

## Fundraising Guide for the IFM-SEI Camp 2016:

### Welcome to Another World



Your local community is the natural place to begin when fundraising for the camp. IFM organisations have always found a way to raise money to go to an international summer camp and also to support other groups with higher travel costs.

This guide aims to help all IFM organisations to raise money in order to come to the next big IFM camp, **Welcome to Another World**, in the summer of 2016.

You should try to start your fundraising as early as you can and have a fundraising plan with key targets and milestones to keep you on track. Think about your aim: Do you want to fundraise enough money to pay half the camp fee of all the members in your group? Or do you want to be able to pay the plane tickets of three children coming from a partner organisation outside Europe? Don't forget to involve children and young people in the fundraising - it can be a fun activity for members of all ages to do and they may come up with exciting ideas you hadn't considered!

#### **Why should others give you money?**

Before you start approaching possible funders, think about good arguments why they should support your participation at the IFM camp. Why will it be good for the community that you go to the camp? What will you learn? How will you benefit from your participation at the camp? Think of all the new friends and partners from around the world that your group can make, and about the things you will learn through the camp programme that will help you to improve the programme of your group afterwards.

#### **Sources of funding**

Start by thinking about the contacts you already have:

- friends
- family
- neighbours
- parents of the children in your group
- workplace colleagues
- School friends/parents/staff of the organisation

You are more likely to raise money from people who already know you. Look at what skills they have that you can use. Could you raise money with any of them? Perhaps some of your volunteers or parents work for large organisations which have charity budgets, or perhaps some of them are members of networking organisations.

In addition to individuals, you could tap into any or all of the following:

- local businesses/shops
- local organisations
- local institutions, for example schools
- schemes to help communities raise money
- sponsorship



## **Local businesses**

Think about approaching businesses in your area. Perhaps a large corporation has its base or a manufacturing plant in your area? Many large companies have charity budgets to support NGOs. Before you approach anyone, think about whether you want to be supported by this particular company - do they comply with your values? In addition, local businesses are also often very keen to help out local community organisations. Even if they cannot give you money they may be able to donate gifts for use as raffle presents or something that you can bring to the camp.

## **Local organisations and institutions**

There are many philanthropic organisations within the community which you could contact. Some may have formal giving procedures, but many do give to local organisations in their community as well without much formality. At the very least it's often useful to share your vision with business people. Also the local council and other institutions might have budgets particularly dedicated to youth projects. You can present your plans to the major or local council and see if there is a possibility for them to support you. Often organisations and institutions like if you write them a formal letter and you can always offer to give them a report or presentation when you return from the camp as a token of thanks. Asking politicians, especially around election periods!

## **Fundraising initiatives**

There are a number of initiatives aimed at helping local voluntary organisations raise money. You might get some money from collecting paper for recycling, recycling old toner cartridges and mobile phones, packing bags in supermarkets or getting cashback donations when you shop online. There might be other things possible in your country, so why don't you ask the local council if they know about any of these initiatives? You can also ask the local newspaper to write about your initiative, explain the idea of the IFM camp and why you need money to go to Germany. This way lots of people will hear about your idea and know that you need support.

## **Sponsorship**

Sponsorship for an event or task is a very well-established method of fundraising. You could do a sponsored walk, run or bike ride - this is also a great way to involve all members of your organisation or group. Everyone participating needs to get sponsors. The list of sponsors would be published, and you can even wear T-shirts of the local company or organisation supporting you for extra publicity. Another idea is to ask your sponsors to give you a specific amount of money per kilometer run, and then try to find as many people as possible who would like to see you sweat and pay you for running more. Or how about setting yourself a tough challenge that you could get sponsorship for: being vegan for a month, doing a 24-hour sponsored silence or even skydiving from an aeroplane!



## Getting Going

Before you start, you need to think very carefully about problems which you might face. If you are putting on an event to raise money, what happens if not as many people show up as expected, or if it is raining? What is the payback compared to the effort? One small event could take the same amount of organising as one big event, so always look at the potential you could earn over the time you put in.

Some things to bear in mind:

- **Budgeting:** If you sell tickets for an event, work out all your costs before setting the price, to ensure you make enough money! Make sure you have enough cash flow to pay any bills that need settling upfront.
- **Date:** Check your calendar before organising any fundraising event. Coinciding with certain key sporting dates and school holidays could mean you have a limited audience. However, you could also use some dates to your advantage.
- **Venue:** Make sure it is appropriate for the event and the numbers attending. Is it accessible to all members of the public, including people with disabilities?
- **Audience:** Think about your audience and what sort of event they might enjoy. Would they enjoy a lively band night, or might they prefer a sophisticated wine-tasting session? You should also bear the audience in mind when you decide on pricing: you don't want to price yourself out of the market or to ask for too little!
- **Publicity:** This is crucial both for attracting people to your event and also for promoting your cause. See if local shops will put up flyers. Local papers may give you a free slot if you are raising money for charity. Libraries, schools and offices are other good places for advertising. Friends might become ambassadors for your event and spread the word for you. Social networks such as Facebook might help you as well!
- **Helpers:** Set up a team of willing volunteers whom you can rely on to help you deliver the event. Think about how many people you will need and what their responsibilities will be and use people's expertise. What you might find really difficult might be something that is second nature to someone else, so play to their strengths.
- **Equipment:** Think about what you might need for your event – staging, lighting, tables, music, etc.?
- **Theme:** It's always a huge advantage if you can link your theme to your trip or cause –perhaps an evening of food or drinks from a country you might be visiting. Otherwise, special occasions can create a good atmosphere for the event and often a reason to celebrate, for example, Valentine's Day, Christmas, birthdays etc.
- **Gifts in kind:** Always see if you can get gifts in kind from businesses and companies. It may be easier for them to give things rather than money, and the company looks good by being associated with a charity group. Even small donations for raffle prizes are worth the cost of a phone call and letter!

## SOME IDEAS!

- **Barbeques:** organise an open meal for your community. You can cook a bbq or any other meal! To support the IFM-SEI camp in Germany, why don't you organise a German sausage evening? If you fundraise to support a delegation from another country, you can offer food from that country. Wait until you have bought all the ingredients to set the prices so you don't lose



any money! Keeping the ticket price low will mean more people will attend. You could try and form partnerships with local suppliers or food organisations to keep the costs lower.

- **Cakes:** cakes are always delicious, and I'm sure some people from your group are super creative with the fondant! Never is a bad occasion to make and sell cakes!
- **T-shirts:** You can either order some T-shirt or print them yourselves. You could even set a design contest with summer camps as theme. Try to make a good logo or theme for the T-shirt and sell it to your friends.
- **Lottery:** Talk to the local business and I'm sure they'll give something you can offer as a price. A dinner for two, a perfume... or you could build a big pack with all the little prizes like a book lot.
- **Bingo:** who said bingo is only for old people? Bingo can be great fun! You can play some background music, sell drinks and food, and only charge 50cents per round! The winner often gets the 80% of the money collected and you get the 20%. You can also ask the winners to donate some of their price to your project too!
- **Cinema:** If you can find a movie related to the title of the camp, Welcome to Another World, or to the country of the delegation that you want to support, then it's even better! Or you could pick a film and encourage people to come and watch it by holding a discussion afterwards. You can charge a symbolic prize for the movie, and sell popcorn and drinks.
- **Concerts:** I'm sure there are plenty of youth bands in your neighbourhood willing to play on a stage. Give them the opportunity and sell drinks and food! You can also organise a "Battle of the Bands". Every band pays a fee to participate and the winning band gets a prize. You could also organise a party or a day-long programme with guest speakers and workshops. You can charge a small ticket price and make extra profit by selling drinks at the bar.
- **Calendars:** Calendars are easy to make. Choose a funny background and get yourself on costumes! You can also do it in a more serious style.
- **Auctions:** Ask the local business for some gifts and organise a big auction! You can also auction services, for example a babysitting session, a massage or a cooking class. You can also play some music and sell drinks.
- **Online fundraising:** There are now more and more online platform that help you raise money for a project, for example [www.verkami.com](http://www.verkami.com) or [www.justgiving.com](http://www.justgiving.com). There might be others in your country. You just need a description of your project and recompenses for the donators! You'll need to use social networks such as Facebook to help you publicise the project. Lots of people have raised huge amounts of money through using these platforms!
- **Face-painting:** kids love face-painting, and we are all great artist at that. Organise a face-painting site on a local party or at someone's little brother birthday party! Be sure you have practised how to paint a Spiderman face!
- **Football or other sports tournament:** Each team pays a small fee to participate. Give extra points or reduce the fee for those teams in with there are both, boys and girls!
- **Karaoke:** Everybody loves karaoke! You can set a karaoke party and sell drinks or charge a small fee per song. You can even make it a contest and so the winners are getting a prize!
- **Marathons, cycling tour:** running is a very popular sport. Make sure you have a good prize for the winner! You can also make T-shirt and don't forget to charge each participant with a small fee.
- **Second-hand books:** Collect all the books your relatives and neighbours don't want to read anymore and sell them. You can charge very little money for them, because they cost nothing to you! You can do it on a special day, such as the anniversary of a famous writer on your region.
- **Second-hand clothes/exchanges:** Same as with the books. It is now very fashion to wear vintage and secondhand clothes, so if you arrange it well, it can be a very popular event! You



could also organise an exchange market. Every person who want to set their stall have to pay a small fee, and they could renew their closet!

- **Treasure hunts:** You can offer to organise treasure hunts for birthday parties or even during the weekends, in some central park! Make sure you advertise them well, and you offer a nice prize for the winning group. If the weather is nice, you could also sell lemonade!
- **Car-washing:** ask friends, relatives and neighbours to wash their car for a donation.
- **Bag packing and christmas gift-wrapping:** Get permission from shops or supermarkets to stand at the checkout and offer to pack customers' bags or wrap up presents people are buying for a small donation.

Fundraising doesn't need to be daunting - it can be a fun way of engaging with the local community and spreading the message of your organisation and IFM at the same time as raising money to give children and young people the opportunity of a lifetime to participate in a global IFM camp. Remember to share your stories and ideas with others in IFM - we're sure you have loads of great ideas that aren't covered by this guide. Best of luck with your fundraising and enjoy!