

# Fundraising Information Kit

## YES YOU CAN!!

As a Two Worlds United exchange student, the world is awaiting your discovery!!

International friendships, adventure, and fun are all within your reach.

But what about the costs involved??

Over the years lots of students just like yourself have raised 100 % of the funds for their programs. Really, yes they have raised 100 %. You can do it, too.

### BEING CREATIVE IS THE KEY

#### Raising Funds Yourself

There are many ways to raise funds on your own. TWU has described a few of the ways that you can make fundraising work for you.

The TWU Fundraising Information Kit will show you:

- How To Ask Businesses & Organizations For Donations
- How to write an effective letter requesting donations
- How To Capitalize On Your Special Talents And Skills
- How Your Parents And Relatives Can Contribute
- The Essence Of A Good Fundraising Program
- How To Thank Those Who Have Helped You

#### Employment, Do You Have A Job?

Most teenagers today have part-time jobs on weekends and/or after school. However, most of their paychecks go to pizza, clothes, and the latest movie. If you already have a job, think about how much more meaningful studying abroad will be than watching a movie or buying a new CD or a pizza. Consider cutting or trimming some of your expenses. Try setting aside just a little from each of your paychecks, with your overall goal in mind.

Try to save a small amount of money by making a realistic goal that you can reach quickly, and then extend it from there. Ask your family or a bank official to set you up a special savings account dedicated specifically to your funds for your exchange student program. After a short time you'll be amazed how quickly it adds up.

If you do not already have a job, consider responding to classified ads in your local newspaper. Or you might create a job such as babysitting, snow shovelling, lawnmowing, sewing, house-keeping, car washing, catering, painting or tutoring. Be creative! Incorporate your interest in studying abroad with your job. For example, look for businesses that relate to where you want to study, like a French bakery, a Japanese sushi bar, or a German restaurant. Advertise your employability with a flyer on community or grocery store bulletin boards. Tell all of your friends and neighbours that you are looking for ways to earn money.

> A TWU student going to Japan conducted three car washes at a local gas station, eventually earning half of his program fee!

> Approach your local or student newspaper. Offer to be their "overseas news correspondent" during your time abroad. Ask the newspaper to provide a donation as a sponsor in return you will send in articles and photos about life in the country to which you are going.

> One TWU student organized a bake sale at her church every Sunday for a month. She recruited family and friends to bake goods to donate to the sale.

> Are you a good shopper? Collect donations from friends and family in exchange for sending them small souvenirs from your host country.

> Organize a bowl-a-thon, basket-a-thon, swim-a-thon, sing-a-thon, dance-a-thon, etc. Recruit friends to sign up donors. The assistance of TWU, you're sure to have an exciting and rewarding experience abroad.

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# Persistence is the Key

## More Contacts = More Funds

### YES YOU CAN!!

#### How To Ask Businesses & Organizations For Donations

One student who wanted to go to Spain for a year raised over a thousand dollars by asking local stores and restaurants to put donation jars by their cash registers. She put a sign on the jars explaining who she was and why she was fundraising.

When she told her father's employer about her plans, he was so interested in the idea of exchange and the benefits it would provide for her that he decided to pay some of the program costs. Contacting businesses and organizations has been a very successful strategy for many of our students.

It's easy to send letters to local stores and businesses to ask for contributions. Make a list of the companies that you want to contact by checking with the phone book, the Chamber of Commerce and by asking your family and friends. Local businesses and community organizations really want to see you succeed. It brings pride to the community when one of its own is doing something positive.

You will be surprised by the response you will receive from following a few basic guidelines.

#### 1st...MAKE A LIST OF POSSIBLE BUSINESSES & COMPANIES

Make a long list of businesses, stores, and companies in your area with which you are familiar. Ask your family, relatives, friends, and the local Chamber of Commerce for ideas on who to contact. Did you know that many businesses have a special fund set up for students?

Here are some suggestions to get you started:

#### · COMMUNITY SERVICE ORGANIZATIONS:

Optimist, Kinsmen, Lions, Women's Institute, Masons, Women in Networking, American Legions, churches, ethnic or cultural clubs. HINT: The Chamber of Commerce has a list of all the Community Service Clubs & Organizations.

CALL INFORMATION, or look on the INTERNET to find the Phone Number for the Chamber of Commerce. For example if you live in Akron, Ohio type: "Akron Ohio Chamber of Commerce" and hit search, you should find the website with the phone number.

THEN>>>Ask the operator at the Chamber of Commerce to Send a list of the Community Service Clubs & Organizations to you by fax. If you do not have a Fax at home, ask the operator to include a cover letter with your first & last name on it and you can have it faxed to your high school's fax number.

#### · LOCAL BUSINESSES:

lettersTry to approach business where you can reach the management or owners more easily. Consider stores or businesses that you or your family use often. Also try businesses that have an international connection, such as travel agencies, car dealerships or ethnic restaurants.

REMEMBER: Local business will be able to deduct the amount of the donation made from their TAXES...It is TAX-Deductible. Don't leave out this important fact when asking business to sponsor you.

#### · INTERNATIONAL COMPANIES:

Look for companies that conduct business with the country you would like to go to or that somehow specialize in a field you may be interested in as a future career. You can get these names from your local Chamber of Commerce, business magazines or the business section of newspapers or from your local library.

#### 2nd ...ONCE YOU HAVE A LIST OF COMPANIES TO CONTACT SEND A LETTER

A quick phone call to the company will give you the name and title of the appropriate contact person who you should send your letter to. A letter addressed to a specific person is much more effective. Your letter should explain that you are raising funds to participate in a cultural and academic exchange program. TWU will be glad to supply you with acceptance letters, validations, and support documents that you can include with your introduction letter. Remember, you can get started on the introduction letter even before you're accepted into the program!

#### 3rd ...NETWORK

What is networking? Networking means telling everyone you know that you are planning to study abroad and are starting a fundraising campaign. Word-of-mouth travels fast, and it can bring you ideas in return, KEEP your ears open & you may discover new sources you never had thought of.

#### 4th ...FOLLOW UP!!

Really, Follow up, follow up, and make sure that you follow up. After writing wait approximately 1 ½ to 2 weeks and then follow up with a very polite telephone call or a letter if you are not able to reach directly by phone.

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# Fundraising Works

## YES YOU CAN!!

REMEMBER....IT REALLY WORKS!

One of our students wanted to go to Italy, so she went to her local library and Chamber of Commerce to find the names of import/export companies. She sent her own letters of request along with a letter from TWU showing that she had been accepted to the program. She received enough money to finance her trip to Italy by the letters that she'd sent. Her approach proved that the more letters you can send to carefully chosen groups the more likely you are to receive positive responses.

Remember that when you receive a donation, you should be sure to send a thank you letter right away. It is also nice to send a post card from your exchange country while you are abroad.

How to write an effective letter requesting donations:

- It is always best to address a letter to a specific person. However, if you cannot get this information, you could begin the letter with, "Dear Sir or Madam" or "Good morning" or perhaps a salutation in the language of your host country.
  - Briefly explain who you are, where you would like to go, and that TWU is an international homestay exchange program for high school students. Also include what you hope to gain by this opportunity.
  - Summarize the cost of the program. Tell them that any donation would be greatly-appreciated and give a choice i.e. \$150. - 400. Explain what you and your family hope to contribute from savings and other fundraising efforts. Sponsors will be impressed that you are working hard to make your exchange happen.
  - Tell them that they can gain something by donating. Offer to write letters to publish in the company newsletter. Offer to give a presentation when you return. Offer to give lessons in the culture or language of your host county.
  - Be sure that you make a good impression. Use complete sentences, correct spelling and good grammar. Your letter should be neat, clear, concise and no longer than one page. Please note that the sample letters are only meant to be guides. They are not intended to be copied directly. If you read them carefully you will see that they must be edited to suit your situation. Imagine the confusion of a President receiving a photocopy of the sample letter!
  - Once you are accepted to a TWU exchange program, ask the Admissions Office to write a support letter on your behalf. This is a letter confirming your participation in the TWU program, and a TWU fact sheet. Enclose photocopies of the support letter in all of your request letter packages.
  - If you haven't received a response from a prospective donor, give them a follow -up phone call about 2 weeks after they receive your letter.
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# Sample Letter

(SAMPLE FUNDRAISING LETTER)

Mr. Jim Williams, President  
Langston Motors  
18851 Apple Street  
Portland, OR 97223

Dear Mr. Williams,

My name is Beth Simmons, and I am a senior at Thomas Jefferson High School. This coming fall I plan to spend one year living with a family in Switzerland through the TWU International Exchange program. In the future I would like to study International Business, so this experience will be very important to my success in that field.

The total program fee for this program is \$7,245. The program fee includes my placement with a screened host family and enrollment in an Swiss high school, assistance with passport and visa, support from a local coordinator and 24-hour support services both in the U.S. and abroad. After I have completed this program I will be able to make a valuable contribution to our community. If you would be able to contribute any amount possible to help me reach my goals, it would be greatly appreciated.

I would be happy to meet with you at any time regarding, my academic achievements, extracurricular activities, or discuss the TWU International Student Program. If you wish, I would be happy to keep you informed of my progress throughout the year with updates from Switzerland. I hope you will consider my request and I look forward to hearing from you soon.

Sincerely,

*Beth Simmons*

Beth Simmons

Program Fee to Switzerland \$7245  
Application and Deposit Paid \$650  
Parents' Contribution \$1500  
Approximate Earnings at Part-time Job \$1500

Contributions from Local Sources:

Daily News Contribution \$100  
Portland Woman's Club \$150

REMAINING NEEDED: \$3445

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