

Young Leaders' Conference 2012

STRATEGY FOR SUCCESS: A **Guide** to Community Fundraising

Congratulations on your registration to attend the Conference!

Each year a significant percentage of outstanding students, like yourself, raise funds to attend the annual Young Leaders' Conference. As a leader of tomorrow, you have the ability to make significant achievements through attending YLC – all of which can be possible if you follow the sponsorship guide to arrange funds and ensure your participation at YLC.

Every effort creates an experience!

Whether you choose to contact sponsors from local businesses or organizations in your community or organize a fundraising event, you will learn tremendously from the experience.

By contacting potential sponsors or organizing an event, you will strengthen presentation and organization skills, and have the chance to network with top professionals. You will also have the opportunity to be creative and demonstrate leadership potential through your hard work.

As you begin your fundraising efforts, we encourage you to plan ahead and consider all possibilities. To assist you with this process, this Guide provides a basic outline from where to start. You may want to seek additional guidance from teachers, professors, mentors, clergy, guidance counselors and parents. Also, using the Internet for information and ideas may be helpful. If you would like to read about successful fundraising of other YLC attendees', please visit the YLC web site at:

<http://www.ylc.sol.edu.pk>.

Please be assured that the Management Team is ready to assist you in any way possible. If you need further information or guidance, please contact our office or visit the YLC web site at www.ylc.sol.edu.pk.

Again, congratulations on your registration! You are halfway through. **We look forward to meeting with you during what is sure to be one of the most exciting and important experiences of your life!**

I. CALCULATE HOW MUCH MONEY YOU WILL NEED

First look at your resources: How much do you have in personal savings? How much will you be able to self finance? What financial assistance will come from your parents or school?

Remember, attending the Conference means meeting three costs:

- Conference tuition
- Transportation to and from the Conference
- Extra funds for snacks or phone cards etc. (Optional)

To determine the amount of funding that you will need, we recommend that you start by making a list of your resources. When doing this, you may use the balance sheet shown below:

Balance Sheet

Your Conference Costs	
Conference tuition	Rs
Travel (to and from Conference)	+
Incidentals (phone calls, souvenirs)	+
Total Conference costs	=
Available Funds	
Your savings R	Rs
Family contributions	+
Total available funds	=
Sponsorship Funds Needed	
Conference costs	Rs
Available funds	-
Required sponsorship funds	=

II. DETERMINE HOW YOU WILL FUNDRAISE

Once you have calculated how much money you need to raise for your trip, the next step will be to decide your plan of action. Do you have a creative idea that will attract potential sponsors? Are you interested in communicating with professionals in your community? You may decide to organize a fundraising campaign that attracts the local media or you may choose to formally seek support from businesses and organizations.

There are many ways to fundraise and developing a plan of action that will enable you to learn new skills and have fun at the same time is important.

“Whatever you are doing for fundraising, do it yourself and don’t let any of your close friends or family members do it for you because it will benefit you a lot in life...it will help you build confidence to stand up for yourself whether you are giving a speech, reading an essay, or talking to people you don’t even know. Doing this fundraiser, it benefited me in life...” – Shaheryar Hussain, Karachi, Pakistan

PLAN A: ORGANIZING A FUNDRAISING EVENT

Step 1: Decide the 3 W’s – What, Where and When

Deciding the 3 W’s will mean deciding **what** fundraising idea you will pursue, **where** it will take place, and **when** it will occur so that you get the best possible response from your community. As you begin, you might find it more helpful to work together with other students from your school who will also be attending the Conference.

Step 2: Determine Your Plan of Action

To organize a successful fundraising campaign, you may want to follow these steps in organizing event logistics:

- Discuss your ideas with a mentor, teacher, parent or someone who can offer you guidance.
- Get necessary authorization/permission if you are holding an event at school or in a public location.
- Recruit help (consider working as a team with other Conference nominees from your school)
- Determine how money will be collected.
- **Plan how you will advertise or create publicity for your event.**
- Organize your message – Be able to answer questions about the purpose of the Conference, how you will benefit from attending, etc.
- Gather materials and resources that you will need.

Step 3: Get Started!

Once you have organized all of the logistics of your fundraising event, you're ready to get started! The most important thing to do to get the ball rolling is to promote the service that you are offering. You may want to post flyers in local supermarkets, stores or libraries, place an announcement in your school or local newspaper, or inform people by word of mouth.

After your event, don't forget to thank everyone who has supported you in your fundraising efforts. Please refer to the sample thank you letter on page 10.

PLAN B: SEEKING SPONSORSHIP SUPPORT

Step 1: Find Potential Sponsors

There are plenty of places to find potential sponsors in your area. Information numbers such as 17 in Karachi and yellow Pages of the phone book provide information about the majority of corporations. Internet search of company websites provide detailed contact information and profiles of company directors who can be contacted.

Your most valuable resources are people active in community affairs, like your school/ university principal, teachers / professors, heads of clubs you may be part of or relatives and friends working for big company's. They are knowledgeable and may be willing to help you find sponsors. Ask them for help. While rarely able to provide any financial assistance, clergy and other school officials are also good sources of ideas for potential sponsors.

Meeting with community leaders and asking for help is not as difficult as you might think. Many adults enjoy talking with young people and sharing their experiences. So relax and talk to people about the Conference and what you intend to gain from it. Be honest about what you want— represent your case openly and sincerely.

Seek out adults who can point you toward the right individuals or businesses to solicit for your Conference sponsorship. Choose adults who have raised funds in your community and who have good contacts and information. They can shorten your quest for sponsorship funds by knowing which businesses and organizations will be most likely to give and how generous they might be.

Don't limit the scope of your mission. Many businesses and organizations in surrounding cities or towns of your residence may be willing to help. Seek out businesses that serve, employ or are patronized by the residents of your community and the students in your school. Use this sample list of sponsors as an excellent place to start.

Types of Sponsors

Businesses:	Organizations:
Supermarkets Banks Town merchants Utility companies Sports stores Newspapers Law firms Realty firms Restaurants Insurance companies Car dealers	VFW (Veterans of Foreign Wars) Rotary Club Lions Club PTA (Parent Teachers Association) Chamber of Commerce Kiwanis Club Religious organizations Women's clubs Sororities or Fraternities Boards of Education Airline, train or bus companies (for travel sponsorship)

Step 2: Write Your Sponsorship Request

With your sponsorship list in hand, you are ready to begin fundraising! You need to introduce yourself and your cause to potential sponsors. A letter is a terrific form of introduction. In the letter, clearly state the following: your name; institution; phone number; where you live; why you are writing; why you want to attend the Conference; what the Conference is;; how much money you will need; and your desire to meet and discuss this further.

Use our *Sample Fundraising Letter* as a model. Your letter can be tailored after this model, although yours should be original. It should provide a personalized description of your recent achievements and extracurricular and community activities. Remember, your letter is the only information a potential sponsor has when deciding to see you and whether to give you funding, so be creative and clear. You may want to make copies of the information we sent with your nomination and provide it to your potential sponsors.

Good fundraising letters convince readers that the request is worthwhile. Potential sponsors may want to know how they will benefit from helping you. You might tell them that you will become a better citizen within the community. Also, inform the company that they will receive positive publicity when you include a reference to the organization during a 10 minute speech in YLC or by wearing caps, sashes, hand bands and badges with company logo and message on it.

Give potential sponsors the information they need to make their decision. Include the balance sheet (see Step 1) that justifies your request. Tell them how much you need and suggest that they may provide all or part of the money. Be sure to indicate that any support would be greatly appreciated. Also, tell them which other businesses and organizations you are contacting.

It is important to keep a copy of the letter for your records. An individual or business you have contacted may lose it or ask about it, and you want to be able to send a duplicate copy and answer their questions confidently.

'After working voluntarily for School of Leadership for 4 months I convinced Team YLC to offer me a partial discount for the conference. This was 2 years ago...I am now leading YLC 2007' – Rumaisa Reem, Karachi, Pakistan

Sample Fundraising Letter

(Date of Letter)

Mr / Ms (Name)
(Designation)
(Organization name)
(City)

Dear Mr / Ms (name)

**Dream-the unseen, Believe – the unknown,
Achieve - the impossible**
YLC 2012 (Young Leaders' Conference), July 1 – 6 2012

As a responsible corporate citizen, your larger aim is to build and strengthen communities. This is your opportunity to promote leadership in the youth of tomorrow.

YLC 2012 (Young Leaders' Conference) is being held on July 1 to 6 at Pearl-Continental Karachi. YLC is a gathering of young leaders aged 18-24 from all over the world.

As you can see, this will be a powerful experience, enabling me to interact with many prominent personalities whom most of us only read about in the papers and see on television.

My participation at this event will allow me to build my personal capacity and then transfer my knowledge to friends, colleagues and to my community. You are thus investing in a process of change and development.

Imagine if you had been given this opportunity for a life-changing experience when you were in school / university and were unable to participate due to lack of funds. I, the youth of today, face a similar situation, and look up to you as a pillar of support.

My participation in the Conference depends on whether I can raise Rs _____ in sponsorships. The Conference tuition is Rs _____ and my travel to the Conference will cost Rs _____. Through my family, institution and personal savings, I have raised Rs _____, and still require Rs. _____.

It would be a privilege for me to represent **Organization name** during the YLC, 2012. **Write down what you can do for the company. Possible suggestions are – Announce organizations name as marketing ventures, intern for the organization, write a detailed post conference report, etc.**

I hope that (company) will assist me with all or part of these costs. My tuition must be paid no later than (enrollment application due date).

Your support for my sponsorship request would be greatly appreciated. I will contact you next week to discuss the possibility of receiving your support.

Also, enclosed herewith is the YLC brochure to answer your queries regarding the conference details, and help you make your decision. Please contact me at (your contact information) or the Conference at (SoL contact information) for any further queries.

Sincerely,

(Your name)
(Address)
(Phone number)
(Email)

Step 3: Follow Up With A Phone Call

Speaking with your sponsors is as important as sending your letter. The success of your fundraising efforts often depends on this part of the process. Your call to each potential sponsor is a reminder that you are waiting anxiously to hear about your sponsorship request.

Wait a week after sending your letters before making follow-up calls. When you call, speak slowly and clearly, introduce yourself, state the purpose of your call and suggest that the potential sponsor arrange a meeting with you and your parents or family members. In some cases a meeting will not be possible, so you should be prepared to talk with your potential sponsor over the telephone. Make sure that when you call, you have your letter and the information you received about the Conference in hand so that you can easily refer to this information during your conversation.

If you are able to arrange a meeting with a potential sponsor, planning and preparing are essential to the success of your presentation. Being prepared will help you overcome any nervousness you might feel. You and your request are worthy and reasonable, so forge ahead! Make your presentation honest and simple. You may want to bring the following items to your meeting:

- The acceptance letter you received from the Conference.
- Information about the Conference that includes: description of program, sample schedule, names of speakers, [the YLC web site address](#), etc.
- Any recommendations from prominent individuals such as teachers, principals, ministers, etc.
- A list of recent achievements or awards.
- A calendar.
- Your balance sheet.
- Your contact information.

Decide on a format for your presentation and create an outline highlighting the points you want to emphasize. Remember to present your material with confidence and enthusiasm.

You might want to practice the meeting with a family member.

Consider the following sample outline:

- I. Introduction
- II. Purpose of meeting
- III. Your selection to participate in the Conference
- IV. Description of the Conference
- V. Why you want to attend and what you will gain
- VI. Amount of funds needed for sponsorship
- VII. How you selected each sponsor to contact
- VIII. When you will need the sponsorship

When you are asked to whom to write sponsorship checks, tell the sponsor that they have two options. First, they may write the check to you or your parents. You can then disburse funds to SoL (School of Leadership). Second, they may wish to write the check to SoL.

Keep all of your checks together and submit them with your enrollment application as early as possible.

If you have already submitted your enrollment application and full tuition payment and are enrolled in the program, SoL will be happy to reimburse you for any fundraising checks you receive.

Use Team YLC as a reference for questions you cannot answer. Encourage sponsors to visit the YLC web site or suggest that they contact SoL for further information.

Step 4: Send A Thank You Letter

Send letters to the individuals whom you meet with and speak with over the telephone. Thank them for their time and consideration. Again, it is a good idea to keep copies of all correspondence.

If you do not receive a positive response from your first attempt, do not despair. Contact additional sponsors and be persistent. Many of the individuals or businesses that sponsor you may give you only a portion of the Conference costs. You will likely have to accumulate your total goal from a number of sources.

If you succeed with one of your early requests, consider using that information in subsequent letters. Potential sponsors often like to know who else might be a sponsor, and it may further encourage their participation.

You may want to base your correspondence on our sample *Thank You Letter*.

Sample Thank You Letter

(Date of Letter)

Mr / Ms (Name)
(Designation)
(Organization name)
(City)

Dear Mr / Ms (name)

I want to thank you for your generous support and making it possible for me to attend the Young Leaders' Conference.

I affirm to take extensive notes during the program, which shall be sent to you in the form of an exclusive report. I look forward to applying my learning in community-building activities.

Thank you once again. I am very excited as this could be a life-changing experience for me.

Sincerely,

(your name)

III. AFTER YOU RETURN – PAVING THE WAY FOR THE FUTURE

When you return home from the Conference, make sure to thank all sponsors again for their generosity, without delay. From the notes you have taken at the Conference, create a day-by-day record of what happened, who spoke and what was said.

Bring a camera with you to the Conference and take snapshots of some of the people and the locale. Have prints made and mount a few of them on one or two sheets of paper with captions. Include these along with your daily reports and thank-you notes to your sponsors.

Your sponsors will be very interested in your activities at the Conference. Sharing the knowledge you gained at the Conference with your sponsors (as well as your classmates and school officials) will allow others to benefit from your experience.

You are also paving the way for the future. By giving your sponsors such positive feedback, they just might be willing to sponsor other qualified young people from your area.