



FAMILY
HUMANITARIAN
experience



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PERSONAL FUNDRAISING TOOLKIT



GETTING STARTED

The idea of fundraising may seem a little daunting, but it can be simple if you make a plan and start early. This packet will offer you the tools you need to be successful. The whole team at Family Humanitarian experience (FHe) is here to help you along the way and answer any questions you may have. We look forward to seeing you in Guatemala!

FIRST STEPS

Believe in your product. You are committing a significant part of your life to an outstanding cause. **Be sure to convey your energy and excitement to your potential donors.** Give them concrete reasons why you think your service will be a valuable experience for you, for the people of Guatemala, and for your donors themselves. Your excitement will help potential donors understand how valuable this work is and how they can invest in the work **with** you.

Learn about your destination country. Gather all the information you can about Guatemala including its people, culture, history, and geography. Understand its current poverty situation and how you are going to make a change in the lives of those with whom you will work. FHe's website (www.familyhumanitarian.org) is a wonderful resource for both you and your potential donors.

Network, even if the idea is outside of your comfort zone. Ask people to refer you to others who might be interested in what you are doing. The more people you contact, the larger your donor base will become and the more people you will be able to include in your experience.

Suggest a specific amount to each donor. Donors will find it much easier if they do not have to choose a figure on their own. Offer several different options—amounts of \$25, \$35, \$50, or \$100. Keep in mind that you don't necessarily have to gather large sums of money with each request; sometimes the most effective approach is to ask for small amounts from a lot of friends. Your approach will depend on the circumstances of those on your contact list. When making the request, consider including a self-addressed stamped envelope or offering to collect later.

Ask for donations straight out. After telling your potential donors about your project, they will be expecting something more. Invite them to be a part of your experience and ask them! The people you contact care about you and want you to be successful.

Be honest about where the money is going. Refer to www.familyhumanitarian.org to learn how the funds will be used.

Have fun, even if you're worried about the results. Volunteering in Central America is an amazing experience and getting there can be a huge undertaking. Raising funds should bolster your enthusiasm, not detract from it.

WHAT NOT TO DO

Don't wait! Get started contacting as many people as you can. **Don't feel** like you are asking for a handout. You are participating in village-determined sustainable development projects that will help end poverty. Many people are looking for a way to make a difference; by supporting your FHe expedition, they are. If your contacts don't want to donate, don't be discouraged. You are bound to get a few "no's" as you gather your "yes" responses.

THE TARGET FIGURE

It is important to know how much money you will need to raise. Here is a worksheet to help you calculate your potential costs:

FHe program fee \$ 950

Only funds donated via FHe are tax deductible. **Make sure all checks given to you are made payable to Family Humanitarian experience and list your name on the memo line. Checks made payable to you are not eligible for a tax deduction.**

FHe will provide guidance for raising your \$950 expedition fee. If you raise more than the total needed prior to the payment deadline, you have a few choices of how your extra funds can be allocated:

- Assist another volunteer with his/her program cost
- Support the "country project supplies" fund
- Direct funds to "where the need is greatest"
- Refund the money to the donor(s)

Personal Funds Needed *(can be fundraised, too)*

Roundtrip airfare to Guatemala \$

Additional airfare for optional pre- or post-expedition travel \$

Pre-expedition medical exams, tests, immunizations \$

Clothing, equipment, and supplies you will need \$

Spending money for site seeing, souvenirs, etc. \$

Expenses you will have at home while your gone \$

TOTAL PERSONAL FUNDS NEEDED **\$**

TOTAL DONATED FUNDS NEEDED **\$ 950**

ASKING

1. Family and Friends

No one enjoys asking their parents for money, whether you are still in college and your parents are contributing significantly to the experience or you have graduated and are now on your own. Despite this, your parents, brothers and sisters, grandparents, aunts and uncles, and other extended family members are all excellent prospects for contributions. As with any potential donor, convey your passion about the experience to your family and make them part of your preparations.

Second only to a personal conversation, a personalized letter is the most basic tool for fundraising, and that is because it works. Regardless of whatever else you do, write your letter first!

A sample letter has been included in this packet, but please remember these *can* and *should* be personalized. Put it in your own words so your friends and family can feel your excitement. Also, make sure you are giving correct information about Guatemala and what you will be doing there.

Here are some things to remember when sending out your letters:

DO

- Personalize your letter (whether it is hard copy or e-mail).
- Create urgency. Deadlines are important. For example, although the expedition to Guatemala is in July, the fees fundraised for the expedition are due by **May 5**; create a sense of urgency to donate in your letter.
- Give a range of donation amounts: "Please join in the fight against poverty by donating \$25, \$50, \$100, \$150, \$250, or any other amount."
- Send a self-addressed stamped return envelope with your letter.
- Always tie what you are asking for to the cause for which you are raising dollars. Include specific examples of what your potential donor's gift can do. People need to know they are making a real difference by giving.
- Remind them. In case you didn't receive an answer the first time, ask again. Your prospect may have forgotten or may need a little coaxing.
- Send each donor a personalized thank you note.
- Make sure that checks are made payable to **Family Humanitarian experience** with your name written on the memo line. Cash donations should be converted into check or money order form made payable to Family Humanitarian experience. You are responsible for tracking the money you receive (see Donation Log, page 8).
- Let your prospective donors know that they may donate online if they prefer. Have them visit www.familyhumanitarian.org, click on the *Donate* button in the top right corner and follow the instructions to "Donate to a specific FHe volunteer."

DON'T

- Address the letters to “Sir” or “Madam.” You know this person. Remember to make it personal.
- Have checks made payable to you.
- Assume you already know who will and who will not donate; people may surprise you.
- Ask for less (or more) than what you estimate your prospect would be able to give comfortably.

2. Corporations and Matching Gifts

Be sure to ask your employer to make a donation. Many corporations are looking for opportunities to make tax-deductible donations. What better way than to support an employee in his/her humanitarian efforts?

Don't forget to ask about matching gifts. Your company **or** your donors' companies may have a matching gift program, so be sure to ask. All matching gift forms should be completed and submitted with their corresponding donations. A short list of companies that offer matching gift programs is included on page 11.

3. Go Paperless

Use the Internet to your advantage. Send an e-mail detailing your commitment and fundraising needs. Also consider adding a short message to your e-mail signature; publicity can only help.

Include the FHe Web site link (www.familyhumanitarian.org) on your blog, Facebook profile, or as your G-Chat status.

Let your prospective donors know that they may donate online if they prefer. Have them visit www.familyhumanitarian.org, click on the *Donate* button and follow the instructions to “Donate to a specific FHe volunteer.”

4. Reach out to Family Humanitarian experience

We are here to help you. Questions? Please contact Michaela Shirley at michaela.s@familyhumanitarian.org

SAMPLE SOLICITATION LETTER

Dear [Aunt Sally]:

I have some exciting news! This summer, I will be participating in a humanitarian aid trip to the Polochic Valley region of Guatemala.

In July 2013, I will travel with approximately 50 other volunteers to help restore a hospital that was damaged in a flood and to help build a home of a widow and her children, as well as assist in providing teacher development training, medical and dental training and clinics, and business development training. The local organization that I am involved with, Family Humanitarian experience (FHe), a 501(c)(3) organization, is working with LDS Humanitarian Services, whose sole mission is to end poverty by focusing on sustainable development.

For the next few months while we gather supplies and develop programs, I will be fundraising for this expedition. As part of my participation, I am required to raise \$950 to pay for expedition costs. Please consider making a tax-deductible donation to this great cause—even the smallest contribution will help.

To make a gift via check, please complete the donation coupon below and mail it with your check (made payable to **Family Humanitarian experience** with my name in the memo field) to the following address.

Family Humanitarian Experience (FHe)
P.O. Box 1521
Rowlett, TX 75030

You may also donate online by visiting www.familyhumanitarian.org and clicking on the *Donate* button on the upper right hand side of the page. Simply follow the directions to donate to a specific volunteer.

If you know of anyone else who might be interested in supporting my efforts, please let me know, or feel free to share my contact information with them. If you have any questions or would like additional information, please feel free to call me at [_____] or send me an e-mail at [e-mail address]

Thank you for supporting my efforts to help end poverty.

Sincerely,

[Name]

.....

DONATION COUPON

Must be completed and attached to every donation submitted.

Date: _____ Participant's Name: _____

Donation Information: Please make all checks or money orders payable to **Family Humanitarian experience**.

Please accept my donation of: \$25 \$50 \$75 \$100 Other: \$ _____

Name: _____ Email address: _____

Address: _____ Phone number: (____) _____

City: _____ State: _____ Zip Code: _____

My company will match this donation! I have attached a matching gift form | Name of Company: _____

.....

DONATION COUPON

Must be completed and attached to every donation submitted.

Date: _____ Participant's Name: _____

Donation Information: Please make all checks or money orders payable to **Family Humanitarian experience**.

Please accept my donation of: \$25 \$50 \$75 \$100 Other: \$ _____

Name: _____ Email address: _____

Address: _____ Phone number: (____) _____

City: _____ State: _____ Zip Code: _____

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Please accept my donation of: \$25 \$50 \$75 \$100 Other: \$ _____

Name: _____ Email address: _____

Address: _____ Phone number: (____) _____

City: _____ State: _____ Zip Code: _____

My company will match this donation! I have attached a matching gift form | Name of Company: _____

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MEMORY JOGGER FOR IDENTIFYING POTENTIAL DONORS

Who is/are my . . .

Parents _____
Grandparents _____
Brothers _____
Sisters _____
Aunts _____
Uncles _____
Cousins _____
Brothers-in-law _____
Sisters-in-law _____
Accountant _____
Aerobics instructor _____
Alterations-clothing _____
Ambulance driver _____
Antique dealer _____
Appraiser _____
Architect _____
Attorney _____
Baby sitter _____
Baker _____
Beautician _____
Bookkeeper _____
Bus driver _____
Butcher _____
Carpenter _____
Carpet cleaner _____
Caterer _____
Chiropractor _____
Dentist _____
Dietitian _____
Electrician _____
Electrolysis _____
Engineer _____
Engraver _____
Exterminator _____
Financial planner _____
Funeral director _____
Interior decorator _____
Mechanic _____
Notary _____
Nurse _____
Nutritionist _____
Office cleaner _____
Optometrist _____
Painter _____
Pharmacist _____

Photographer _____
Physical Therapist _____
Physician (Family) _____
Physician (Dermatologist) _____
Physician (OB-GYN) _____
Physician (etc.) _____
Piano instructor _____
Plumber _____
Police officer _____
Psychologist _____
Psychotherapist _____
Publisher _____
Recruiter _____
Reporter _____
Security guard _____
Veterinarian _____

Who sold me my . . .

Advertising _____
Auto _____
Antiques _____
Audio visual equipment _____
Awnings _____
Balloons _____
Banquet room _____
Barbecue _____
Battery _____
Bicycle _____
Bed _____
Blinds _____
Boat _____
Boat supplies _____
Boiler _____
Books _____
Boots _____
Bricks _____
Bridal gown _____
Burglar alarm _____
Cabinets _____
Camera _____
Camper _____
Car _____
Carpeting _____
Cat _____
Chimney cleaning _____

Christmas tree _____
Clothing _____
Computer _____
Computer supplies _____
Condominium _____
Contact lenses _____
Construction _____
Copier _____
Cosmetics _____
Dog _____
Dry cleaning _____
Eye glasses _____
Fence _____
Firewood _____
Flowers _____
Formalwear _____
Furniture _____
Gas _____
Golf equipment _____
Horse _____
Hot tub _____
House _____
Insurance _____
Investments _____
Jewelry _____
Loan _____
Luggage _____
Lawn _____
Manicure _____
Medicine _____
Mobile telephone _____
Mortgage _____
Motorcycle _____
Music _____
Mutual Fund _____
Newspaper _____
Office furniture _____
Oil _____
Paging _____
Paint _____
Paper _____
Party supplies _____
Paving _____
Payroll _____
Pet supplies _____

Photography _____
Piano _____
Picture framing _____
Pool _____
Printing _____
Quilting materials _____
Records _____
Refrigerator _____
Rentals _____
Restaurant equipment _____
Roofing _____
Sewing machine _____
Secretarial services _____
Septic tank (cleaning) _____
Sheet metal _____
Seeds _____
Shoes _____
Shoe repair _____
Shredding machine _____
Siding _____
Sign _____
Skin care _____
Snow removal _____
Sporting goods _____
Spring water _____
Sprinkler system _____
Stereo _____
Storage _____
Store fixtures _____
Storm windows _____
Surgical equipment _____
Television _____
Tile _____
Tires _____
Title _____
Tools _____
Towing _____
Toys _____
Trailer _____
Travel _____
Typesetting _____
Uniforms _____
Uniform cleaning _____

Vacuum cleaner _____
Video _____
Voice mail _____
Vitamins _____
Waste removal _____
Wallpaper _____
Water filters _____
Wedding supplies _____
Weed control _____
Weight control _____
Welding _____
Windows _____
Zippers _____

I know people at . . .

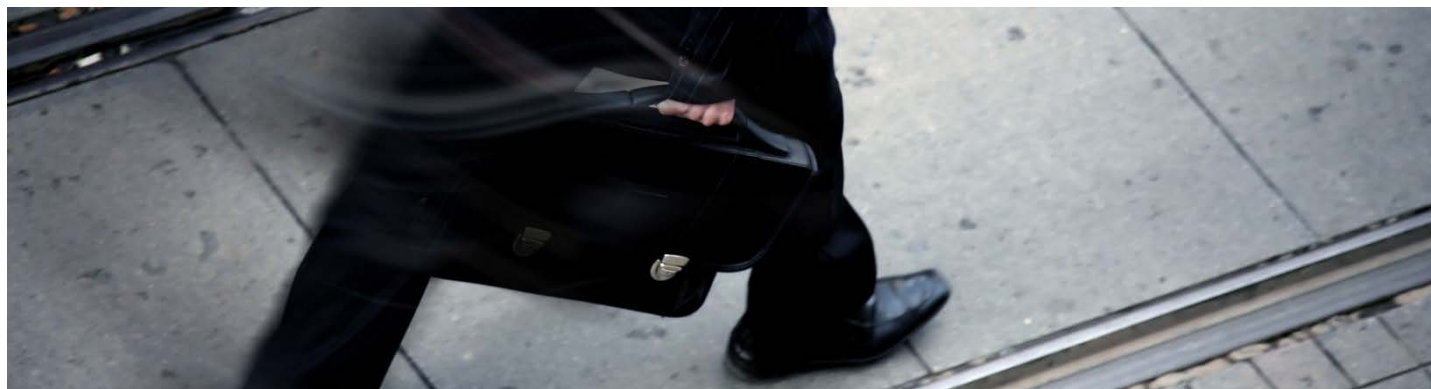
Bingo _____
Bed & breakfast _____
Bowling _____
Camp _____
Child care _____
Church, synagogue, mosque, etc. _____
Chamber of commerce _____
Clinic _____
Construction site _____
Delicatessen _____
Federal government _____
Garden center _____
Golf course _____
Hardware store _____
Health club _____
Hospital _____
Hotel _____
Kennel _____
Library _____
Museum _____
Night club _____
Nursing home _____
Pharmacy _____
Post office _____
Recycling center _____
Resort _____
Restaurant _____
School (high school) _____

School (college) _____
School – night _____
Sight-seeing tours _____
State government _____
Supermarket _____
Tanning salon _____
Tennis court _____
Theater _____
Thrift shop _____
Volunteer group _____
Warehouse _____
Yacht club _____

Other people . . .

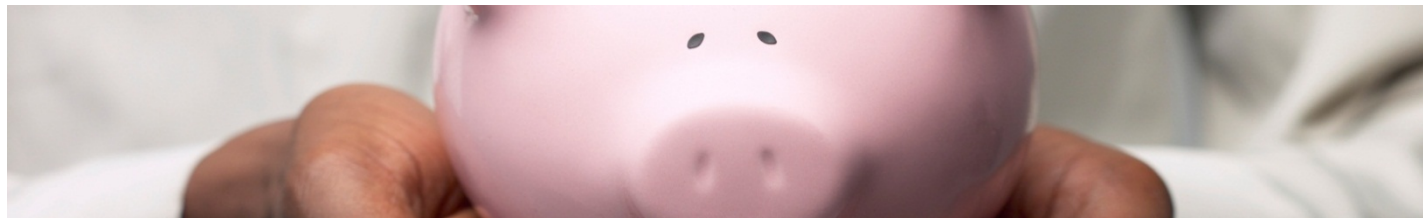
Bank teller _____
Best man _____
Bridesmaids _____
Children’s friends’ parents _____
Children’s teachers _____
College friends _____
Congressman or woman _____
Editor _____
Farmer _____
Federal Express person _____
Fire chief _____
Flight attendant _____
Fraternity friends _____
Health club contact _____
High school friends _____
Judge _____
Lifeguard _____
Mailman _____
Military friends _____
Other networks _____
People from past jobs _____
People you grew up with _____
Play bridge with _____
Play sports with _____
Sorority friends _____
Taxi driver _____
Vacation friend _____
Your next-door neighbor _____

COMPANIES WITH MATCHING GIFT PROGRAMS



American Express	Gannett Foundation	PJM Interconnection
American International	GE Foundation	Providian Financial
Avon Matching Gifts Program	GEICO Philanthropic	Prudential Foundation
Bae Systems	General Re Corporation	Quest Diagnostics
Bank of America	GlaxoSmithKline	Radio Shack
Bearing Point Foundation	Henry J. Kaiser Family	Reuters America, Inc.
BellSouth Matching Gift Program	Highmark Blue Cross	Roydan Enterprises
Black & Decker	Home Depot	Sallie Mae Employee
Bon-Ton Stores	Household Technology	Sara Lee Foundation
Cable & Wireless	Insurance Services Office, Inc.	Sun Microsystems
Cadence Design Systems, Inc.	John Hancock	Symantec Giving Program
Carmax	Johnson & Johnson	T. Row Price Associates
CDW Computer Centers	JP Morgan Chase	The D&B Foundation
Charles Schwab Corp.	Kemper Insurance Co.	Thompson Financial Svcs.
Chase Manhattan	Key Foundation	Tiffany & Co.
ChoicePoint, Inc.	Kirkland & Ellis	Time Warner Foundation
Chubb & Son	KPMG Consulting	Toys "R" Us H/R
Cisco Foundation	Lee Technologies Group	Tyco
CITGO Petroleum Corp.	Lehman Brothers	U.S. Bancorp Foundation
Citigroup Foundation	Liz Claiborne Foundation	UBS Gift Matching
Coach	Lord, Abbett & Co.	Unilever United States
Computer Associates	May Department Store	Unum Provident Corp.
Conseco Finance	McMaster-Carr	Vanguard Group
Deutsche Bank Americas	Merrill Lynch & Co.	Verizon Employee
Foundation	MIC	Volvo Cars
Dominion Matching Gift Program	Microsoft Matching Gifts Program	W.K. Kellogg Foundation
Eaton Vance Management	Miller & Chevalier Chartered	W.W. Grainger, Inc.
Eli Lilly & Co.	Mitsubishi International	Wachovia Foundation
Ericsson, Inc.	Mobil Foundation	Waitt Family Foundation
ExxonMobil Foundation, Inc.	National Grid	Washington Management
Fannie Mae Foundation	Network Associates	Corporation Foundation
Financial Administrative Services, Inc.	New England Business	Washington Mutual
First data Corporation	Nokia	Washington Post Co.
Fleet	Novartis US Foundation	Wellington Management
FM Global	Oracle matching Gifts	Company
Fortune Brands, inc.	PEC Solutions, Inc.	Whitaker Foundation
Gartner, Inc.	Pepsico Foundation	Xcel Energy
Freddie Mac Foundation	Pfizer Foundation	Xerox Foundation
G.B. Fleet Co., Inc.	Philanthropic Services	Zurich Life

GREAT FUNDRAISING IDEAS



- **Extra change:** Place a bowl in a common area with a label stating how extra change can benefit FHe.
- **Food and beverage sale:** This may include cookies, donuts, cheesecake, bagels, popcorn, candy, muffins, hot dogs, pizza, ice cream, etc.
- **Host a themed party:** Ideas include themes like Academy Awards party, luau, Vegas night, St. Patrick's Day, etc. Charge admission and direct the funds to FHe.
- **"Send Sally to Guatemala Party":** Make sure the invitation explains the purpose of the party so you guests know they are expected to contribute when they arrive.
- **Answering machine message:** Change the message on your voicemail to encourage your friends and family to help you on your trip.
- **Cook off:** Organize a chili cook off and charge an entry fee.
- **Special event:** If you have a birthday coming up, host a party and ask that guests provide you with a donation in lieu of gifts.
- **Lemonade stand:** Set up your own lemonade stand at a venue where you can sell refreshments.
- **Fountain coin collection:** Go to your local mall and ask them what they do with the coins in the fountain. Ask if they will make a donation to FHe.
- **Host a 50/50 raffle:** Have people in your office or group of friends participate in a 50/50 raffle. The winner gets 50 percent of the dollars raised and FHe gets the rest.
- **House-sit:** Friends going out of town for a while? Maybe they will pay you to watch their place.
- **House cleaning:** Talk with your neighbors about cleaning their houses for donations to your FHe fund. Charge them per room for a cleaning.
- **Neighborhood chores:** Place signs around your neighborhood advertising your services (painting, watering or mowing the lawn, sweeping the driveway, cleaning the gutters, etc.).
- **Create an incentive for your donors:** Tell everyone that for every \$50 they donate, they will get a chance to win something (e.g., a gift certificate to a restaurant).
- **Bowling night:** Plan a fun night at a local bowling alley. Ask the owner to waive the fees and you can collect the money and apply it your FHe fund.
- **Curse jar:** Place a curse jar in your office at work. Whenever someone says a bad word, they owe you a dollar.
- **Join a local race:** Get sponsors for every mile that you complete. Persuade a friend to join you.
- **Garage sale:** Get rid of all those miscellaneous items and ask your friends to do the same. Put all those items in your front yard and sell!
- **Ebay:** Anything not sold at the garage sale can be auctioned off.
- **Creative friends:** Find a local artist or creative friend to donate art or jewelry to be auctioned.
- **Car wash**