



# ENCOUNTOUR FUNDRAISING GUIDE

[www.encountour.com](http://www.encountour.com)

Congratulations on your decision to become an Encountour Volunteer! We are sure that you will have a rewarding trip, filled with plenty of impactful work, excitement, and new experiences!

This Fundraising Guide contains:

- general advice on fundraising
- a method to collect donations from friends and family online
- a template fundraising letter
- other fundraising ideas.

With work and determination, we are confident you can reach your fundraising goals!



## Planning

All successful fundraising campaigns start with careful planning. Here are some questions to get you started:

1. Why do I want to be a volunteer? Why is my volunteer trip important?
2. How much money do I *need* to raise? How much money would I *like* to raise?
3. How much time can I commit to fundraising?
4. Who do I know that could help me:
  - a. By making a monetary contribution?
  - b. By donating some type of good or service?
  - c. By introducing me to other people who could be helpful?
  - d. By giving me advice?
5. What qualities do I have that could help me raise money? What am I good at? What can I offer other people?

Once you've given some thought to these questions, you should write your goals down on paper—this will help you commit to them, and will ultimately make you more successful. You should then develop a Fundraising Action Plan that outlines your specific steps and sets a fundraising deadline.

## Collect Payments Online

The website [www.chipin.com](http://www.chipin.com) makes it extremely easy to collect donations online! Just take a few minutes to setup an account, and fill in information that includes the reason you are raising money (to pay for a volunteer trip), your fundraising goal, and your fundraising deadline. You can then easily create a dedicated webpage for your fundraising efforts, and even a Facebook app! It's a good idea to write a post on your webpage that provides a bit of information about your upcoming trip—it can be very similar to the fundraising letter below. The payment is secure through PayPal, and there is a graph that monitors the donations you've received. Promote your fundraising page through social networking sites and by emailing family members!

## Write a Fundraising Letter

Once your Chipin.com account is setup, make a list of everyone you know who might be able to contribute money to your Volunteer Trip. Examples of such people could be employers, family members, religious congregations, friends, etc. Send them a fundraising letter asking them to contribute to your upcoming Volunteer Trip. If you have a special occasion coming up, such as a birthday or

holiday, you can use this letter to ask your family and friends to make a donation in place of a gift. Feel free to edit this template as you see fit.

*Template Letter:*

Dear (name),

I will be participating in a volunteer trip to (country) during my upcoming college break. I want to do something that will make a difference in people's lives and in my life as well. The experience of volunteering in (country) will enable me to interact with a local community and to learn both about a new country and about myself.

I will be volunteering in (country) with Encountour, a US organization that partners with community driven projects and non-profit organizations abroad to help sustainable development initiatives. (Country) is (Cut and paste information about the country you will be traveling to from our "Countries" page). During my volunteer work, I will be (Cut and paste information about the work you will be doing from our "Volunteer Trips" page. I.e. building a house for a deserving local family that is currently living in a one-room hut with a dirt floor, and either cornstalk or tin-sheet walls. Although the new house will be modest, it will be built out of sturdy concrete block, have a proper roof, a concrete floor, and its own sanitary toilet and shower.) I will be working side by side with local community members and other college students from across the US and Canada.

*(If applicable):* Instead of a birthday/Christmas etc. gift this year,

Will you please help me to help others by making a donation for my volunteer trip? Your contribution of (\$), or any other amount that you are willing to give, will be used to pay the trip fee of (\$) and airline ticket of (\$). The trip fee includes all supplies and costs related to my volunteer work, a local guide and translator who will be working with my group, accommodation, meals, ground transportation, and 24/7 emergency support while I am abroad.

If you are willing to help out with a small donation, please visit my donation page at (your page on [www.chipin.com](http://www.chipin.com)). I've set a deadline for myself ending on (date). I truly appreciate your support, and hope that you can help me acquire the resources I need to make this experience a reality.

If you have any questions, please feel free to call me any time at (your phone number) or Encountour at (800) 899-3789.

Thank you so much for your support!

Sincerely yours,  
(name)

## Hold a Fundraising Event

### Organize a “Restaurant Night”

Speak with local restaurants about collaborating with your group to help you raise money. Here’s how it works:

Your group will receive a percentage of the profits from all the customers your group brings into the restaurant on a designated night. Some restaurants require that customers present a coupon for the group. Most chain restaurants, and some independent, are happy to work with volunteer groups as it improves their corporate image and brings in extra customers.

### Throw a Party

Use your imagination to host a themed party. You can choose to charge an entrance fee and/or explain in your invitations that you are trying to raise money for your upcoming trip and ask that guests contribute a small amount at the party.

Why not let the theme for the party be *Guatemala*? For example, you can play Guatemalan music, learn the basics of salsa dancing and teach them to your guests, and cook Guatemalan food. Give an informal speech about Guatemala and the problems within the country, explaining why your volunteer work is important and ask them to contribute to make your trip a reality. Doing this will spread knowledge about the country, and you will learn, yourself, during the preparation.

You can also throw a party for a special occasion. For example, you can arrange a Halloween party, a Thanksgiving party, a Holiday party, a New Years Eve party, a Valentine’s Day party, or a party for a school event. While arranging a party, try to think of something that will make it special, for example a unique theme, fun games, or other things that will give your party something “different”. You can charge an entrance fee and use the proceeds to pay for your trip.

### Local-Band Party

Contact local bands from your campus or in your community. Tell them about your upcoming volunteer trip and that you are trying to raise money. Ask them if they would like to be a part of a fundraising party, where the entrance money will go to your trip and the bands will get a venue and an audience. It is up to you to make this a great night with a lot of people in attendance.

**Theatre/Musical/Concert**

Depending on your personal talents, you could arrange—either together with your Volunteer Group or with other talented students that want to help you—a play, musical, or concert on your campus. Charge an entrance fee and let the money go to your upcoming Volunteer Trip. This requires a lot of prep work and advertising for your event.

**Slam Poetry Night**

Give interested students an opportunity to share some of their talent by arranging a slam poetry event. Some colleges even have slam poetry clubs. Advertise and charge an entrance fee.

**Art Show**

Contact local artists and invite them to participate in an art show. This is a great opportunity for artists to show off their pieces to the community. Charge an entrance fee and ask the artists for a percentage of the income if their paintings sell.

**Sell Products/Services****Sell Customized Products**

Your group can sell one of the wide varieties of products from [www.newtonscreen.com](http://www.newtonscreen.com) or from a similar wholesaler. Examples of products include sports bottles, tote bags, and t-shirts. Everything can be completely customized with text and designs of your choosing! Your group receives a heavily discounted price for buying in bulk, and then you can resell the product at whatever price you think people will buy. You can sell on campus or to friends and family. Feel free to use the Encountour logo on any product—just shoot us an email and we'll send you a file for high-quality printing!

**Late-Night Snack Sale**

Make snacks—sandwiches or cookies for example—and sell them to students coming home late after partying. It's a good idea to set up a table right outside one of the most well attended bars or nightclubs.

**Sell Your Services**

- Be a private tutor in a subject you are good at; for example voice, guitar, piano, math, language, or be a homework helper
- Offer to wash other students' laundry
- Offer to cook meals
- Offer to give massages
- Have a carwash
- Be a babysitter
- Offer to walk people's dogs
- Offer to clean houses and offices

**Bake Sale/Candy Sale**

If you are good at baking, hold bake sales! Sell your homemade goodies every morning/afternoon on your campus when students would normally like a snack. Or sell candy purchased through a distributor such as [www.candysales.com](http://www.candysales.com)

**Garage Sale/Flea Market/E-bay**

Clean out your room/house and take out the things that you don't need. Ask your family and friends to do the same and ask them to give you the things that they no longer want. Hold a garage sale or flea market or use E-bay, and sell the things you have collected.

**Apply for Grant Money****Contact the International Department on your Campus**

Sometimes the international department of a college has grant money for which students can apply when doing volunteer trips. You might be able to apply for funds either as an individual or as a group.

**Contact the Student Government Association at your Campus**

Sometimes it is possible to apply for funds through student organizations when doing a volunteer trip. Contact your Student Government Association, or any other relevant student organizations, and ask what funding opportunities might be available.

**More Ideas...**

You can visit the following fundraising website for more information, tips, and ideas for how to raise money for your trip:

- [www.fundraisingdirectory.com](http://www.fundraisingdirectory.com)
- [www.fund-raising.com](http://www.fund-raising.com)

*We hope that you have found this guide to be a helpful beginning to your fundraising efforts. If you have another fundraising strategy that has worked well for you, please let us know so that we can share it with volunteer gr*

