



Fundraising Outline

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The purpose of this Fundraising Guide is to be a resource for you. It is not a one size fits all solution to all your fundraising questions. It is designed simply to share fundraisers that have worked in the past for other players and teams. And it is designed to stimulate you to think about what is the best way for you to raise money, in your unique situation, personality, etc...

The most important part of this Fundraising Guide is the part on Goal Setting. No matter how you raise the money, you must set a goal. Just as the great Yogi Berra said, "If you don't know where you are going, you'll end up someplace else." So, to make sure you get exactly what you are after, make sure to set your goal, so you can be sure all your hard work is moving you closer to what you want.

Goal Setting - This is the key. Break the amount needed into smaller, more manageable figures.

1. The first step is to figure out where you are...how much money do you already have that you can put toward your trip. After figuring out where you are, then figure out how much money total you will need to raise.
2. Once you know how much money you need to raise, decide which ways you would like to raise the money. Everyone's personality is different and the ways you raise the money may differ from others, and that is ok. Figure out which way works best to fit your talents.
3. Once you decide the ways you will raise the money, take each activity through this process. Decide how much money you think you can raise, and determine a plan of how to raise that specific amount of money, and put a deadline on when you will have all the money raised using this specific fundraising source. Do this activity for each way you are going to raise the money.
4. Use The Freedom Journal to help you set your goal and work the daily objectives in The Freedom Journal to keep you on task toward your goal.



Traditional Fundraising

Traditional methods include using the donation form to solicit donations from family and friends. You should be able to easily raise at least \$1,000 with this fundraiser.

The added benefit of doing this fundraiser is it will force you to go and talk to people in person. You will gain vital experience with verbal communication, which is a becoming a lost art in the digital age. This skill will prove to be important in separating you from the crowd when it comes to competing for scholarships in college and jobs once you are in the workforce.

Here are the keys to doing this kind of fundraiser.

1. Make a list of everyone you know
2. Go ask these people for help
3. Go see each person in person...do not mail letters. Do it in person!!!

Here is an example of how you can raise \$1,000 in 30 days. Make a list of 50 of your closest friends/family. Go see 2 people every day for 25 days. Ask each of them to donate, and all you need to do is average \$20/person. We all know that your family members will give you more than \$20, but don't be surprised if everyone is not able to give at least \$20. It is the process of asking all 50 people for help that all you need to do is average \$20.



Online Fundraising Resources - The following are ways you can leverage the internet to help raise money for your trip.

Online Fundraising ideas

Ebay - This fundraiser is a great way to learn how to run an online retail business. A skill you can use for the rest of your life!

Did you know that the average family in the USA has \$7,500 worth of stuff lying around their home they are not using that could be sold on Ebay? You may be able to pay for all of your trip right here using this method alone...but before you sell anything, make sure to get your parents approval first!

To learn more about how to use Ebay as a fundraiser, click on the 2 links below.

- [Ebay Fundraiser Video](#)
- [Ebay Fundraising Outline](#)

GoFundMe

Use this online platform ask for donations, similar to the traditional method of asking people for donations. There are ways to increase donation amounts. For example, create different levels of giving, and for each level, provide the donor with some sort of feature that they will only get by donating a certain amount. To illustrate, for a \$20 donation, you will post a picture of you in front of the Colosseum on their facebook page. But for a \$50 donation, you will post on their facebook page, but will also bring them back a miniature statue of the Colosseum.

User Testing

There is a market for testing websites. There are number of companies that offer web designers and companies the chance to have their sites tested by users in order to understand how people navigate sites, use links, find things and so on.

One of the main sites that offers the opportunity to make money this way is www.usertesting.com



Part-Time Job

By working a part-time job, not only are you earning money toward your trip. You are building your resume! Now is the time to begin building your resume, because from this point forward you are going to begin competing with other people your same age...for scholarships, for internships, for careers!!! So, get a job and start building your resume!

For high school students, there are jobs everywhere to be had. From a barista to grocery clerk to soccer referee, there are jobs all over the place that would be perfect for high school students. Another great place to find a part-time job is any local Temp Agency...these places are constantly looking to fill positions for local businesses on a temporary basis...so if you have 3 weeks or 12 months to work, Temp Agencies can help you out.

Here is the math on how long it will take to earn \$1,000 if you got a part-time job. For this example, I am using the Federal Minimum Wage of \$7.25/hour. If you get a job that pays more, good for you and it won't take you as long to make \$1,000. And for this example, let's say you are only able to work 4 hours per week...say either a Saturday or Sunday morning. Again, if you can work more hours per week, you are just ahead of the game!

$\$7.25/\text{hour} \times 4 \text{ hours/week} = \29
 $\$29/\text{week} \times 35 \text{ weeks} = \$1,015$

With this example, you can make \$1,000 in just under 9 months. That may not seem like much, but that is the point...every little bit helps. So by setting small goals like this, your earnings will add up and before you know it, you will have all your money raised. And it is important to begin working well before the deadline to give yourself plenty of time to earn the money needed.



Self-Employment/Service

By providing a service like private lessons or tutoring, you are essentially starting your own business. So again, not only are you earning money toward your trip. You are building your resume! Colleges and future employers will see that you started your own business, and these 3 things will come to their mind...courage...this person had the guts to stick their neck out and start something of their own...creative...this person was willing to think outside the box and not just go get a job, but had the mindset to create their own job and control their own destiny...leader...this person has the confidence to take an idea and share their vision with others, creating momentum that cannot be stopped. Put this on your resume, and you will come out on top against anyone that never had the guts to go out on their own.

This is a very popular way to raise money because it combines working with other kids and getting to do something you are good at and enjoy.

1. Private Sport Lessons - for this example, let's say you are a softball player. But again, the sport doesn't matter, just substitute your sport. Provide private softball lessons to elementary school aged kids. Show them how to hit, throw, field correctly. Private lessons can range from 30-60 mins depending on how long you and your student want the lessons to be. A good starting price for lessons would be \$20/hour.
2. Tutoring - Again, you are working with elementary school aged kids here...are you good at math, reading, writing, etc... You can help a younger kid get better at their school work and you can make money at the same time...talk about a Win-Win!!! The same as private lessons, a good starting price here is \$20/hour.

One thing to remember about both Sport Lessons and Tutoring...not only are you helping this younger kid become a better athlete or better student, you are spending time with them one-on-one, being a positive role model. Parents will pay good money for an older, positive role model in their young child's life!!! Think about when you were younger...did you have high school athletes that you looked up to and thought they were the best thing since sliced bread? Well guess what, these kids think the same thing about you too!!! So, by spending time with these kids and showing an interest in them, you are giving them something their parents can't...and parents will pay you for this experience for their kids over and over again.

Do the math on this example...let's say you get 4 young kids every week to give lessons to. Each lesson is 1 hour and you charge \$20/hour. So for 4 hours of work, you are making \$80/week. In 1 month, you have made \$320, so in 3 months by playing ball with these kids you have made \$1,000...just for playing ball and having fun with these kids!!! And it is the same thing for tutoring...you are getting paid to have fun and share your academic talents with a kid that so badly wants to be just like you!!!



Team Fundraising - these are group fundraisers you can do as a team.

Team Building - Not only raise money for your tour, but have fun with your teammates in off the court, getting to know them even better and gaining trust in them and yourself!

Concessions at college football, basketball, etc... - In every state, there are major D1 college programs, and at all these programs they are constantly looking for groups to come in and work concessions. Your group receives a percentage of the sales, so the better the college team and the better your sales, the more money you make. Below is an example from a women's basketball team in Michigan that travels every year, and uses this fundraiser to reduce each player's cost by thousands.

CONTACT YOUR LOCAL COLLEGE AND MADE BIG BUCKS!

WHO:

Any school or non-profit can set up an account for your group or organization as a tax-exempt or non-profit. Student-athletes may operate under this agreement.

For our Michigan group, you must be fourteen years old or older, complete a simple online background check, and present a photo ID at check-in.

WHAT:

Many schools, colleges and universities solicit volunteer help to help their sports teams and arenas service the sports population. For example, in Michigan, Michigan State University has a large selection of opportunities for groups to work concession stands at athletic events, concerts and other entertainment venues.

WHERE:

Check with your local schools, colleges and universities to see if these opportunities are available to you.

WHEN:

Seasons begin early in the fall and run through the Spring. Typically, at the conclusion of each season (fall, winter, spring) the institutional will pay out the profit share with the volunteer group. Your group may sign up to work as many events as you can manage. The great thing is, you can submit your deposit for your trip and then begin working off your balance immediately.

Our Michigan group worked six home football games for the Michigan State Spartans. Our net profit was just over \$6500. We have since worked four Michigan State Men's Basketball Games and we will be working a Pom Pom event and the Water Symposium at the MSU Ag Pavilion.

Michigan State sends out regular bulletins to groups that have signed up. Again, events range from athletic events to entertainment events, including the Wharton Center for Performing Arts.



When these bulletins are released, they will also state the guaranteed amount to be made by working that event. In some cases, \$500 or more may be guaranteed for your group.

WHY:

Fundraising can become boring and monotonous. Everyone dislikes selling trinkets or candy.

Our Michigan group has found that by working concessions stands, it can be very profitable.

We are projecting that each participant will raise around \$2000 towards their expense which is paid directly to ACIS. And, the best part is – we are only giving up a few hours a week, the kids are earning it, and quite frankly, **we have a lot of fun!**