

Beyond the Map

FUNDRAISING GUIDE

➤ [Guide 101](#)



FUNDING YOUR TRAVELS

Between grading, lesson plans, meeting with parents and other administrative tasks, you may be thinking that adding a student travel experience is just too much! Not to worry, we are here to help! Anyone who has ever returned from one of our trips will tell you that it may be the most rewarding part of your career and greatest contribution to your students education and growth. We've put together a few tips and tricks to jump-start your fundraising campaign! **It's as easy as 1, 2, 3!**

1. MAKE A PLAN

Write your goals down. Is it realistic that a fundraiser will cover 100% of the costs? How much should the students raise? How much should the parents cover? How much time do you have? Determine if you should fundraise as a group or allow the students to fundraise individually. When promoting the trip, be sure to announce that students will be able to fundraise. Get creative and begin brainstorming fundraising ideas.

2. GET OTHERS INVOLVED

Once you have a core group of students interested in the trip, organize a meeting with the students, their parents and other teachers or administration that are interested in providing this opportunity to the students. At the meeting, discuss the plan you outlined and review fundraising ideas as a group. Do not be afraid to delegate tasks.

3. EXECUTE

Now that you have a plan in place and a support system, it's time to put it into action! Fundraising works! Every year school groups raise over 1.5 billion dollars fundraising! No matter what approach you take, remember that people want to be inspired and give towards a cause that they support. It's about more than asking for money, it is about sharing your story and why this experience is so important to you and your students.

16 FUNDRAISING IDEAS

1. Sell something or a service of value. Think of something that people would typically buy anyways. Traditional ideas include a car wash, babysitting or a product like a calendar.

2. Make it a theme! Heading to Costa Rica? Partner with a local roaster to sell bags of coffee to friends and family.

3. T-shirts are a classic way to raise money. Using platforms like the Booster program on Custom Ink (www.customink.com) allow you to create an entire online fundraising campaign.

4. Take your t-shirt sales one step further by approaching local businesses to sponsor you in return for listing their business on the t-shirt. Be sure to provide your students with a sponsorship letter and proper instructions on how to approach businesses. It is also a good idea to create a list of businesses for each student so that there are not repeat requests.

5. Make it fun for the community! Create ways for others to get involved. One of the best examples is to "flamingo" a friend or family yard. The idea is to have one person pay \$1 per plastic flamingo and you go to that house and place the flamingos throughout the yard (i.e. \$25 donation equals 25 flamingos in their friends or family yard). Leave a note and envelop with instructions on how to pass it on. More details here (www.thepinkflamingosite.com). Better yet, get creative and theme this towards your trip!

6. Go local. Getting sponsorship from large corporations can be difficult and take time. Instead, create a list of local businesses to approach that would be interested in supporting and being a part of your journey. Get creative! Figure out how many miles you will be traveling and have them sponsor X amount of miles!

7. Take #6 one step further and offer an incentive for the business. This may include a student presentation to the business employees about your trip when you return or including their name in a newspaper write-up or video after the trip.

16 FUNDRAISING IDEAS

8. Non-monetary donations work too! For some businesses, it is easier to donate a product or gift card opposed to actual funds. These items can be used for raffle items or prizes at an event.

9. Host an event. Stay traditional with spaghetti dinners, a pancake breakfast, a car wash or get creative with a 5K charity race, murder mystery dinner or a holiday party.

10. Include raffle tickets at your event for an extra way to raise more money.

11. Have a talent or skill that is valuable to someone else? Can you play piano or speak a different language? Are you a great dancer or teacher and can tutor? Offer these skills to others as part of a fundraiser or even a raffle item (i.e. 5 free guitar lessons).

12. Offer a home meal delivery service. Heading to Mexico? Offer a week of Mexican themed dinners or keep it simple with traditional meals like spaghetti.

13. Trade in your birthday! Instead of gifts this year, have friends and family contribute to your travels.

14. Similar to recruiting local businesses, you can send out sponsorship letters to local organizations, friends, family, colleagues, places of worship or clubs and special interest groups. Be sure to share your story and include a photo of yourself.

15. Crowdfunding. This is one of the most popular methods to date. Popular sites like Indiegogo (www.indiegogo.com) and FundMyTravel (www.fundmytravel.com) make it easier than ever to share your story.

16. Let the world know! At the very end of the day, people cannot support what they do not know about. Use all of your available resources and connections to share your story with others- whether it is social media or a random conversation with a stranger.

TIPS & TRICKS FOR FUNDRAISING

QUALITY OVER QUANTITY

Focus on hosting a few quality fundraising campaigns opposed to several smaller fundraising campaigns. This will reduce your effort for the return and also prevent donor fatigue.

WHAT DOES THIS MEAN FOR THE DONOR

When approaching sponsors, whether it is a business or family friend, try to translate their donation into a real life outcome. For instance, will \$100 pay for you join a trek through the rainforest. It can even be more abstract like a \$50 donation will help you travel 50 miles to the next village.

IT'S ALL ABOUT THE JOURNEY

People want to hear your story and not just the story from your trip but also your journey through the entire process. What does this trip mean to you? How are you preparing for the trip. Is this your first time out of the country? These details begin long before you leave and continue even after your home. Share them!

UTILIZE YOUR NETWORK

Ask students, friends, family and faculty if they are connected to any businesses, organizations or people of special interest that would be willing to help.

FOLLOW UP

You've done it! You successfully funded your travels and are back home. It is important that you take this time to follow up with those that helped you. Send thank you notes, pictures or offer to come give a talk. It is also important to promote your trip throughout the community. This will help next years fundraising.

SPONSORSHIP LETTER

WRITE AN EFFECTIVE LETTER

Max one page. It should include: a description of the trip and Beyond the Map; your story as to why you would like to go on the trip and why it is important to you; discuss the barriers you have encountered and the steps you are taking to overcome them; share your fundraising goal; ask for a specific donation or include a sponsorship form (below) and what that donation means for you; any personal touches.

MAIL THE LETTERS

Getting the letters out immediately will allow you extra time to follow up with them. Including a self-addressed envelope increases your chances greatly.

FOLLOW UP

Many people on your mailing list will read your letter and want to give. However, like most of us, they will put the letter down intending to give and then forget. To be successful with fundraising it is important to follow up with these individuals. You should send a second letter to everyone on your list. This will just be an update to those who gave and a reminder to those who forgot to give. Make a spreadsheet to track who you contacted, the donations you received and when you sent a thank you note.

ACKNOWLEDGMENT

After the trip, send a letter to each donor to thank them for their contribution. Include a personal story, learning experience and photo. You can go one step further and offer to meet them or their employees to share your story. Include these people in any outreach materials such as blogs, videos or press-releases. If you have time, you can even follow up with those that did not give to share the same information. This may help increase the amount of donors for next year.

SPONSORSHIP LETTER EXAMPLE

[insert your name]
[insert your address]

[insert sponsor name]
[insert sponsor address]

Dear [insert sponsor name/organization]:

Recently, I have been offered a wonderful learning experience. This summer, I will be traveling with [insert school/group] and Beyond the Map (www.beyondthemap.org) on a ten day trip to Spain. I will get to see some important cities, museums, cathedrals, historical points of interest, and of course eat authentic Spanish meals. I am very excited and hope to improve my Spanish speaking skills, cultural awareness, and learn about history first hand.

Since I was a young girl I have always dreamed about a journey like this and truly believe that this experience will contribute to my personal and professional growth. To prepare for the trip I have been studying Spanish, attending meetings, and participating in fundraisers. I will need to raise a total of \$2,800. I have been saving money as well as earning it through the group fundraisers. However I still have a long way to go. Fortunately, the trip costs approximately \$0.50 per mile. When I think of it like that, my goal seems more attainable. I feel it is a small price to pay for the experience and education I will gain.

Beyond the Map has designed an authentic and enriching, all inclusive experience that will take us to some of the most off-the-beaten path locations and introduce us to the local culture and lifestyles in Spain. I look forward to traveling with them this summer and gaining a lifetime of valuable knowledge and experiences.

Thank you for taking the time to read this letter. If you would, please consider sponsoring a few miles of my trip. At \$0.50 a mile, even a little will go a long way. If for whatever reason you can not to send financial support, please keep me and my classmates in your thoughts for a safe and exciting trip. I can't wait to tell you all about it and show you pictures when I get back.

Thank you,

[Insert signature]
[Insert typed name]
[Insert current date]

SPONSORSHIP FORMS

Please include this with your donation. Make checks payable to Beyond the Map Travel.

I, _____, would like to sponsor
_____ís trip.
(Student's first and last names)

10 miles (\$5) 20 miles (\$10) 40 miles (\$20) 100 miles (\$50)
 Other _____

Please include this with your donation. Make checks payable to Beyond the Map Travel.

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