



18th Young Leaders Conference

#iAMplify

Congratulations on your registration to attend the Conference!

Each year, a significant percentage of outstanding youngsters, like yourself, raise funds to attend the flagship programme of School Of Leadership (SOL) - Young Leaders Conference. As today's leader, you have the ability to make significant achievements through attending YLC – all of which can be possible if you follow this fund-raising guide to ensure your participation at YLC.

The first and the foremost requirement is to **KNOW** about YLC, it's vision and how it will benefit **YOU**. Once you have clarity about these, the remaining process becomes easier for you. Once you have a **story** along with a **promising plan**, you will be able to convince your family, relatives, community and social media circle, in an effective and inspiring way. Similarly, your proposal to, and the communication with the potential sponsor will have a sense of *clarity, plan* and *motivation* from your end.

There are numerous ways you may create for yourself to raise funds. Whatever path you choose, you will learn tremendously from the experience. By organizing a fund-raising event, you will learn a great deal about organizing events as well as provide exposure to your fellow community members about the wide range of opportunities and possibilities awaiting them.

By contacting potential sponsors or organizing an event, you will strengthen your 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. Your attempt will groom you professionally and personally. The chances lie in your own smart effort.

Every effort creates a learning experience!

As you begin your fundraising efforts, we encourage you to plan ahead of time and consider all possibilities. To assist you with this process, this Guide provides a basic outline from where you might start. You may want to seek additional guidance from teachers, professors, mentors, clergy, guidance counsellors and parents. Also, using the Internet for information and ideas may be helpful.

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 at our **UAN 021-111-000-765** 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 you during what is sure to be one of the most exciting and important experiences of your life!

I. CALCULATE HOW MUCH MONEY YOU'LL 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 family, school or community? Can your inspiring story/ plans on social media earn you a place at YLC 2019?

Below is a template guide to help you to breakdown your sources of funds and decide whether or not will you need a sponsor, and if you do, how much are you asking for? Please also remember, generally, the better you fill your application and the more you are able to raise for yourself, the chances of earning a spot at YLC will be higher.

The Participation Fees for the Conference is PKR 75,000 and it means meeting the following costs:

- **Full access** to conference program, simulations, sessions & social events
- 5 nights and 6 days accommodation
- Daily breakfast, lunch, dinner refreshments and tea
- Delegate Kit (Shirts, Bags, Diary and Giveaways)
- YLC Certificate of Achievement on the completion of Social Action Project.

However, your incidentals and travel cost (to and from the conference venue) vary depending on where you travel from. To determine the amount of funding that you will need, we recommend that you start by making a list of your resources. While doing this, you may use the balance sheet shown below.

BALANCE SHEET

Your Conference Cost	
Conference Participation	PKR 75,000
Travel (to and from the conference)	+
Incidentals (phone calls, souvenirs)	+
Total Conference Cost	=
Available Funds	
Your Savings	PKR
Family Contribution (immediate and extended)	+
Community/ Social Media Contribution	+
Raised/ Plan to Raise by Earning	+
Raised/ Plan to raise by Fund Raising Event	+
Total Available Funds	=
Sponsorship Funds Needed	
Conference Costs	PKR 75,000
Available Funds	-
Required Sponsorship Funds	=

II. DETERMINE HOW YOU WILL RAISE THE FUNDS

Once you have calculated how much money you need to raise for the conference, 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.

As mentioned earlier, if you have a good understanding of YLC and its vision, it will be easier for you to align your own **aspirations** with the YLC's vision and create a touching and **promising story** about yourself. Give others a reason to invest in you!

One way to do it, is to spot a crucial problem of your society and take its charge in your hands. Have a plan and share it with your *family, relatives, neighbours* and the *entire community*. Share your intentions and plans on the *social media*. But do it all by yourself and be directly involved in it.

“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...”

- Sheheryar Hussain, Karachi

Steps to follow:

Here are the recommended steps you are encouraged to take before applying for a sponsorship. Once you have done all of this, you will naturally have the confidence and preparation to win the sponsors! Secondly, the higher you have raised for yourself, the higher the chances become to earn sponsorships and eventually a spot at YLC. Also, because your efforts are acknowledged and valued by both- the sponsors as well as the YLC Team.



PLAN A: EARNING

After adding your personal savings and getting the support from your family and relatives, the next step can be, Earning Money to raise funds.

Instead of asking for sponsorship, you can very easily, with little hard work, earn the money yourself and feel very good about it. Here are a few ideas. These ideas care for the fact that you are, most probably, a student and only have part-time available during week-days and full-time during weekends.

We are sure you will have many more ideas:

Scope of Work	Description & Level of Earning
Tuition	Investment in space, or else join tuition centre, then no investment. Self-employed – Monthly earning up to PKR 20,000. Work at another tuition centre, earning up to PKR 10,000
Personal Selling	With minimal initial investment in goods to be sold, either on Social Media Pages, amongst your friends, or other institutions. E.g. Bakery goods, books, easy food stuff etc. Investment Rs 5,000. Earning up to PKR 15,000 per month.
Write Articles	Online pages allow you to write articles and give you a decent earning against it per month. Investment: none Earning up to: PKR 15,000 per month
Freelance your skills- Online and Offline	With numerous online courses-providing websites (udemy, coursera, edx etc.) you can upgrade your skills set and then freelance, using the developed skills. There are various online freelancing platforms too (freelancer.com, fiverr.com, upwork.com etc.) You may also use the developed skills to take on projects offline and raise money for yourself. This will not only earn you a place at YLC, but will also be a great learning curve in terms of your growth.

... and so much more.

PLAN B: 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 network. As you begin, you might find it more helpful to work together with other students from your institute 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, peer, or someone who can offer you guidance
- Get necessary authorization/permission if you are hosting an event at your institute or at a public location
- Recruit help (consider working as a team with other conference nominees from your institute)
- Determine how money will be collected.
- Plan how you will advertise or create publicity for your event. Events nowadays are being advertised through social media
- 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 2: 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 institute or local newspaper, or inform people by social media and word of mouth. After your event, don't forget to thank everyone who has supported you in your fundraising efforts.

Plan C: Use social media to gain support

As emphasised earlier, if you are able to align your motivation to be at YLC, with the vision of YLC, you will have a promising story to share. Create content (video, audio or text) to express your story and use the power of the social media to share your motivation to be at YLC 2019.

Depending on the quality and inspiration of your story, your chances may increase hugely to find a potential individual sponsor, willing to give you a shot!
It may be from your community or literally anyone who's heart is touched by your plans-filled content!

The same method can be used for the next step. Once you have a great reason for others to invest in you, your chances to earn a sponsor will shoot!

Plan D: Seeking Sponsorship Support

Step 1: Find Potential Sponsors

There are plenty of places to find potential sponsors in your area. 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 institute, principal, teachers/professors, heads of clubs you may be a part of or relatives and friends working for big companies who would refer your interest in attending the conference to their top management. They are knowledgeable and may be willing to help you find sponsors. Ask them for help!

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. You can also contact the list of sponsors on our website: www.ylc.sol.edu.pk

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 institute.

Step 2: Write Your Sponsorship Request

With list of potential sponsors 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.

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.

Next, you will find a sample for fund-raising letter as well as the thank you letter. Please remember that this is just a **template** to get an idea of how your letters may look like. However, we highly encourage you to create your own letters, while taking these as references only, in order to stand out in the sponsors' eyes.

SAMPLE FUNDRAISING LETTER

(Date of Letter)

Receivers Address:

Mr/Ms (Name)

(Designation)

(Name of the Organization)

(City)

Dear Mr/Ms (Name)

**18th Young Leaders Conference, July 1-6 2019
'Amplify'**

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.

The 17th Young Leaders Conference – Amplify is being held on July 1-6, 2019 at Faletti's Hotel, Lahore. The Young Leaders Conference is the largest annual youth event of Pakistan, attended by youngsters aged 18-24 from every corner of the country and from around the world. The YLC is a 6-day residential conference designed to be a rigorous and though- provoking leadership training program, having a legacy of 15 years. You can find out more about YLC on the website www.ylc.sol.edu.pk

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 papers and see on television.

My participation at this event will allow me to build my personal capacity and then transfer my knowledge to my 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 while you were still a student 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 PKR 75,000. The Conference tuition is PKR 75,000 and my travel to the Conference will cost PKR _____. Through my family, institution and personal savings, I have raised PKR _____ and still require PKR _____.

It would be a privilege for me to represent [Organization name] during the YLC, 2019. [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 those costs. My fee must be paid no later than (YLC 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 flyer 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 ylc@sol.edu.pk or UAN 021-111-000-765 for any further queries.

Sincerely,

(Your name)

(Address) (Phone

Number) (E-mail)

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 (www.ylc.sol.edu.pk) etc.
- Any recommendations from prominent individuals such as teachers, principals, ministers, etc.
- A list of recent achievements or awards.
- 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 'School of Leadership'. Keep all of your checks together and submit them as early as possible. If you have already submitted your enrolment 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 (www.ylc.sol.edu.pk) 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/smart camera phone with you to the Conference and take snapshots of some of the people and the locale. Post pictures in a collage 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.