



FUNDRAISING IDEAS

Preparation

One way to get started is to create an informational flyer. It should explain what the World Scholar-Athlete Games and World Youth Peace Summit are and that you have been accepted to participate. Use this flyer to hand out to friends or family or to e-mail to those further away who may be able to help.

Raising money to attend the 2011 World Scholar-Athlete Games will only be what you make of it. It can be frustrating or it can be fun. The important thing to remember is that it is for your benefit. Your initiative will dictate how much money you raise. We have only listed a few ideas to help you in your fundraising endeavors. Feel free to be creative and resourceful in raising the money you will need to attend the Games.

Where to seek funding resources

The Media: Newspaper, Radio, and Television stations

Contact your local newspaper and inform them about your acceptance to the 2011 World Scholar-Athlete Games. Let them know what this means to you, your family, your school and state/country. Explain to them that you were chosen from a very select group of applicants from across the world to attend this unique event, based on your achievements in academics, community service and your particular activity. Find out if the newspaper would include information about your fundraising efforts in an article about you and if they would publish a follow-up article listing the names of those individuals, companies and groups who contribute. Be sure to bring this newspaper article with you when you visit with businesses or community groups. Since all media outlets have their own websites, make sure to include links to the WSAG website!

Suggested ideas for talking to the media:

- What the World Scholar-Athlete Games is and what it means to you.
- That you are attempting, through donations, raffles, car washes and pledges to raise the money to attend this event.
- Provide a contact name and phone number for the public to call if they decide to help you in your journey to the World Scholar-Athlete Games. Teachers, coaches or community leaders might be appropriate people to use as contacts. Let them know that

whoever donates their time or money will have their name printed in the paper (if the paper has agreed to do that) as a way of showing your appreciation. Be sure to get approval from the newspaper first.

- Suggest to the local paper that you could be a correspondent while at the Games and send articles or stories back to the paper.
- Follow a similar process when approaching the local television and radio stations.

Local Businesses

Businesses located in a small community or neighborhood will often help in the development of local youth if they see a positive impact on their business. Many local businesses will show their support by making donations or offering their services. Before approaching the local businesses in your community, you should do some research on each company. Find out how the business can benefit from helping you and learn about other causes to which the business may have contributed. Oftentimes, this information can be found on the internet. By being prepared, this will show that you support the business and understand the importance of that business in your community.

In addition, the Chambers of Commerce in your community may have funds set aside to with funding for events like the World Scholar-Athlete Games. Many Chambers have monthly newsletters that are an excellent way to publicize your fundraising project among local business people. Contact the Executive Director or President of the Chamber in your city, town, or region to further discuss how this organization can support your efforts. Try to set up an individual meeting with the Director in order to explain the value of this program to you.

Suggested ideas for talking to local businesses:

- Introduce yourself and mention where you live and go to school. Explain to them that you have been selected to attend the World Scholar-Athlete Games from a select group of applicants. Invite them to visit the World Scholar-Athlete Games website (www.internationalsport.com/wsag). Show them the newspaper article, if you were able to get one printed. If not, show them your acceptance letter from the World Scholar-Athlete Games and explain what you will be doing at this program and what it means to you. Mention your fundraising plans, e.g., raffle, car wash, etc.
- Let them know that you are trying to raise money to cover your program fee and transportation costs, so that you can attend this extraordinary event. Be sure to inform them that whatever they are able to give would be of great benefit to you and that 100% of their gift goes directly to your program.
- If you have been able to make arrangements with the local newspaper, inform each business that you contact that they will be recognized in the local newspaper for their donation. Also, offer to have their support of you featured on their website. By showing support for you, this will help the business further develop its community relations.
- Whether or not they support you, thank them anyway. If they decline to help you, ask if they would show their support by buying a raffle ticket.

Local Organizations

Go to your local YMCA, YWCA, NAACP, V.F.W., Kiwanis, church organization, and/or local politician and explain to them (like you did to the local businesses) who you are and that you have been accepted to participate in the 2011 World Scholar-Athlete Games. Be prepared to

explain the program to them. Use the same approach throughout your presentation to these organizations as you did with local businesses. Ask them to make a small pledge towards your goal. If you make an arrangement with the local newspaper, let them know that you'll be printing the names of the people, companies, and organizations that donate their time and/or money to you. Invite them to feature their support of you on their website.

Service Agencies

Rotary Districts have shown strong support for participants in the Scholar-Athlete Games program in past years. Contact local Rotary Clubs in your community or surrounding area to seek funding support for your participation in the World Scholar-Athlete Games. In exchange for their support of your participation, they may ask that you make a presentation to the group before or after the event to relay your experiences to them. Other service agencies to approach for support include the Elks, Lions, or Moose Clubs.

Find an Advocate

Find a teacher, coach or family friend to help publicize or promote your cause. Your advocate can speak to civic groups, write letters on your behalf, and/or put you in touch with people who may be willing to help.

Ask Your School

If you are a scholar-athlete or scholar-artist, the first person to contact would be your Athletic Director or Fine Arts Director. Explain the philosophy and format of the World Scholar-Athlete Games program to him/her. Let him/her know that the Institute for International Sport is the organization that has developed the Scholar-Athlete Games program as well as other programs, like National Sportsmanship Day and the Center for Sports Parenting. Invite him/her to visit the World Scholar-Athlete Games website (www.internationalsport.com/wsag). Explain to him/her how much of an honor and a learning experience this would be for you. Let him/her know that the program only selects a small number of students from a highly select group of applicants. These selections are based on one's extra-curricular activities, academic achievement, athleticism or accomplishments in the arts, and community involvement, and you would be honored to attend and represent your school.

Other Resources

Coaches/Arts Instructors: These individuals are good candidates to help in your fundraising venture since they already have a vested interest in your athletic/arts activity. If they cannot make a donation, ask if they would be willing to help you raise the money through a raffle, pledges, or car washes at an athletic or other school event.

Booster Clubs: If your team has a booster club, find out if there is any money that could be donated to help you attend the World Scholar-Athlete Games.

PTA or PTO organizations: Contact the Parent-Teacher Association at your school to see if it can assist you with your efforts.

Your Family and Friends

They are usually the first people to be asked, but since this is your fundraising project, you might want to ask them last and raise as much money as you can without their help. Your friends and family can help you raise money by selling raffle tickets or working at car washes.

Use the power of social media resources like Facebook or Twitter to let people know what you are doing. Make sure to only accept donations from people you know and not strangers.

Specific Fundraising Activities

Raffles

They are the easiest way to raise money. Go to a movie theater, restaurant or company that offers a desirable product or service and ask them to donate discounted, or preferably, free services as a prize for your raffle. Explain to them that you are trying to raise money to attend the World Scholar-Athlete Games. Explain that you will print their name on the raffle tickets, as free advertising.

If businesses will not donate their services or products, you can also buy gift certificates as prizes for your raffle.

By selling the raffle tickets at a low price, you increase the number of people more likely to buy the tickets. Announcing the winner at halftime of a basketball game or another school event could generate more money. Try to set up a table and sell tickets during the event in which you'll be announcing the winning number. Consider Christmas Bazaars that your church might host or the Homecoming Game as audiences more likely to help your cause.

Pledges

Ask people to pledge a certain amount of money toward the successful completion of a particular feat you will be attempting. You can be as creative as you want to showcase your own individual talents.

Example: If you are a basketball player, notify people that you will be shooting 100 foul shots. Ask them to pledge a certain amount of money toward each shot you make, perhaps twenty-five cents. If you are a good foul shooter, you will quickly see how the quarters add up.

Example: Run in a Race or Walk a Certain Distance. These two activities are tried and true ways to raise funds. Many people will be receptive to donating a dollar or more for every mile you run or walk.

Car Washes

When you need those last dollars to attend the Games, car washes are usually a good source of money. You could have a free car wash (and ask for donations) or an inexpensive car wash. Ask your friends to join you in the car wash for moral support!

The free car wash is simple. First, go to a gas station or a convenient, central location and ask the store manager for permission to have a car wash and use their water. After this, you are in business. All you need is some soap and able bodies. Wash the cars, but do not ask for any money or ask for a suggested donation. The owner of the car will usually ask you why you are having a car wash. Tell them that you're trying to raise money to attend the World Scholar-Athlete Games. Next, tell them there is a donation box if they would like to support your fundraising beyond the suggested donation. At this point, they cannot resist donating some money to your cause.

Yard Sale or Book Sale

Contact all your neighbors, friends and relatives to collect any unwanted, usable items. This is a great opportunity for people who cannot donate money to help you.

Sell refreshments at special events

Your school, civic group and/or local theater guild may allow you to sell refreshments at major events.

Sell Candy Bars

A quick and convenient way to raise money is through the sale of candy bars. A good time to sell these edible items would be during your schools' lunch periods or at special events (athletic contests or art exhibits). Make sure to ask for permission from your school or any location where you intend to make the sale.

Conclusion

It is important to remember that different fundraising activities will have different results. There are a variety of ways to raise money; it is up to you to find the most workable one for you.

The following websites offer ideas you may want to use, as well as general information regarding the fundraising process:

www.fundraising.com

www.fundraisingideas.com

Remember to thank everyone who helps you and remind them (if previously arranged with a newspaper) that their contributions will be mentioned in the newspaper.