

# ECUADOR FUNDRAISING GUIDE

If you have to fundraise in order to go on this trip, you can make it happen! When you have to pay for something yourself, you get more out of it! You also feel more empowered because you MADE it happen! Just start early and keep at it. Make goals. This guide is meant to help you.

First, some basic rules....

## 1 - CLEARLY ARTICULATE WHAT YOU'LL GET OUT OF THE EXPERIENCE

Clearly articulating why you want to go and what it is you hope to get from the experience is very important. So do this first! To help get ideas, watch the student testimonials on my website, talk to each other and think; Why DO you want to go? Brainstorm some ideas below

## 2 - ALWAYS INCLUDE THE FIVE **Ws** WHEN LETTING PEOPLE KNOW ABOUT YOUR TRIP

**Who** is going?

**Where** are you going?

**What** are you going to do?

**When** are you going?

**Why** are you going (This is perhaps the most important!)

### 3 - HOW AND WHERE TO ASK FOR DONATIONS

**1. Social media campaign:** This is probably the most effective and efficient way to begin your fundraising. Use Instagram, Facebook or any other platform to let people know the five Ws and HOW to donate. MAKE IT EASY FOR PEOPLE TO PAY! Include a QR code to your Venmo or Paypal.

**2. Bake sale** This sounds lame but people you don't even know may fund you if you can articulate what you are going to get out of the experience. Remember the goods are FREE for a donation. If you set up in front of a business, you need to ask permission first

**3. Letter writing:** This is also a very effective and efficient way to fundraise. Especially around the end of year holidays when people are used to buying gifts for those they love. Write a letter to your aunts, uncles, grandparents and cousins, that outlines the five Ws. Be sure to be clear on what you hope to learn, what you think is most important about the program, and how you think it will benefit you. At the end of the letter, ask for a donation and tell them exactly how to donate. Be sure it is proofread and looks professional. For older family members, mailing an actual letter might be the best. Follow up with a phone call or another email a week later to ask if they received your request. Even if they don't give you anything, thank them for considering. Better to ask for more than less (if you ask for \$20 they will give you \$20)

### 4 - FINANCIAL AID

**3. Apply for a needs based scholarship** - More information about these scholarships on on the [Website](#)  
If you are interested in applying to any of the scholarships below, let me know and I will help you

The PSF also has scholarships you may apply for.

The AIS program at CHS has some funds to help students go on trips like these

### EXTRA TIP - WHEN ASKING FOR MONEY, MAKE IT EASY TO DONATE!

**Bake sale** - have a jar out for cash and a sign that says make checks payable to...

**Social media** - Include a hyperlink or QR code that takes them directly to Paypal, Venmo or GoFundMe

**Letter writing** - Tell them who to make the check out to and where to mail it  
(and tell them about the electronic options)

### CHECK IN WITH ME

I can't fundraise for you but be sure to ask me for help and any questions you might have about the process. It is clearly a challenging task and I encourage you to use everyone you can to help you reach your goal.

## **Here is a sample letter/email outline**

**Date**

**Salutation**

**Paragraph 1:** Who are you? Give a background of the Regenerative Field Institute and describe why you want to participate.

**Paragraph 2:** What happens when on the program? How will you use the experiences to benefit you?

**Paragraph 3:** What are you asking them for? How does it benefit them?

**Paragraph 4:** Tell them exactly how they donate. Make it EASY! Best to set up a VENMO, Paypal or Go fund me

**Closing:** Thank you and wrap up.

## **Here is a sample letter/email**

To whom it may concern:

As a student at Carrboro High, I've had a great opportunity to learn a lot about the world. My knowledge has grown so much over the last few years and I am so grateful for all that I've learned. My interest in the world is particularly important because when I go to college I want to study to be an XXXX, and I think a solid understanding of sustainable practices will definitely motivate me to learn more. When I heard about the opportunity to travel to and learn about sustainable practices in Ecuador with the Regeneration Field Institute, I became excited because I knew I would learn and grow so much!

As a participant in the program, I'll spend 10 days in Ecuador on Los Arboles farm, meeting people who are passionate about making a positive change in their community. I am also working on improving my Spanish, something that will definitely happen while in Ecuador. I believe that this opportunity to improve those language skills will have a very positive impact in our own community, as there are so many Spanish speakers here, who I'd like to be able to communicate more effectively with.

The reason I'm writing to you is to ask for a small donation to help sponsor my trip. I need to raise \$550 dollars over the next four months, and I thought that one of the best ways to do so would be to reach out to people who care about me to ask them to help support my trip. When I come back, I promise to show you a slideshow of my pictures and tell you all about my experiences. I am asking for \$50 but please donate as much as you feel comfortable. You can mail me a check payable to me to 123 State Street, Chapel Hill, 27514 or find me on Venmo (My name, @myname3412)

Thanks for taking the time to read this letter and think of helping me get this once in a lifetime opportunity. I hope that all is well with you.

Sincerely,

Jon Smith, Oakland High School

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