

# FUNDRAISING GUIDE



# HOW TO AFFORD YOUR VOLUNTEER ABROAD TRIP?

Volunteering with Vida will be an amazing, life-changing opportunity but we understand it can also be overwhelming.

Airfare, travel insurance, and program fees can be daunting. Don't let it put you off though! There are many ways to fundraise for your trip, including traditional scholarships, grants, crowdfunding, and even shoe drives. Raising the funds needed for a once in a lifetime trip can be hard work and requires commitment, but it will be 100% worth it.

This guide is meant to get you started with a few options to raise the funds you need.



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MY EXPERIENCE TRAVELLING WITH VIDA HAS BEEN ONE OF THE MOST INFLUENTIAL OF MY LIFE SO FAR! I LEARNED SO MUCH ABOUT MEDICINE, COMPASSION, SERVICE, AND COSTA RICAN CULTURE. VIDA PROVIDED ME WITH OPPORTUNITIES I COULD NOT GET ELSEWHERE AND I AM SO GRATEFUL FOR THEM AS AN ORGANIZATION.

JASLYN RASMUSON  
UNIVERSITY OF ALBERTA

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# A FEW TIPS TO GET YOU STARTED!

1

Demonstrate how the donation will cause an impact: Explain how the donation money will be invested in a trip that helps you become a better professional as well as providing primary health care to underserved communities in Central American countries. You can use this information as reference: [www.vidavolunteer.org/impact](http://www.vidavolunteer.org/impact)

2

Keep it Short and Simple (KISS): Tell your donors about the type of work you will be doing but try to keep it short and sweet. If your information is too long or complicated people can lose their interest and willingness to support your cause.

3

Ask for specific amounts of money: When you say "contribution" some people are thinking \$5 while others are thinking \$5,000. Make it easy for them. Tell people how much you want.

4

Always follow up: Get on the phone with everyone you've talked to and let them know that you really do need their support. Or if you've already received a donation go ahead and thank that person, keep the communication channels open and let them know what an important role they are playing supporting your cause.

## CARDINAL RULE

**If you don't ask, you won't get anything.**

**Ask anyone and everyone you know and don't know to contribute to your cause. One of the best ways is to actually go through the formal process of listing everyone you know and then contacting them.**

# FUNDRAISING IDEAS



# Sponsorships

One of the most effective ways of fundraising is to do a letter or email campaign to as many relatives, friends, former teachers and professors, former co-workers, etc. as possible. Sending a detailed letter or email to over 100 friends and relatives explaining the program and what you hope to accomplish while you're on it will help you reach your goal. We advise you to ask for a specific amount of money that can change according to the person you are approaching. If you send out 100 letters asking for \$50 on average, and one-half respond, you have raised \$2,500. Often a few people will be very inspired by what you are doing, and may give much more.

[CLICK HERE to access some letter templates](#)



# CrowdFunding

Whether you make an individual site or fundraise as a team, crowdfunding platforms are powerful tools for complimenting your fundraising activities. You will be able to create a campaign page where you can tell your story and fundraise to fulfill your service-learning experience needs. Two of the main benefits you get from crowdfunding platforms is the efficiency with which it lets you centralize and streamline your fundraising efforts. By building a single, comprehensive profile through which you can funnel all your prospects and potential investors. As well as the great reach, the access you get to thousands of possible investors who can support your cause.





funds**2**orgs™

## START YOUR OWN SHOE-DRIVE CAMPAIGN!

Vida Volunteer has partnered with Funds2Orgs, the leader in shoe drive fundraising, to provide you a way to raise funds without asking anyone for money. Many of our past volunteers have successfully fundraised through this unique opportunity .

What you get with a shoe drive fundraiser:

- An easy fundraising formula: More Shoes = More Money
- A live team of coaches who give you all the support you need, including in-person and virtual fundraising ideas.
- The fundraising collection materials, which include shoe bags and rubber bands.
- Marketing materials you could customize.
- Pick-up of the shoes by the Funds2Orgs logistics team.
- A check issued to you by Funds2Orgs for the shoes.



### Mallory Newcomb raised over USD\$5000 with Funds2Orgs!

"A friend from school collected shoes for her 2020 trip and she brought that idea to my head and I ran with it! I loved the idea of helping others while also raising money for myself to go do something I love doing, helping others, it was a double bonus! I originally started collecting with a goal of 5,000 pairs of shoes in 2 months . After collecting over 5,000 in just one month, I raised my goal to 10,000 pairs of shoes! These shoes will go to a variety of 24 different underdeveloped countries to help business owners get back on their feet!Throughout my journey collecting shoes, I experienced so many emotions! Exhaustion, gratitude, and above all, excitement. It was amazing to me how many people supported me and came together to help me achieve my goal! I am sitting now at 11,350 pairs of shoes..."

Mallory Newcomb  
UW LaCrosse

**[CLICK HERE TO GET STARTED\\*](#)**  
**You'll receive coaching every step of the way!**

\*This option is only available in the US for now

# Matching Gifts

Many employers sponsor matching gift programs. It is a simple but powerful way to generate extra financial support for your trip—at no cost to you.

To find out if your company has a matching gift policy, by following these three easy steps:

1. **Type the organization name in the search box below to find if your organization matches.**
2. **Make a payment or sponsorship to a student. Be sure to keep your receipt.**
3. **Each qualifying employer has a slightly different process and deadline, so check with your HR department for details.**



## Look up your employer's or your parents employer here:



If you have any questions, please contact us at [finance@vidavolunteer.org](mailto:finance@vidavolunteer.org)

# Grants

One major source of funding might be your own college or university. Most school clubs, departments, University's development offices, alumni offices, have discretionary funds for Service-Learning courses, programs and projects. A bit of research will help you find out what grants or scholarships are available for you and your trip mates! We also encourage you to search for further possibilities outside your study center. Here are some reference links to Study Abroad Scholarships search engines:

[www.studyabroad101.com/scholarships](http://www.studyabroad101.com/scholarships)

[www.goabroad.com/scholarships-abroad](http://www.goabroad.com/scholarships-abroad)



# Virtual Events

Events can be effective and fun fundraising activities. They are a great way to get all your team to work together and gather attention from prospective donors and even possible volunteers.

But with COVID-19, in person events might be challenging so it's time to pivot to online fundraising events and virtual fundraisers.

[CLICK HERE TO SEE A LIST OF VIRTUAL FUNDRAISER IDEAS..](#)





**What happens if you don't have all the funds by the deadline?**



**You can set up a payment plan!**

We can work out a custom plan that works for you. We can extend the deadlines or you can even choose to make monthly payments instead of paying the full balance in only 2 installments.

Contact us at [info@vidavolunteer.org](mailto:info@vidavolunteer.org) and we will be happy to help out!



*travel*

WITH PURPOSE

*learn*

THROUGH SERVICE



 **Vida**  
volunteer.org