



## FUNDRAISING TIPS

In order to start thinking in advance of the money you need to fundraise to bring youth to the Youth Action Gathering (YAG) taking place in Winnipeg on April 28-29, here are some basics.

### A. Starting early

To make sure you know what needs to be done and by when, the best is to start thinking and brainstorming all together as soon as possible. Because the sooner the better, and the cheaper. Whether it is for train, plane or bus tickets, prices tend to go up as we approach the date of departure. Also for most grants or sponsorship you will need to plan ahead since people take time to get back and most grants have due dates. You don't want to miss an opportunity because you applied too late.

- Set yourself a goal and budget (estimating travel, accommodation, food) according to the people interested in coming, or what you think is realistic
- Brainstorm in order to make a list of all potential local donors you can reach out to. Think about organizations, businesses and people that you have a connection to, directly or indirectly.
- For large groups, look if you can get a deal on your tickets with a travel agency. WestJet has a group rate. You need to do a deposit, but you don't pay the total amount, plus, you can also change the names of the people until 24h before the departure.
- As students you may also have discounted rates with certain travel agencies operating in schools or universities.

### B. Defining clearly what is it that you are doing and why they should support

In order to persuade to those who may provide you with funds, make sure you have a solid description of your project and of what the YAG is in order to justify why they should support you.

Think about it from the donor's or funder's point of view: why would they want to provide support?

- For more information on the YAGs and previous ones see:  
<http://ccrweb.ca/en/youth/meetings>

- For more information on previous fundraising for other YAGs and for a template letter to ask for support see: <http://ccrweb.ca/en/youth/meetings/yag-fundraising>
- For examples of videos used as promotional material for YAGs see <http://bit.ly/ccrwebvideos> but you could also decide to have other mediums than the video such as pamphlet (the Youth Network pamphlet), webpage or blog.

### C. Mixing methods

What you need to remember is that most times you will have to look for various sources of funding. The best is to ask in person, it's harder to say no when you are face-to-face. Don't underestimate donors, everyone could potentially donate even if only small donations. You may also want to suggest other ways to help (if they can't help financially): they could introduce you to other potential donors, or they might give you goods that you can auction off, or use within your project (e.g. food for one of your NYCE sessions). In any case, you want to make sure you count on diverse methods.

- Ask community organizations (such as immigrant serving organizations). Organizations sometimes have some discretionary funds. If they can't give you funding, maybe they could solicit donations from their Board or major donors.
- Look for grants available in your community, region or province, or that are addressed to your type of project (for example, from a local community foundation). Ask your supporting organization for more information about grants that may be available.
- Look for sponsorship from local businesses (maybe also local elected government officials). Sometimes having a t-shirt (or other promotional support where donors can put their logos) for your project allows you to put promotional content from all donors and give them more visibility in supporting their community activities (but bear in mind the cost of the t-shirt).
- Crowdfunding through an Indiegogo campaign (more info on their website: [www.indiegogo.com](http://www.indiegogo.com)). The more information you give the more people are willing to give, having a support such as a video to explain your campaign can really boost your support! Remember that this only works if you all encourage everyone you know to give.
- Social enterprise by selling something you make. It can be baked goods, designed cards (for any kind of celebration), small objects like key chains, fridge magnets, scarves, soaps, etc.
- Aeroplane campaign by creating a campaign where people can donate miles through your supporting organisation for your plane tickets. Check with your organization if that is possible and if it would be adapted to your case. (<https://beyondmiles.aeroplan.com/eng/about>).

- [A to Z guide](http://ccrweb.ca/en/a-z-raise-money) of some activities you can do additionally can be found here:

Remember that the key to successful fundraising is making a connection, so think about:

- All the people you know: colleagues at work or school, people you know from the mosque, church or temple, people your parents know, the owner of the store you always go to, your dentist ...
- People and organizations who care about newcomer youth: groups involved in private sponsorship of refugees, immigration lawyers, people who once were newcomer youth themselves.

Then offer them a convenient way to support you.

#### D. Keeping track of your progress

A good way to keep going and not be discouraged is to keep track of your progress. You can do so having an Excel table, calculating each time how much more left you still have to do to get to your goal.

#### E. Thanking and reporting to donors

Whoever decides to support you does so because they trust you and they believe in your project. The least you can do is to ensure they hear about how things go.

Brainstorm with your team to see what kind of updates you might do during the fundraising process. For example, you could let them know when you have reached half of your goal. If they see you are still looking for funds and they feel you appreciate their support they might bring you more donors from their network.

You also need to plan on how you will report to donors and thank them after the YAG.

It can be a call, or a personal card, just so they know their help is appreciated. A very good way to show concretely what their help allowed you to do is to report back at them (e.g. by sending everyone a little report with pictures), or you can invite them all to an event to tell them about the YAG.

#### A. Extra resources

This guide collects tips explained by Philip Ackerman and Destin Bujang from FCJ Refugee Centre in a Webinar accessible by registering here:

<https://attendee.gotowebinar.com/register/1629225911580103170>