



Student Fundraising Guide

Introduction...

Welcome to the HOBY Student Fundraising Guide!

A strong leader embodies a few character traits that set them apart from all others. Initiative, determination, and courage – these are just three, but are three of the most important qualities a leader draws upon when it comes to fundraising for any project or goal. To nurture your growth as a leader, HOBY encourages you to put those skills to practice to finance one of your goals, whether that be participation in one or more of HOBY’s programs, or accomplishing fundraising goals for an organization or idea that you have launched in your own community.

In this guide you’ll find a LOT of great fundraising ideas and information! Feel free to gravitate towards those sections that you feel will benefit you the most in your own personal fundraising endeavors. There are so many different ways to fundraise, but you must find what works best for you. Your hobbies, interests, strengths and personal connections can all improve your fundraising strategy. So think of this guide as your fundraising menu from which you can choose the ideas, methods, tips, and tricks that are most suited and relevant to your needs. The purpose of this guide is to give you the tools you need to raise the funds for your HOBY experience, and to hopefully help you establish a foundational understanding of fundraising!

Why do we fundraise? Fundraising requires a unique talent: convincing businesses or individuals that investing in your goals is worthwhile. Why should someone write a check to assist you in furthering your ideas? Fundraising is the opportunity to create buy-in from those around you, and build a community of support through the goals you set for yourself.

A little about HOBY! For over five decades, Hugh O’Brian Youth Leadership (HOBY) has inspired young people to make a difference and become catalysts for positive change in their home, school, workplace, and community. As America’s foremost youth leadership organization, HOBY has a long and impressive history of successfully motivating youth and volunteers to outstanding leadership. HOBY aims to inspire and develop our global community of youth & volunteers to a life dedicated to leadership, service, and innovation.

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***TIP:** Some pages will include little boxes like this with some extra tips and tricks to help bring attention to some important details you might not want to overlook.*

Before You Begin

As we've already mentioned, fundraising requires the ability to convince someone that you and your goals are a worthwhile investment. Not everyone you talk to will understand or be aware of what HOBY does and why it is so important, so it is necessary that you can thoroughly answer questions about HOBY and why it is so meaningful to you. Below we've included an outline of things to know about HOBY and the resources to help you get those answers if you don't know them already.

***TIP:** You should be prepared to tell everyone about the HOBY program, your motivation, and your goals. If you make a convincing case, you may find that you do not have to pursue funds much further, a few people who care about you may agree to support your leadership endeavors.*

Be ready to answer the following questions:

- ✓ What is HOBY?
- ✓ What are the program's goals, objectives, and components?
- ✓ How long will the program last and where will it take place?
- ✓ What are the benefits of this experience? For you? Your community? Beyond?
- ✓ Why do you want to take part in this and what will you learn?
- ✓ Is there anyone else in your community or family who has benefitted from this?
- ✓ Who else is supporting you?

Here are some resources to help you figure out answers...

***TIP:** Gathering information on the organizations or corporations you are seeking support from and being familiar with their work can help you look impressive and give you a big step up.*

- ✓ The HOBY Website: www.HOBY.org
- ✓ The HOBY Blog: blog.hoby.org
- ✓ Your event's social media: hoby.org/programs/leadership-seminars/dates-locations
(choose from the list)

Don't forget that both preparation *and* enthusiasm are important. You're getting ready to take a big step that will impact your life, and you should feel proud of it. Don't underestimate the power of being yourself, while you may be professionally answering some very in-depth questions. While you want to show respect and that you highly value a donor's support, being genuine is still important. If you stay prepared and keep a positive attitude about yourself, your cause, and fundraising itself, you will hopefully have a very pleasant fundraising experience!

Budgeting Your Expenses

A key to successful fundraising is to be realistic in the amount you seek to raise. Being honest with yourself is going to help make your goals more attainable. Whether you seek funds from businesses or individuals, it is helpful to provide a budget for the expenses of what you are fundraising for. While the initial fee is most likely the largest expense, there are others to consider, such as travel and spending money.

TIP: Remember all of your expenses – including fees, luggage costs, and incidentals!

Before you begin, it is important to figure out your goal of how much you need to fundraise. You may want to write down or make a useful chart to exhibit how your fundraising efforts should be allocated. Take a look at this sample fundraising budget for the HOBY World Leadership Congress:

| | |
|-------------------|------------------|
| Program Tuition | \$1825.00 |
| Plane Fare | \$500.00 |
| Spending Money | \$100.00 |
| Total Need | \$2425.00 |

TIP: Keep your stakeholders in the loop. Are your classmates, parents, or friends on the project? Make sure you keep others on the same page with you.

Where will these funds come from and what do you already have available? In seeking funds from individual or business sponsors, demonstrating that they are not the sole funder will show that you are serious in your fundraising effort, and that any amount provided is appreciated.

| | |
|-----------------------|-----------------|
| Personal Contribution | \$500.00 |
| Family Contribution | \$400.00 |
| Total on Hand | \$900.00 |

This budget shows that you have already raised \$900.00 on your own, and seek only an additional \$1525.00 to fund the cost of the World Leadership Congress. This is where you can develop your plan for raising the additional funds.

| | |
|---------------------|----------|
| Kiwanis Scholarship | \$500.00 |
| School Sponsorship | \$450.00 |
| GoFundMe Page | \$300.00 |
| Bake Sale | \$125.00 |

Showing your plan to raise funds based on a sound budget provides a clear and convincing argument for your fundraising goals.

Setting up a Fundraising Plan

To be successful in fundraising, it is very important to have a well thought out strategy that contains manageable and realistic goals. The first part of this section will demonstrate how to set S.M.A.R.T. goals for yourself, which will help add structure to your fundraising ideas and make them easier to put into action.

S.M.A.R.T. is an acronym that helps remind you of all the important components for successful goal setting. Check out what each letter stands for below:

- S** **Specific** - State exactly what you want to achieve. Who? What? Why? When? Where?
- M** **Measurable** – How will you determine achievement? This should be a yes/no, true/ false or a number.
- A** **Attainable** - Is the goal realistic: Is it possible to accomplish? Will it keep you motivated?
- R** **Relevant** - Is it meaningful to you? Does your goal fit in with your overall values and beliefs?
- T** **Time-bound** - Set a date for completion.

Here’s an example of how to run a fundraising idea through the S.M.A.R.T. strategy:

Original Goal: I want to host a party and ask for donations for my HOBY seminar.

This is a great idea, but it’ll help to execute this idea if it is more Specific, Measurable, Attainable, Relevant, and Time-bound.

Specific: Answer the Who, What, When, Where, Why. For example, for the Who, make a list of people you want to invite and ways to contact them.

Measurable: How will you track your progress? It might help to keep a to-do list with specific deadlines for each item that you can check off as you go.

Attainable: Ask yourself how realistic this idea is for yourself and your community. How well have similar previous events done? Is the date and time reasonable for those you are trying to attract?

Relevant: Do you find this event meaningful? Will your community?

Time-bound: Set a date that you need to be done with all of the event planning, as well as a date for the event! Allot yourself the correct amount of time for preparation, advertising, execution, and follow-up.

As you can hopefully tell from the example above, using the S.M.A.R.T. strategy can help you effectively plan, and turn your fundraising ideas into attainable realities. Using this strategy can help you set a timeline and deadlines for smaller fundraising ideas as well as your entire fundraising plan as a whole.

***TIP:** While planning events or brainstorming what sponsors to contact, don't forget to consider your fundraising plan as a whole, to decide what kind of fundraising methods will be most relevant, realistic, and timely for you.*

As you may have already noticed, successful fundraising is the product of a detailed strategy. It is important not only to figure out whom you should be asking for money but also to detail what resources and skills are available for you to use in your fundraising, how you should be approaching potential donors, and how you will handle the money that you raise. Below we'll talk a little bit more about lining up your resources and reaching out to them.

Identifying Resources...

Who can help you? The best way to start identifying those you can reach out to for support is to brainstorm and make a list of whoever first comes to mind. This can include family members, friends with special talents or community connections, potential sponsors, local organizations, etc. This isn't just a list of donors, but instead a collection of everyone you and your family know who may be willing to do something to help you fundraise.

Reach out to everyone in your network including those you know personally (like family and friends), businesses (e.g. local restaurants, stores, multinational corporations), schools (e.g. teachers, other students, the PTA/PTO, and student groups), and religious/spiritual organizations. Expanding your network will not only help you fundraise now, but is also an important practice for the future.

Don't forget to draw from your own talents and skills. Take advantage of what you love doing or what you do best and gear your fundraising efforts toward those strengths. For example, if you are a skilled photographer you could try selling your photographs. The more passionate you are about something, the more likely people are to be drawn to it.

***TIP:** When it comes to requesting sponsorship don't forget to request from: Friends and family, community restaurants and stores, community/religious groups, companies/corporations, and foundations that award grants to students.*

Communicating...

Once you have a list of resources and potential donors, it's time to start reaching out. The method and style you use to communicate with each person, group, or company is going to differ depending on who you're talking to. The way you approach a family member about giving to your cause is probably going to differ greatly from how you address the Community Grant Coordinator for a multinational corporation. It's important to be aware of the best possible way to contact and communicate with each individual or organization.

For example, when it comes to local companies or community organizations that you are familiar with, it will probably be best to set up an in-person meeting or even just drop by prepared with information to share, and ideas of how they can support you (post a sign or put out a jar on the countertop to collect money). However, for larger corporations that may only have an office in your area, it's probably wiser to send out a formal request in the mail or attached to an e-mail.

When contacting any business for their support it will be helpful to first do your research. The more you know about them the more you'll know about how they can help you reach your goal, and the more professional you will come across. A lot of businesses will set aside money for supporting community causes or activities, so don't be afraid to ask! If you find that an organization cannot provide you funding, it may be helpful to ask if they know of another organization that may be a potential sponsor.

***TIP:** If you're not sure what a sponsorship letter should look like, check out the sample on pg.9, and don't forget to include a Response Form (pg.10)*

The Sponsorship Letter...

A great way to reach out to larger companies or organizations is to send a sponsorship letter. It may help to call before you send the letter to determine whom the letter should be sent to. Titles of positions such as Community Outreach Coordinator and Grant Manager are examples of those who deal with things such as sponsorships. **Don't forget:** be clear about your request and be specific when including dollar amounts, don't exceed a page, make sure to proofread multiple times before you send them out, and follow-up and send thank-you's if they contribute. A Response Form should also be sent with your letter and is included on Page 10 of this guide.

Example of how to structure your letter:

1st paragraph: introduce yourself, and make it clear what the intention of the letter is.

2nd paragraph: Give general info about HOBY, why it's important, and what it means to you.

3rd paragraph: Talk about your interests and passions in a way that ties in with the info you shared about HOBY.

4th paragraph: This can be used to explain the financial need; highlight the work you have done but also stress how their contribution is still very important.

The last paragraph: Paraphrase the purpose of the letter, and request some type of action. You can also add how and when you will follow up.

Sample Letter and Response Form

[All red text should be replaced with your own information.]

506 SW 6th Ave. [Street Address]
Yourtown, State, Zip

April 4th 20__

Ms. Potential Donor [Name of Recipient]
Director of Community Outreach [Title of Recipient]
ABC International [Company Name]
555 Somewhere Ln.[Street Address]
City, State Zip

Dear Ms. Donor:

I am a rising senior at John Adams High School. After attending a life-changing Hugh O'Brian Youth (HOBY) Leadership seminar, I am pleased to be attending the Advanced Leadership Academy to further hone my skills as a leader in our community, and **I am writing to ask for your financial support.**

Hugh O'Brian, television's legendary Wyatt Earp, developed **the HOBY program** in 1958 for high school sophomores following a nine day experience in Africa with humanitarian Albert Schweitzer. This program teaches and inspires young people to think critically for themselves and to appreciate a life dedicated to service and social change. I currently have the unique opportunity to attend **the Advanced Leadership Academy**, a HOBY program aimed **at high school juniors and seniors**. I will be exposed to in-depth leadership theories, develop a blueprint for a service project that I would like to complete, and gain real-world experience from knowledgeable professionals in making my goals a reality.

Our community has a problem with hunger, and I believe that the time is now to do something about it. We need to be more up front to discussing this issue and less afraid to seek help. The project I am planning is a food bank in each of our county's high schools for students and families to seek food from when needed. I believe that participating in the HOBY Advanced Leadership Academy will further assist me in developing the project further to have it up and running in the near future.

I am responsible for an **\$1250.00** program fee **and approximately \$500.00 in airfare**. **I am seeking your financial sponsorship in any amount** to assist me in getting to the **Advanced Leadership Academy**. No donation is too small; and will not only assist me in attending the program, but will **jumpstart my efforts to making sure that students in our community are not leaving school hungry**. Your donation can make an impact on me now, and the community later.

Thank you in advance for your consideration of sponsorship. Enclosed is a response form you can use to submit your sponsorship gift. I am planning **to call in two weeks** to follow-up with you. In the meantime, please feel free to email or call me with any questions that you have.

Thank you,

Sally Jones [Your Name]
506 SW 6th Ave. [Street Address]
Yourtown, State, Zip
Phone Number
E-mail



Student Sponsorship Form

**Thank you for sponsoring a deserving student for their HOBY event!
Please complete this form and mail it to the address below.**

Sponsoring Organization: _____

Contact Person: _____ Position: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Telephone () _____

TOTAL PAYMENT: \$ _____

We wish to pay by:

- Check # _____ made payable to "HOBY"
- Credit Card # _____ Exp ____/____ (VISA/MC/DISC only)
(Please ensure that the contact information listed above is for the credit card holder)

Please apply our sponsorship to:

Student Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Telephone () _____

For: _____

Please contact us about:

- HOBY volunteer and speaking opportunities.
- Gift-in-kind donation of meals or seminar materials.

**Please mail this form and payment to:
HOBY Registration
31255 Cedar Valley Drive. Ste. 327
Westlake Village, CA 91362**

For any questions, please contact HOBY at registration@hoby.org

Ideas!

If you want/need to move beyond directly asking for sponsorship, the next few pages contain a few ideas to just get you started thinking about all the possibilities!

Fun/Creative...

Here are just a few ideas to get you thinking about some of the more fun and creative ways you can fundraise.

Board Game Tournament: (Suggested games: scrabble, cranium, catch phrase, taboo, battleship, twister, uno, monopoly, etc.) Charge players an entrance fee, and give the top 2-3 a prize (this could be a donation from a local company). You can make it a regular competition with a new board game each month. For more info and tips check out: www.fundraising-ideas.org/DIY/boardgametournament.htm

Rent-a-puppy: rent out puppies for play time on a local college campus at \$5 per 30mins. You can contact a local shelter or the Humane Society and explain the plan and ask for support. Pay attention to campus rules, make sure to book your location, advertise, and have a structured plan for the day. Find out more here: www.fundraising-ideas.org/DIY/rentapuppy.htm

Don't Come Event: Here's a funny way you can ask for donations. How it works: You send out invitations to a pretend fundraising event. These invitations should be elaborate and classy, and feel free to get creative with the entertainment, guest of honor, etc. because this event will never actually occur. Be clear that the event is a "Don't Come" Event and invite people to buy tickets (donate) to support your cause. Why would people participate? Because a lot of people want to support a good cause, but are often too busy to attend an event. Don't forget to send out thank you's once people respond! Find out more here: www.fundraising-ideas.org/DIY/dontcome.htm

Create Employment

There are endless amounts of ways you can create employment for yourself and earn your money for your HOBY experience! Here's a list of some of the more common ways you can create your own employment:

- **Baby/Pet sitting**
- **Assisting your neighbor/friends/family with**
 - Gardening
 - House work/cleaning
 - Snow removal
 - Holiday gift wrapping
 - Window washing
 - Tech Help
 - Etc.
- **Mowing lawns**
- **Dog walking**
- **Car washing**
- **Tutoring**
- **Search for temporary jobs in your community**

For most of these you can make a flyer and offer your new service to your neighbors, family, and family friends, and if your parents approve – maybe the corner store or local shops/cafes will let you put up a flyer with the announcement.

Events/Sales

Events and Sales are common ways to raise money. Listed are just a few examples of the many variations of this kind of strategy. With all and any events you do, always remember to: **advertise early and often, have a good event description, pay attention to the details, and give attention to all of your guests.**

Bake Sales: this is a classic fundraising sale that involves setting up a stand to sell homemade baked goods.

Cupcake Pre-orders: a fun variation of the classic bake sale is to take orders for a specific baked good such as cupcakes, and bake and deliver them.

Yard/Garage Sale: Go through things you no longer use or need and organize a yard/garage sale. Don't forget to involve family, friends, and community members who could also contribute items! You can also discuss your cause with people who drop by and ask for donations.

Product Sales: These could be your own creations (such as photographs, crafts, jewelry, etc.) that you can sell in-person or through outlets such as etsy.com. Or there are a number of different fundraising programs through which you can sell things like cookies, gift wrap, candles, etc. to family, friends, and neighbours. Here is just one example of such a program: www.nomoreailpolish.com/Jamberry-Nails-Fundraisers

Duck Derby Event: This event involves racing rubber ducks down a local water way. Supporters can "adopt" a duck for a chance at winning (donated) prizes. Number the ducks and sell tickets for each unique number. For more info, check out: www.fundraiserhelp.com/rubber-duck-fundraiser.htm

Party/Dinner Event: Hosting a party or dinner can be a great way to get people together and rally folks to support your cause. You can include different activities like raffles, entertainment, art shows, auctions etc. to create incentive. If it's a dinner or another event with food (like a brunch or pancake breakfast) you can ask a local restaurant or store to donate food.

Talent Show Event: Put on a local talent show and charge for tickets and/or refreshments.

Bottle Drive Event: Let your neighbors, friends, family know to HOLD their returnable bottles, spend a weekend picking them up and redeeming them for the bottle deposit!

You are definitely encouraged to get creative with the types of events and sales you throw. You can also look into upcoming events in your community and try tying in your own event into existing ones.

Online

A great platform for seeking sponsorship and fundraising are online tools that make donations easily accessible to you. Through social media and email, fundraising links are easily sent to family and friends all over the world, however, these sites do create their revenue by charging a percentage fee for donations you collect. A few examples are below:

GoFundMe – allows you to send updates to sponsors throughout your fundraising period; collects 5% of donations you receive.

Fundly – collects 4.9% of your donations.

YouCaring - no fee, but the umbrella company collects a portion of your donation.

Kickstarter – mostly used to fund projects.

Note: GoFundMe, Fundly, and YouCaring are run by an umbrella company, WePay, who collects 2.9% plus an additional thirty cents for each donation in addition to the fees of the individual website.

Consider this: if you are fundraising for a trip, a HOBY experience, etc., you may also ask potential donors to call the sponsor of the trip or experience on your behalf to make a payment donation to be applied directly to your account!

Conclusion and Additional Resources...

Being a leader requires confidence, and a pride in who you are and what you can accomplish, and so does fundraising. While the information in this guide may be helpful, your determination to reach your goal is one of your most important tools, and will inspire others to support you. With every step, and each dollar you earn, you are that much closer to your HOBY experience, to further develop your leadership skills and to learning how to lead effective change in your community and beyond.

Additional Resources:

If you need some more help in coming up with more fundraising ideas, or you're looking for a few more fundraising tips, check out the links below:

www.uwsummit.org/school-and-student-fundraising-ideas

(A list of several different kinds of fundraising ideas)

blog.efexploreamerica.com/category/touring-101/fundraising/

(A blog with fundraising tips and ideas)

HOBY has relationships with several community organizations that have chapters throughout the country, some of which often sponsor students to attend HOBY events. If you're having trouble finding organizations to sponsor you, it may be helpful to contact your local chapter of one or more of the below groups:

- Rotary Clubs
<https://www.rotary.org/>
- Kiwanis International
<http://www.kiwanis.org/>
- General Federation of Women's Clubs
<http://www.gfwc.org/>
- Optimist Clubs
<http://www.optimist.org/>
- Lions Clubs
<http://www.lionsclubs.org/EN/index.php>
- Junior Chamber International
www.jci.cc