



Fundraising for Globals...DI style

Congratulations on making it to the Global finals! Now, how do you pay for it?

- ▶ 1. Define your team needs. How much money do you need or want to raise?
 - ▶ Identify your team costs:
 - ▶ Registration
 - ▶ Travel
 - ▶ Prop Transport
 - ▶ Affiliate Shirts and Pins
 - ▶ Team Manger/Parents costs
 - ▶ Field trips off campus, DI workshops, meals out, souvenirs, etc.

Fundraising is Stressful!

- ▶ Fundraising can be stressful for teams. There are so many family dynamics involved and the turn around time to hit your goal is very short.
- ▶ Some families will put in more time, know more people to ask for funds, and be more hands on.
- ▶ Some families will not have schedules that allow them the same amount of time available for events because of work, family dynamics or something else.
- ▶ As a Team Manger, you will need to be aware of this and make the fundraising expectations clear and reasonable for everyone to manage.

***** Appoint someone to run the logistic of fundraising besides yourself. You are first, and foremost the TEAM Manager and getting your team ready for Globals should be your 1st priority.

Approaches to Fundraising

- ▶ 1. Each family is responsible for bringing in a specific amount and they are responsible to make up the difference they don't raise. The "every man for themselves" deal.
- ▶ 2. Combining all monies to cover the team as a whole, or as we call it, The Bucket.

There are pros and cons to using each method. But, however you plan to go about fundraising, your team parents need to set the target amount together and all be aware of what will happen if you don't meet your goals.

It is a tough conversation to have, but ultimately, everyone needs to know they will be financially responsible for any goals not met. Updating the group after each event or weekly will keep open communications and give clear expectations on what everyone's costs will be.

How to Make It All Work Without Going CRAZY...

- ▶ My team has used both methods and we finally settled on using a little bit of both systems.
 - ▶ Each family is responsible for bringing in a specific amount in personal donations. One way to help with that is using a Friends and Family letter.
 - ▶ Each family is also expected to have at least 1 person attend/work any events we set up, unless it has been previously discussed. Every family has a specific job, being in charge an event, calling service clubs, raffle basket organizer, etc.
- ▶ Why do we do this? Accountability.
 - ▶ It's unusual, but it does happen every now and then to have one family doing less than their part to get the team where it needs to be. Making sure your goals and expectations are clearly communicated will keep people from having to have stern conversations and hurt feelings as well as miscommunications.

OK, We Get It! Now, How Do We Make some Money?

- ▶ Car Wash
- ▶ Yard Sale
- ▶ Friends and Family Letter
- ▶ PTA/PTO
- ▶ Service Organizations (Rotary, Kiwanis)
- ▶ Performance Event
- ▶ Wine Night
- ▶ Paint Night
- ▶ Raffle Baskets
- ▶ Flocking
- ▶ Crowd Funding (Go Fund Me, YouCaring, CALDI has one Rosemary will discuss)
- ▶ Matching Funds (Rosemary will discuss)

What Wasn't On The List, and Why...

- ▶ Bake Sales
- ▶ Jewelry/Candle/Make up Parties
- ▶ Restaurant Nights
- ▶ Grants

There is no major return on these events. Most of these types of fundraisers will give you back very limited profits and often people feel like they have contributed to your cause and will be less likely to give bigger amounts. And, grants usually have a very long turn around time.

Instead, talk up the idea of going to the website to make a direct donation or writing a check, both of which are tax deductible. And, if people can use a credit card, they are more likely to give a little more.

We Have All These Great Ideas! How Do Make It Happen?

- ▶ Time is of the essence. Delegate events out to team parents, and get events scheduled ASAP.
- ▶ Once you have events, connect with local newspapers to drum up some local excitement and support.
- ▶ Send out via email and snail mail your Friends & Family letter. Make sure each family follows up with the people they send the letter out to.
- ▶ Ask your school if they will allow you to put up fliers for your events.
- ▶ EMBRACE social media. Facebook is a great place to share pictures, links to donation pages and events. (flood your friends pages, you can apologize later)
- ▶ Offer to present your Challenge Solution to service clubs, they will be more excited to help fund you if you SHOW them how cool DI is.

Don't Forget to Say THANK YOU!

- ▶ PLEASE, PLEASE, PLEASE follow up with people who give donations to your team with a Thank You Letter.
- ▶ Yes, I did say letter. As a matter of fact, a HAND WRITTEN letter from the team and maybe even a photo or 2 of your time at Globals.
- ▶ We say this is a once in a life time experience, but you might get lucky and go again. Your contributors are the key to you getting there and a hand written note goes a long way.

And, Finally, Just A Few More Things To Consider...

- ▶ Some of these events take many people to make them work. Obviously, the more kids on a team, the more funds to raise, but also more people to raise it.
- ▶ When you are considering which fundraisers to do, consider who your contributors are. Events should get the interest of many different groups, otherwise you are pulling from the people over and over again. Online donations are a great way to ask people who don't live near you for help, while an actual event is good for local friends and yard sales and car washes pull from a completely different group that may know nothing about DI.
- ▶ And, remember to have fun! It's a lot of work to get to Globals, but totally worth it when you arrive!

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