



WORK AN INTERNSHIP. MAKE A MOVIE. LAUNCH YOUR CAREER.

## FUNDRAISING IDEAS

### EMAIL & LETTER CAMPAIGNS

The vast majority of our participants have said that email and letter campaigns are very effective fundraising strategies. Email is a very simple, free, and powerful way to reach a large number of potential sponsors. It also makes it easy for the people on your contact list to forward your message to others they know; in fact, it's a good idea to suggest this in the email.

We encourage you to include a link to our homepage, [www.CreativeMindsInCannes.com](http://www.CreativeMindsInCannes.com), as well so your sponsors will understand that you are participating in a professional environment with an experienced company. Email is also a great way to send updates of your preparation including the adjusted balance of the amount you need to raise and preparations for your trip.

A letter writing campaign is also a simple and effective fundraising method; some of your potential sponsors may not use email at all. However, it is also more expensive and time-consuming than email. Consider whom you're communicating with – you may consider using both letters and emails. A formal letter may be best when soliciting clubs, churches or temples, local banks, foundations and charitable organizations in your area.

A sample fundraising letter is available to be downloaded from our website to help you get started. You can customize it for your own efforts to generate contributions towards your program fee. We recommend that you personalize each and every letter that you write with the recipient's name. You may also want to take a few moments to write a personal message on it.

### BLOGS

A web log or "blog" is a relatively easy way to create your own webpage and present information to your potential sponsors as a part of your email campaign. You can create a free blog by going to [www.blogger.com](http://www.blogger.com) or [www.wordpress.com](http://www.wordpress.com) and following their instructions. Here you can post your start date, amount you need to



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raise, detailed motivations for your involvement with the program, photos, maps and facts about the program. You can also use the blog to post the names (not amounts) of the people who have sponsored you and give updates as you prepare to attend the program.

### UNIVERSITY FUNDS

If you are a student, one major source of funding is your own college or university. Many school clubs are allocated a certain amount of funds through student activities. See if your club or school is eligible. These clubs may have relationships with local businesses; if so, ask if the club can help you approach these businesses. Many academic departments also have discretionary funds for projects and programs. If your participation in the program can be integrated into an academic or service-learning course, there may also be some funds that can be used for your program.

### SCHOOL NEWSPAPER

Many of the communication students broker a deal with the school newspaper where they agree to cover the festival and write a story about their experiences in exchange for a few hundred dollars.

### WEEKEND JOB

This is a very popular option. Participants will get a weekend job for a month or two to make some extra cash to cover the program fees. This is why our deadlines are so early to give participants the opportunity to explore this option, as it is the most feasible.

### CREDIT CARD

This should be a last resort option. We do accept credit cards but we don't encourage using them. If it comes down to you not attending vs. paying for the program on your credit card then by all means, but you really should exhaust all other options before settling to use your credit card.



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### GRANTS

In general, one of the most common ways to raise money is through grant proposals. Grants are essentially “free money” that is awarded by meeting the criteria of the grant. Though a grant proposal is fairly simple to write, getting it accepted is difficult. Also, grants are often time sensitive in that foundations have deadlines and funding cycles.

One of the most comprehensive books on foundations is the *Foundation Directory*, which is available at most libraries. It lists the board members of most foundations and the types of projects they fund. Follow the “Who Do You Know” principle and see if someone in your network is on the board of a foundation that might give to your cause.

### LOCAL BUSINESSES

Local businesses are far more likely than large corporations to make a contribution to your cause. The key is to make a link between the owner and you or someone close to you. You may want to approach the business first, enclosing all relevant materials and then follow up with a phone call.

### SERVICE CLUBS/PLACES OF WORSHIP

Service clubs such as Rotary, Kiwanis, Lions, Optimists and fraternal organizations such as Elk and Moose clubs along with religious groups such as churches and temples are excellent sources for fundraising. Once again follow the “Who Do You Know” principle; is someone you know a member or a friend of a member?

The best course of action is to contact as many clubs in your area as possible and to ask if you can give a presentation to their club. Many clubs have breakfast, lunch or dinner meetings where you can ask to speak for 15-20 minutes to present your request and explain what you will be doing. This is your chance to thoroughly explain your participation within the program. Remember, you are not asking for money for a vacation, rather you are asking for a contribution to participate in a film program that will be a huge investment in your future. Also, let them know that you are willing to come back and show them photos or a video of the program when you return. After the meeting, write a follow-up letter thanking them for letting you speak and



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reiterating your request for contributions. Be realistic about the amount you are requesting and how it will be used.

### EVENTS

Events are fantastic ways to fundraise that can involve the community, raise awareness about the program, allow you to be creative, give sponsors something in return and generate a lot of interest in your campaign. When reading through the event options below, keep in mind your skills, interests and your contacts. These will be key.

**Sales** – Traditional ways to raise funds are through bake sales, arts and crafts sales, candy sales, garage sales, etc. Do you know someone who is a great baker, an artist, or a published writer? Ask them if they might donate their creations to you so that you may allocate the sale, or suggested contribution, toward your program fee. Many people who are hesitant to provide money will donate something around the house that you can sell at a garage sale, flea market, or on eBay.

**Raffles** – This works better for groups raising funds. Often groups can get items donated to them from local stores, companies, and restaurants, which they can raffle off, usually at a larger event such as a dance. Use the “Who Do You Know” principle. If there are no large items to raffle off, sometimes groups buy something like a television. This can work well as long as the proceeds are well over the price of the item purchased.

**Parties, Dances, Music** – These can range from simple pizza parties to black tie affairs. Again, use the “Who Do You Know” principle. Do you have a friend in a band? Do you know the owner of a bar or restaurant? Some simple events include having a band play at a club where you get all or some of the cover charge. Or perhaps a restaurant will allow you an evening offering an all-you-can eat buffet for \$15 where you get \$7.50 and the restaurant gets \$7.50. You can even throw your own party and ask your guest to pay a cover charge, provided the cover is well over the cost of the party. These types of events can be very labor intensive. Be careful how you structure them and be clear about your expectations.



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**Birthday & Holidays** - Is there a holiday coming up? How about your birthday? Instead of gifts, ask your friends or family to help sponsor your trip.

**Races** – Some people will respond better if they see you are dedicated and working hard to obtain sponsors for your campaign. Sign up for a local fun run and ask people to make a small donation for each mile you run.

**GOOD LUCK WITH YOUR FUNDRAISING CAMPAIGN!**

*You may want to try out the following web sites as well:*

[www.fund-raising.com](http://www.fund-raising.com)

[www.studyabroad.com/forum/financial\\_aid.html](http://www.studyabroad.com/forum/financial_aid.html)

[www.studyabroad.com/handbook/costs.html](http://www.studyabroad.com/handbook/costs.html)