

GLASS Fundraising Guide

Fundraising makes seemingly impossible opportunities a reality! We believe GLASS should be accessible to everyone. In addition to enhancing affordability, fundraising is a great opportunity for our students to gain immeasurable and essential life skills. For this reason, our goal is that 100% of GLASS students fundraise a portion of their program cost.

This fundraising guide will equip you with the tools to successfully complete your meaningful adventure. Your fundraising success is largely dependent on your personal commitment; however, we are here for you every step of the way. We will do this together!

Things to Remember:

▶ Funds Raised, Skills Gained

Fundraising helps you enhance valuable life skills, such as resourcefulness, communication, planning, and commitment. View fundraising as an opportunity, rather than a necessity.

▶ Energy In = Funds Out

What you put into fundraising is what you get out. Efficient, consistent, and passionate fundraisers will reap the rewards of their work!

▶ You Are Not Alone!

We will be here to help you reach your goal. If you have questions, or need advice or support, we are just a call, text, or email away!



Meet Savannah | 2019 GLASS Alumna

Savannah fundraised her entire GLASS tuition! Because of her fundraising efforts, she paid for her program cost and passport fee without spending any money out of pocket. She used a variety of fundraising methods including reaching out to her personal network and partnering with a local pizza shop to sell frozen pizzas. She also created a crowdfunding page and shared her goal on social media.

Savannah's Fundraising Tips!

- **Reach out to your network!** During your fundraising campaign, reach out to people who care about you as a person and an athlete (i.e. family, coaches, teachers, etc.)
- **Be familiar with the GLASS program.** When asking for donations, explain the GLASS program and share what you expect to gain from this experience. People are more willing to donate when they know you are pursuing a personal growth opportunity.
- **Use social media creatively to spread your fundraising efforts.** "I did something called flash hour. I posted the link to my crowdfunding page on Twitter and captioned it: "Trying to raise \$100 in an hour." This added up quickly and I usually received over \$250 each time!"

FUNDRAISING PLAN

Fundraising can feel overwhelming. It's important to ensure you are using your time and resources efficiently. Having a plan not only makes you more effective, it also gives you clear steps to follow for success!

1 Establish an Overall Fundraising Goal

Figure out your total cost. This includes the cost of the program, as well as additional expenses (i.e. passport fees, spending money, and baggage fees.)

Total Cost - Personal Financial Commitment = Amount to Fundraise

2 Create Small Goals

- **Be Realistic:** Make sure you are setting goals that are obtainable based on your timeline. However, we also encourage you to set goals that will not be easily reached. Challenge yourself!
- **Short Term, Long Term:** In addition to your overall fundraising goal, set weekly or monthly goals. This can help you track your progress and ensures you are always working toward your overarching goal. Make sure to celebrate the little victories!
- **Hold Yourself Accountable:** When you set a goal stick to it! Give yourself a small reward each time you reach a goal. Share your goal with a friend or family member so they can help hold you accountable.

3 Know your Donors

Think about all the different types of people you can reach out to and the best ways to contact them. Examples of potential donors are:

- Local Businesses
- Personal network (family, friends, coaches, teachers, teammates)
- Religious, spiritual, social, or cultural organizations

4 Write it Down

Figure out how much money you need, make a strategy for reaching out to donors, make a schedule for social media posts. Write it all down on a calendar and stick to it!

SAMPLE TRACKING CALENDAR

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| <p>Overall Fundraising Goal: \$2000</p> <p>How many months until the final payment is due? 4 months</p> <p>Monthly Fundraising Goal: \$500</p> <p>Weekly Fundraising Goal: \$125</p> | <p>Month 1: _____ Week 1: _____, Week 2: _____ Week 3 _____, Week 4 _____</p> <p>Month 2: _____ Week 1: _____, Week 2: _____ Week 3 _____, Week 4 _____</p> <p>Keep track of amounts raised through Month 4...</p> |
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FUNDRAISING IDEAS

We've compiled the fundraising strategies that have provided the most success for our students. As you review the ideas below, think about which strategies may work best with your given strengths and network.

- **Reach out to relatives, coaches, teachers, friends...**
Send a letter or an email to your supporters. Let them know what you hope to pursue and make it personal! Explain why you want to go abroad. Describe the unique opportunity and how you hope this will help you reach future goals. Make donating simple. If you set up a crowdfunding page, you can easily link them to your campaign. It's also best to ask for a specific amount (i.e. \$25, \$50, \$100). See our letter template on the next page.
- **Sales**
Have a knack for sales? Find an organization that offers fundraising partnerships. Here are a few to look into: *Hershey's, Yankee Candle, Otis Spunkmeyer, and Deanan Gourmet Popcorn*. Drive your sales by setting weekly goals for yourself!
- **In Lieu of Gifts**
Instead of gifts for holidays and birthdays, ask for donations toward GLASS. We are certain this experience is worth more than any material good!
- **Odds and Ends Jobs**
Ask around. Reach out to neighbors, friends and family. Let people know you are saving for a once in a life time experience. There are lots of small jobs that may seem insignificant on their own, but together they add up. Set a goal for one small job per week and add your earnings to your savings. Here are some ideas: *babysitting, dog walking, tutoring, spring cleaning, yard work, etc.*
- **30 Week Saving Challenge**
What athlete doesn't like a challenge? Set aside \$2 for the first week, \$4 for the second week, \$6 for the third week, and so on. By week 30 you will have saved \$930!
- **Crowdfunding**
We recommend using a crowdfunding website because it allows you to collect all of your funds on a single platform. You can also share your campaign more efficiently. There are many crowdfunding platforms available! You can explore platforms like GoFundMe, Fundly, PlumFund, and Edco to find the best fit for you.

CROWDFUNDING TIPS

- **The story on your crowdfunding page is key!** Answer these questions: What is GLASS? What do you hope to gain from this experience? How will this opportunity transform you as an individual? How will your growth impact your teams and community back home?
- **Share your campaign via social media.** Make sure you share regularly and keep potential donors engaged. Engage more directly with family and friends by sharing your campaign via email or text.

FUNDRAISING TEMPLATES

Use this letter and/or email template when connecting with potential donors. Be sure to personalize letters with your own story and adapt the letter, as needed, to address different audiences.

Date
Name
Address

Dear DONOR NAME,

My name is NAME and I am a student-athlete at SCHOOL. I am writing to tell you about an exciting opportunity that I am hoping to take advantage of this summer!

I have the opportunity to participate in the Girls Leadership Academy for Service & Sport (GLASS) in Costa Rica! GLASS is a 10-day sports leadership program designed specifically for female high school athletes. Each day, I will engage in a unique curriculum that includes sport-specific training, service learning projects with local youth, leadership development workshops, mentorship from former college athletes, and cultural immersion excursions.

Attending GLASS will equip me with the tools to unlock my full potential as a leader, while also learning how to use my platform in sport to serve as an agent of change within my community. This is truly an invaluable experience for me, and I hope you will see the many benefits international travel will offer. In order for me to seize this opportunity and attend GLASS, I will need to fundraise \$AMOUNT. I have been working hard to collect the funds I need and would love to have your support. Would you consider sponsoring my trip to Costa Rica by donating \$AMOUNT?

Thank you in advance for your time and generosity. I appreciate your continued support and involvement in enriching my experience as a student-athlete.

Sincerely,
NAME

Questions to Consider:

- Did you explain what GLASS? How long is the trip? Where are you going?
- Did you explain what you will be doing? What is the overall purpose of GLASS?
- Did you explain the benefits of your attendance (personally and wide-reaching)?
- Does your letter convey passion and excitement?
- Can your letter resonate personally with the person and/or organization you are writing?
- Is it clear that you're asking for a donation? Is the amount you're requesting clear? Is there a clear donation method? Is there a fundraising deadline?
- Did you proof read your letter?

FUNDRAISING TIPS

- Remember to be professional! Edit any letters or emails you send. Do your research on GLASS to be prepared for questions. Have confidence in your abilities and don't forget to be yourself!
 - Mindset is everything! Think: "I **get** to learn new skills" and "I **get** to fundraise for this awesome experience," rather than, "I have to ask for money."
 - Don't take no's personally! Sometimes people are unable to give, which has nothing to do with your personal value or effort.
 - If people are unable to donate ask them to share your story and campaign! Even if people can't donate money, they might still be able to donate time or resources.
 - You get out what you put into fundraising. The more dedicated you are, the greater return you'll see!
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A Note from Our Team

Your fundraising success is important to us. We want to ensure that GLASS is an accessible opportunity for everyone. If you have any questions, or if you need help creating your fundraising plan, please send us an email or schedule a phone call!



The Girls Leadership
Academy for Service & Sport

+1 (614) 398-1891
mentors@beyondsportsglass.com
www.beyondsportsglass.com