



Education
First

Educational
Tours

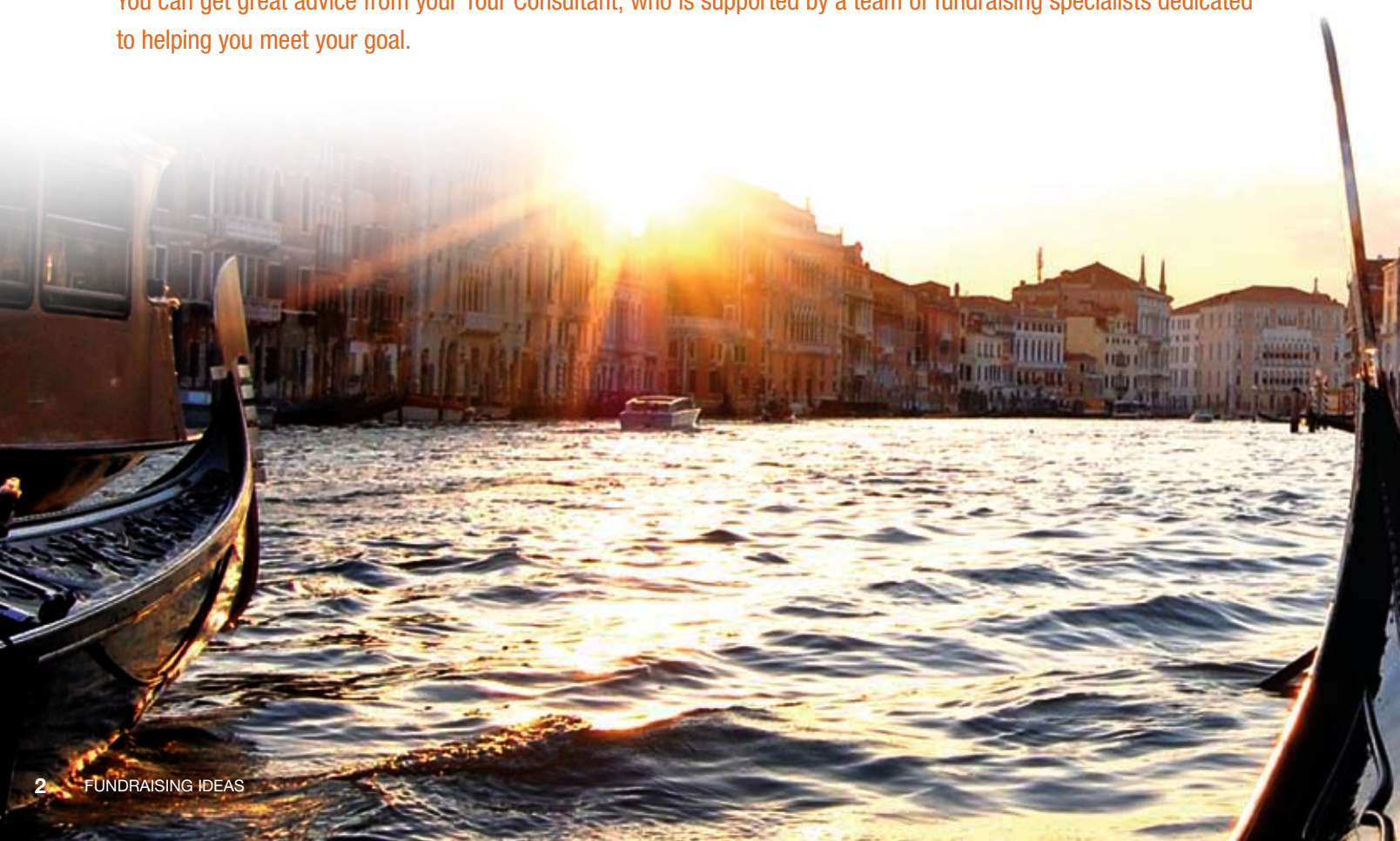


Fundraising

**FUN AND REWARDING WAYS TO
RAISE MONEY FOR YOUR TOUR** *ideas*

Start fundraising for your tour!

Fundraising is an excellent way to bond as a group before your tour while also raising money to help cover tour costs. The key to successful fundraising is starting with a plan and some great ideas. This helpful guide will get you started on your fundraising efforts – from setting your goal, to hosting a fundraising event and keeping students motivated. You can get great advice from your Tour Consultant, who is supported by a team of fundraising specialists dedicated to helping you meet your goal.



A scenic view of a Venetian canal with gondolas and historic buildings. The water is dark and reflects the warm light of the setting or rising sun. The buildings are multi-story with arched windows and balconies. A gondolier in a striped shirt is visible in the foreground, steering a gondola. The overall atmosphere is peaceful and historic.

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Planning & Preparing

Fundraising can be easy when you're ready with a plan. These guidelines will help you get prepared – from holding your first meeting to managing the money your group raises.

Why fundraise?

By making the tour more affordable, you can give more students the opportunity to join your tour and have the life-changing experience of travelling abroad. Organizing fundraising events is also a great way to work together toward a common goal. Your group gets to know each other better before the tour, and students benefit from the sense of pride that comes with financially contributing to their tour. Fundraising also teaches students important skills, including organization and cooperation, enhancing the educational value of the entire experience.

Get started

Once you have enrolled a group of travellers, hold a meeting to discuss fundraising. Make sure that everyone attends the meeting, regardless of whether or not they intend to participate. It is important that everyone understands how the money will be earned and divided. Discuss the topics in this book at your meeting.

Set your goal

The best way to ensure success is to start off by working with your students to set a fundraising goal. You may decide to raise money to cover a portion of everyone's Program Fee or choose a specific expense such as the group's optional excursion to Versailles. Set benchmarks for motivation and make sure to track your progress visually so everyone can see how far you've come and how close you are to hitting your goal. Remember to celebrate when your group reaches a milestone!

Pick a leader

Determine who's in charge of leading your fundraising efforts – and it doesn't necessarily have to be you! You can put parents in charge of spearheading fundraising events or even pick a student leader. A student may want to lead the effort as a mini business project or be able to cite leadership accomplishments on college applications. Another option is to form a student fundraising committee and serve as its advisor.



Manage your money

Use the following tips to manage funds once your group has started raising money.

- Set expectations by creating a fundraising contract and have students sign it to ensure students and parents are on the same page from the start.
- Whenever money is involved, we recommend two people share the job of handling funds.
- Keep track of everything, making sure you know where every dime comes from. This will help when you divide the fundraising money later on.
- Keep all money raised in a dedicated account. Many schools have a club account you can use to deposit money until you need it. Use a group cheque to withdraw money from this account and make a group payment to EF.

Motivate your students

Keep students motivated with regular reminders about what they're working for – an amazing trip to an exciting destination! Watch our *Travelling with EF* DVD for a taste of the adventure to come. Set benchmarks and celebrate successes when those milestones are met. You may also want to schedule regular fundraising meetings to touch base about what you've accomplished and what's next.

Choose the best event for you

Think about your community and its priorities. What do people generally rally around? Maybe it's sports, music or art. Tailor your fundraising event to interests likely to generate the most community participation. Be strategic about what you plan to do, depending on where you live. For example, if you live in an urban area, it may be more difficult to find a big space to accommodate a large event. In a more sparsely populated area, door-to-door sales may be too challenging because of a lack of access to large volumes of people.

Product Sales

Product sales are great fundraisers because they require little planning, and students can take responsibility right away. You can sell home-made goods or choose from a number of products that can be bought or donated and then sold for a profit.

FUNDSCRIP.COM

Money up front: \$0

How it works: FundScrip is a nationwide fundraising program that asks supporters to pay for their everyday purchases (i.e. groceries and gas) with gift cards bought through the FundScrip program. A percentage of the gift cards purchased is then donated to your group.

- Sign up with fundscrip.com
- Choose from over 100 national retailers such as Loblaws, Best Buy and Petro Canada.
- Your supporters can order gift cards from fundscrip.com or use a Paper Order Form
- You receive 2% to 10% of all these purchases back toward your fundraising goals.

Visit fundscrip.com for more information.

FLOWER SALES

Money up front: Minimal. (Based on donations from local flower shops and grocery stores that will donate or sell flowers at a discount for a good cause.)

How it works: Sell flowers to fellow students to raise money for your trip!

- Work with local flower shops or grocery stores for flower donations or discounted flowers.
- Student volunteers sell flowers during lunch periods.
- Students purchase flowers with a note to the recipient.
- Volunteers deliver them to the recipient's homerooms on the designated day.
- This works well at Valentine's Day and St. Patrick's Day!





FOOD SALES AND CONCESSIONS

Money up front: Varies

How it works: Most concession-stand food is affordable when bought in bulk, which means you can turn a large profit margin. Consider these opportunities to run a concession stand:

- Contact your athletic department to get on the schedule for the concession stand during large sporting events.
- Consider selling an ethnic dish from the region you are travelling to and take orders in advance so you aren't left with extra product.
- Contact nearby universities and minor/major league stadiums since many allow fundraising groups to work their concessions and share a portion of the profits.
- Keep an eye on the community calendar for other events (flea markets, car shows, county fairs) that you can contact to help run concessions.

GIFT CALENDARS

Money up front: \$0 to \$200, depending on whether production costs are donated

How it works: Sell calendars to your community featuring students' original artwork.

- Hold a contest for students to create paintings, prints or photographs.
- Select 12 winners and decide with your students which months the works should accompany.
- Ask a local printing company to cover the cost of production or reduce the rates.
- Give the finished product to students to sell to families and friends! A local art show or general store might also be interested in helping you sell more.
- Calendars usually retail between \$10 and \$15 at stores.

Need more information?

For additional fundraising ideas, getting started or help in hosting your events, call one of our Tour Consultants at 1-800-387-1460.

School & Community Ideas

Get your school and community involved! We have ideas ranging from small school activities to large community events. These events will bring everyone closer together while also raising money for your tour.

RESTAURANT NIGHT

Money up front: \$5 to \$20 for advertising

How it works: Advertise a particular night at a local restaurant, help fill the restaurant with customers and receive a percentage of the profits in return.

- Locate a restaurant in your community that is willing to participate.
- Advertise the evening through email campaigns, flyers and word of mouth.
- Challenge each traveller to secure a certain number of commitments from supporters to attend your restaurant night.
- Be present on your night, greet your guests, tell them about your goals and travel plans, and have an opportunity for them to make additional donations.

SPAGHETTI/THEME DINNER

Money up front: \$0 to \$200, depending on how much food and beverages you can have donated

How it works: Host a meal through grocery donations to support your trip abroad.

- Secure a venue with a kitchen for hosting the dinner. (For example, a community centre)
- Check whether or not tables and chairs are available.
- Get donations from local grocers for spaghetti, sauce, bread, butter, salad, beverages, paper plates, etc. (It's even better when you can attach a theme that ties in to your destination: Italian pasta party, French crêpe night, Mexican fiesta.)
- Publicize your event in the community by reaching out to local newspapers and cable stations.
- Sell tickets at school sporting events, in the lunchroom and at a table in the main hallway.
- Make sure you have enough volunteers to cook and serve the meal, based on the number of advance tickets you have sold.
- Entertainment never hurts—think about combining your dinner with a talent show.



PIGGY BACK FUNDRAISING

Money up front: Minimal, just supplies if you aren't able to get donations

How it works: Jump on board with events already happening in your community!

- Research the school's calendar, town website or call the town hall and service clubs to see if they have any upcoming events (car show, parade, festivals, Election Day, flea market, etc.)
- Jump on board! Get in touch with the main event planner and see if you can be involved – be clear you are raising funds for an educational travel program.
- What can your group contribute? Face painting, food sales, raffles, carnival activities, coat/bag check, etc.
- Always have information on hand about your educational tour, as well as a way for people to make additional donations.



COMMUNITY CLEAN-UP

Money up front: \$0

How it works: Lend a helping hand in the community while raising funds for your educational tour.

- Look to the community for opportunities to give back and receive sponsorship in return. You can do this in two ways: Seek an organization to pay you for your time and services, or ask for pledges per hours worked or trash bags collected.
- Some clean-up ideas include: park clean-up after a town celebration such as Canada Day, clean-up of a local stadium after a game (ideal on a double-header day) or, a roadside clean-up.

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Individual Ideas

These fundraising ideas are perfect for individual travellers raising money on their own or they can be combined with a group effort for greater impact.

SELL “STOCK” IN YOUR TRIP

Money up front: \$0

How it works: Sell “stock” in your trip for specific sections of your travel itinerary in return for donations.

- Break your educational tour into sections, by the half-hour, hour, half-day or day.
- Assign a cost per segment of the tour (i.e. \$20/hour).
- Describe exactly what you will be doing during that time so your donors can choose what part they want to “be on tour with you”.
- Send a postcard from the segment of the trip describing what the stock bought (i.e. a visit to Notre Dame Cathedral).

ODD JOBS

Money up front: \$0

How it works: Everyone needs an extra set of hands! Get your name out there and be the one they call.

- Advertise your services at your other fundraising events. Have a table of “business cards” for you and your fellow travellers, including your contact information and what types of jobs you are available for (babysitting, painting, yard work).
- Post an ad in the paper detailing your services.
- Let people know what you are raising money for and see if they are willing to pay you a more favourable wage for your work knowing it is going towards an educational opportunity.





SNOW REMOVAL

Money up front: \$0 – just a shovel required.

How it works: Shovel your neighbours' driveways for donations.

- Go door-to-door asking your neighbours if they need help shovelling their driveways.
- Decide on a set fee and mention that you are doing it to raise money for your tour.
- Fulfil your contract and ask them to refer you to other neighbours who may be interested.

JELLY BEAN COUNT

Money up front: Minimal, just for a jar full of jelly beans.

How it works: Fill a jar with jelly beans and ask friends, teachers and neighbours to pay to guess how many are in the jar.

- Fill a jar with pre-counted jelly beans.
- Announce to your friends/family that you are raising funds for your tour and ask if they'd like to participate.
- Advertise the Jelly Bean Count contest on your social networking site to generate more buzz.

Need more information?

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Grants & Sponsorships

Raising money for your tour can extend beyond hosting events or selling products. You and your students may also apply for grants and sponsorships, either as a group or individually. Local businesses are a great start for seeking sponsorships. Regional education foundations as well as non-profit organizations are useful sources for grants.

GRANT WRITING

Money up front: \$0

How it works: Grants are sums of money that are awarded to fund a specific activity or organization. They can be difficult to research, and approval can take time, so it's important to plan ahead and have a back-up plan.

- Define your goal and mission for travelling with students. Seek a grantor who supports it.
- Look for continuing support. Some grants offer repeat funding or the opportunity to set up a travel fund. Even if it is not mentioned, it is worth asking if the grantor might consider matching the funds year to year.

SPONSORSHIP LETTERS

Money up front: \$15 to \$25 for stamps and photocopies (\$0 if you send letters by email)

How it works: Send letters to local businesses and service organizations requesting support.

Determine who you will write to for support. Start with organizations that have a vested interest in cultural exchange and organizations with which you have a long-standing relationship.

- Focus on two main points when writing your letter:
 - Why is educational travel important?
 - How will your donor's money help?
- Hand deliver your letters for greater impact or, to reach more people, consider sending them out by email.
- Offer something in return: Display their logo at future fundraisers or offer advertising space on a group tour T-shirt.
- Give thanks. Send a postcard from your travels and/or invite all donors to a trip presentation upon your return.



INTERNET FUNDRAISING

Chipln.com

Money up front: \$0

How it works: Chipln is a Web-based service that simplifies the process of collecting money from groups of people. It helps you get the word out to prospective contributors. The Chipln widget makes it easy to promote your fundraising efforts on social networking sites you already use.

- Set up an account at Chipln.com
- You can embed the Chipln widget on your blog or social networking sites.
- If you don't have a Web page or blog of your own, Chipln can provide one for you for free.
- You can keep track of how much money has been raised, and keep your friends and family up-to-date on the progress

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Frequently Asked Questions

Do I really need a specific fundraising goal?

It's hard for your group to feel a sense of accomplishment if you are constantly just trying to raise as much as you can. Therefore, setting goals is strongly recommended. If there is varied financial need among your travellers, we suggest asking everyone to stop by individually and discuss how much money they need to raise. This keeps a sensitive topic private. Add up everyone's fundraising minimums to establish a base goal. You can monitor your progress as a group. If you have a large fundraising goal, we suggest breaking your goal into halves, thirds or quarters and setting corresponding dates for deadlines.

Where should I deposit the money we earn?

Funds should be deposited in one central location. You can then cut a group cheque to EF using the Group Cheque Form found on your Group Leader section online. The best option is to deposit funds into a club account at your school. This is a trusted central location that allows donors to write cheques to the school and exempts you from collecting personal cheques. If you are unable to use a club account at school,

we suggest opening a separate checking account with at least one additional signer. This frees you from always being the one to run to the bank and serves as an extra security measure. Many banks will grant you the option to create an alias for your account, which prevents you from having personal cheques made out in your name.

My students pay through AutoPay, EF's monthly payment plan. How will a fundraising cheque affect their monthly payments?

If the fundraising cheque is at least \$129 above the required minimum monthly payment, then the remaining automatic payment amounts will re-adjust to a lesser amount for all remaining payments. For example: If the regular automatic payment amount that is due is \$150 per month and you submit a cheque for at least \$279, the remaining payments will re-adjust to an amount less the \$129 per month until the student has paid in full. (If the fundraising cheque is not at least \$129 above the required minimum monthly payment, the difference will be reflected in the final payment rather than in each monthly payment.)



Should I evenly split the money raised among all travellers in my group?

Evenly splitting the funds is a good method if you feel the fundraising efforts were equally balanced. However, as an incentive, we suggest “paying” students only for the fundraisers they are involved in. Money made at each fundraiser is divided by the total number of hours worked by all participating students and paid back out hourly to each student for his or her time. This provides a fair opportunity for those students who may need more financial assistance to be compensated for their time while eliminating the risk of students who aren’t pulling their weight.

How do I fundraise if my trip is not school-sanctioned?

Your fundraising potential will not be limited if your trip is not school-sanctioned. In fact, all groups should spend plenty of time fundraising outside of school and within the community. There are plenty of other fundraisers happening at school for sports, drama,

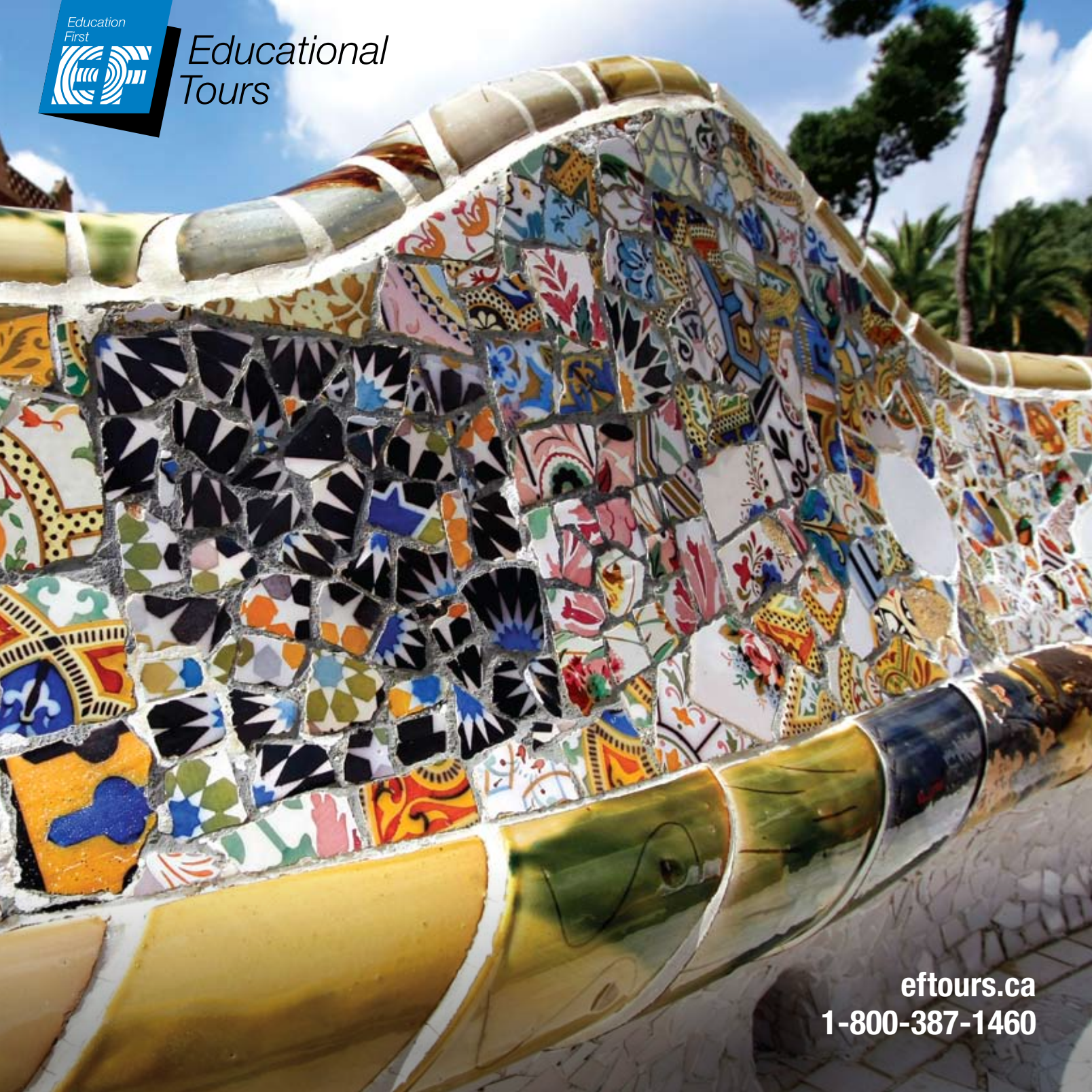
band and other clubs, so reaching out to the community should be an important part of your fundraising efforts. If you are concerned about space for hosting events, consider looking at venues such as community centres, Rotary Clubs or the local YMCA.

What other guides and resources do you have to help me with fundraising?

Your Tour Consultant is ready to help answer any questions you have about fundraising and to offer more ideas. Your Tour Consultant is supported by a team of fundraising specialists who are continually generating new ideas based on feedback from teachers like you.



Educational Tours



eftours.ca
1-800-387-1460