field Games Event

Marissa hosted a capture the flag game at her school for professors and students; participants paid \$5 to play, and over 50 people turned up.

Using the Web

Consider checking out the following websites for additional fundraising ideas:

www.easy-fundraising-ideas.com

www.americasfundraising.com

www.benevolink.com

<http://www.givespot.com/resources/grantseekers.htm>

<http://foundationcenter.org/>

<http://www.ideasfundraising.co.uk/>

MEDIA & GRANTS

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.

Protocols for Grant Applications

1. All grant applications opportunities being pursued by volunteers, for the benefit of AYUDA's programs and operations, must be reported to AYUDA staff (please contact Steph 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 the ED, or a designee in his/her absence.
3. Grant applications requesting any of the financial items above must be reviewed for approved messaging by the ED or the Director of Communications.
4. Financial documents required for upload by grant applications will be uploaded by the ED, or a designee in his/her absence. This may require that the electronic PIN be shared with the ED or designee.
5. Funding from any grant application opportunity that is largely identified, researched, and written by a volunteer or a team of volunteers (with applicable approvals above from the ED or designee) 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.

Knowing who funders support, why they give 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 should usually be 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.

Successful Grant opportunities with AYUDA Volunteers University Grants

If you are a student or even a recent graduate there are often small grants from \$500 to over \$2000 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 investment. If you can't find the information you are looking for ask a school advisor or tutor, or contact the career center at your school. Not only might they be willing to send you in the right direction, but they might be able to support you directly.

Most recently volunteers have been successful at obtaining university grants from:

- University of Delaware
- University of Harvard
- UPenn

- Columbia University
- Swarthmore
- UCLA
- Agnes Scott College

If you would like more information and support on this, reach out to your Volunteer Mentors, many have been through this process before!

University Charity Grants

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 in by the students), in others the causes are set independently. It could be children’s organizations, educational non-profits, it could be regional (Africa, Latin America etc). It’s a good idea to contact to 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 your being able to tailor your grant to what their looking for is good.**

Examples of previous successful charity proposals include:
The University of Durham

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 scheme for their employees. This will mean that if an employee gives \$500, their company will match it with an additional \$500 donation. Each scheme 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).

Companies or organizations AYUDA volunteers or supporters have received matching grants from in the past include:

- Bank of America
- Starbucks
- The Gates Foundation
- Novo Nordisk

See more on Matching Grants at the end of this guide or visit the “Matching Grant” link under the “DONATE” tab on the AYUDA website and encourage your supporters to do the same.

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 often 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.

Recent volunteers successfully obtained grants from:
The InterExchange Foundation, NYC (www.interexchange.org)
The Prince’s Trust, UK (www.princes-trust.org.uk)

For more on grants, see our “Intro to Grant Writing” presentation in the E-course Document Library.

Media Coverage

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. You will learn more about this during the course of the VTP.

Alternately you can approach a local or specific media source – such as a local paper, alumni network, school newspaper, 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, etc. The important thing is to research on who might be interested and who is accessible to you.

At the end of this Toolkit you'll see a great example of a story that featured one of our volunteers in her hometown newspaper. Although Elizabeth, the volunteer now lived in London, she approached her local paper in Monticello, Illinois with an update about what she was doing with AYUDA. The result was a full feature article about her and her fundraising efforts!

Toot your horn! For more information about media, see "Pitching AYUDA" in the E-course Document Library.

Restaurant Fundraising Night Opportunities

Organization	Description	Website
California Pizza Kitchen	“FUNdraisers” : Customers bring in flyer & 20% of sales donated to AYUDA. Apply through website.	http://www.cpk.com/donations-fundraisers/#donations
Panera Bread	Fundraising Night: Up to 20% of proceeds donated to AYUDA for customers who bring in flyer (scale based on how many participants). See website for details.	https://www.panerabread.com/en-us/company/fundraising-night.html
Chipotle	Fundraising in-Restaurant: 50% of proceeds to AYUDA. AYUDA should qualify as “youth organization” . See website for application. Requires 6 weeks to process request.	http://chipotle.com/email-us?_ga=1.182299815.1248748568.1456335501#philanthropy
Panda Express	Fundraising night in which 20% of sales of those dining for the cause go to AYUDA. See website for details.	https://www.pandaexpress.com/Fundraiser-Landing
Cosi	Benefit Nights: 25% of qualifying sales to non-profit. Contact individual location or sent inquiry via website link.	http://www.getcosi.com/faqs/does-cosi-offer-fundraising-opportunities-86
Chili’ s	Chili’ s Give Back Event: Organization receives 10% of sales when voucher presented on given night.	https://www.qdi.com/chilis/chilis.htm
Buffalo Wild Wings	Eat Wings Raise Funds Event: Apply online for fundraising night event.	https://www.buffalowildwings.com/fundraiser-application/
Friendly’ s	“FUNraiser” : Organization will receive a percentage of all sales for dine-in and carry-out menu items during event. Can be held in one or more locations simultaneously. Contact local Friendly’ s and then fill out online application	www.friendlys.com/about-friendlys/fundraising
Cheesecake Factory	Gift Card Donations: Individual locations donate gift cards to those supporting non-profits. Requires 30 days to process request.	http://www.thecheesecakefactory.com/corporate-social-responsibility/
Potbelly	Shake Fundraiser: Potbelly creates a shake for your fundraising purpose. You tell friends to go buy it! 50 cents from each shake sold at the end of given time period is donated to AYUDA.	www.potbelly.com/company/fundraisinganddonations.aspx
Boston Market	Restaurant Night: 15% of sales from those bringing in the flyer on your fundraising night will be donated to AYUDA. Application found on website, submitted to local restaurant. Gift Card donation program as well.	https://www.bostonmarket.com/community/fundraising/
Applebee’ s	Fundraising Nights with 10% of purchases with voucher donated to organization. Flapjack Fundraisers as well!	http://www.flapjackfunds.com/
Menchie’ s	Fundraising event: 20% of purchases with voucher donated to organization.	http://www.menchies.com/yogurt-shop-fundraiser
Fuddrucker’ s	“Fuddraiser” : Earn 20% of all purchases made with voucher.	http://myfudds.com/fuddruckers-fundraisers.html

Fundraising nights at local restaurants (or local locations of chain restaurants!) can be a great way to fundraise while involving your community! Most of these events require you to apply online or to the location itself to set up an event. You will be assigned a specific night that your fundraising night will take place, and it is your responsibility to promote the event in your community. Those supporting

you must bring in a specific voucher/coupon/flier (provided by the restaurant) so that a portion of their meal (usually 10-20%) will be donated to your cause. Specific logistics may vary, so please look at the guidelines for the restaurant you are working with!

AYUDA volunteers have had most success in the past with Panera Bread & California Pizza Kitchen, however we are including a list of restaurants here that offer similar opportunities. This list is not all-inclusive! If there are other restaurants in your area (either local or chains), they may also offer similar opportunities! Restaurants may also be willing to donate a gift card for you to raffle or auction. AYUDA offers an in-kind donation letter template in our Style Guide which can be downloaded from the E-Course Document Library.

Restaurants will require varying information from AYUDA (most likely a tax ID, and W-9). Please contact a staff member who will be happy to provide this information!

MEDIA & GRANTS		
Granting Agencies		
Organization	Description	Website
Local Board of Education	Go for your BoE in your hometown.	Varies
Alumni Association University of Delaware: Alumni Enrichment Award	An award of up to \$2,000 for current UD students to pursue a non-university academic enrichment experience.	
University Service Learning	Some universities offer grants for service learning, independent studies, or field experiences abroad. Think of your academic program, residence life, medical department, office of international affairs, etc.	Varies
MWPHA: Metropolitan Washington Public Health Association	Has grants and scholarships for students involved in that area.	http://mwpha.org/joomla/
Eli Lilly Grant Office (LGO)	This insulin manufacturer offers grants varying in size. Be sure to contact AYUDA before applying for this.	https://www.lillygrantoffice.com/index.jsp
Lions Club	Community Service Organization. Has sponsored diabetes camps in the past.	Find your local club.
Rotary Club	Community Service Organization. Likes international ambassadorship.	Find your local club.
Kiwanis Club	Community Service Organization.	http://www.kiwanis.org/clubloc/
Council of Foundations-UJC	Jewish Service Organization	http://www.ujc.org/section_display.html?ID=5
Academy for Educational Development	Search engine for scholarships	http://www.aed.org/
Africa-America Institute	Community development and education for Foreign Students Scholarships	http://www.aionline.org/whatwedo/whatIFP.asp
American Institute for Foreign Study	Study Abroad Scholarships	http://www.aifsabroad.com/ays2004-2005/ays_scholar.htm Minority

IEFA (International Education Financial Aid)	Resource for financial aid, college scholarship and grant information for US and international students wishing to study abroad	http://www.iefa.org/public/search.html
Fundsnet Services	Big database of various granting opportunities	http://www.fundsnetervices.com/grantwri.htm
The Foundation Center	The authority on foundation databases.	http://fdncenter.org/
Robert B. Bailey Scholarship	Minority Scholarships	http://www.ciee.org/study/scholarships.aspx#bailey
GrantSelect	Grant database focusing on research; this is good for Fellows or Volunteers pursuing an independent study within their program	http://www.grantselect.com/

Granting Agencies (cont'd)

Organization	Description	Website
IEFA (International Education Financial Aid)	Resource for financial aid, college scholarship and grant information for US and international students wishing to study abroad	http://www.iefa.org/public/search.html
Fundsnet Services	Big database of various granting opportunities	http://www.fundsnetervices.com/grantwri.htm
The Foundation Center	The authority on foundation databases.	http://fdncenter.org/
Robert B. Bailey Scholarship	Minority Scholarships	http://www.ciee.org/study/scholarships.aspx#bailey
John E. Bowman Travel Grants	Volunteering Abroad	http://www.ciee.org/study/scholarships.aspx#bowman
Commonwealth Fund	International Healthcare Policy and Practice	http://www.cbie.ca/
Gilman International Scholarship	Study overseas for college credit	http://www.iie.org//programs/gilman/index.html
Global Partnership	Scholarships for study abroad	http://www.global-partnership.net/apply/scholarship_guidelines.html
International Grants and Fellowships Index	Scholarship Search for a scientific angle	http://sciencecareers.sciencemag.org/funding
Brama Education & Research	For students of Ukranian Ancestry	http://www.brama.com/education/scholarship.html
UWisconsin: Grant Information Center	An affiliate of the Foundation Center, specifically for UW.	http://grants.library.wisc.edu/individuals/abroad.html
FastWeb	Online Scholarship service	http://www.fastweb.com/
GoAbroad.Com	Volunteer listings website with section for scholarships	http://scholarships.goabroad.com/UnitedStates.cfm

Corporate Matching Grants

To check to see if your a company is involved in matching grant program, visit "Matching Grants" under "Give" on our website . To find more companies that are involved visit: <http://www.osugiving.com/corporatematching.html>.



¡Juntos somos más fuertes! Together we are Stronger!