

# Yale Young Global Scholars Fundraising Handbook



## ***Introduction:***

Asking people for financial assistance, no matter what the endeavor, can be intimidating and feel overwhelming. However, we have found that with thoughtful preparation, fundraising can be a fun and great way to meet your financial goals!

The most important element to a successful fundraising effort is your enthusiasm about Yale Young Global Scholars and the experiences the program will provide you. Convey your commitment to academic excellence and global leadership in your fundraising letter. Enthusiasm is contagious and will be the reason people feel good about contributing to your program costs. Careful planning can greatly reduce your anxiety when asking for contributions. The Yale Young Global Scholars' administrative staff has put together a "tips" guide to assist your planning activities.

Yale Young Global Scholars provides tuition discounts based on financial need and to as many qualified applicants as our limited budget allows. Unfortunately, we are unable to alter or increase aid awards after award letters are disbursed.

Each year, admitted students work with their extended families, friends, neighbors, schools, and community organizations to raise funds for tuition and travel to YYGS. We encourage you to begin your fundraising efforts early. Such efforts require effective planning, perseverance, and creativity. As an outstanding and resourceful young person, we are confident you can succeed in doing this work.

## ***Preparation for Fundraising***

Please use this guide to help organize your efforts.

### **1. Build a Budget**

Every fundraising effort starts with a goal. You need to clarify your costs, define your resources, and set a fundraising goal.

Sample: Goals Planning Worksheet

<b><i>Program Costs</i></b>		<b><i>Available Funds</i></b>		<b><i>Potential Funding Goals</i></b>	
Program Fee	\$	YYGS Financial Aid	\$	Friends and Neighbors	\$
Transportation	\$	Other Scholarships	\$	Local Businesses	\$
Spending money	\$	Your Contributions	\$	Fundraising events	\$
<b>Total Expenses</b>	\$	<b>Total funds Available</b>	\$	<b>Fundraising goal (Costs --- Funds)</b>	\$

List friends, neighbors, organizations, and local businesses you plan to contact:

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## 2. **Schedule Your Payments**

**If you received financial aid from YYGS, it will be applied to the balance of the tuition. If your financial aid package is greater than the balance due, your deposit amount will also be reduced.**

### Program Deposit

You may pay your non-refundable program deposit through your online account. **Program deposits are typically due two weeks after you receive your acceptance letter.**

### Balance of Program Fee

You may pay the balance of your Program Fee through your online account. **For precise due dates, please refer to your acceptance letter.**

## 3. **Identify Resources**

Step One: Find an adult who can help.

This could be a parent, family member, teacher, coach, or member of the community. They can help you brainstorm ideas, connect you to people who can donate, and help you solve problems when you encounter challenges. It is important to have a trustworthy adult assist you in this process.

Step Two: Make a list of all possible donors. Please read below for some ideas.

### People you know well

- All family members (grandparents, cousins, aunts, uncles, god-parents, close family friends)
- People who might give you a birthday and/or holiday present (ask them to help you with this instead)
- Former employers, current employers, teachers, coaches, scout masters, clergy
- People you have babysat for, medical professionals, engineering groups, environmental groups, health organizations

### School Based Contacts

- Teachers (find a supportive teacher and ask about the protocols of raising money in your school; you do not want to break any rules or upset anyone by doing something that is not allowed)
- Guidance counselor/Principal
- School clubs related to the topic that you will study at YYGS
- PTA/PTO

### Community Organizations/Businesses

- Civic groups such as Rotary, Lions Club, and Kiwanis (these organizations will include many business people from your community)
- Chamber of Commerce/ Banks
- Community Foundations
- Large stores (ex. Home Depot, Lowes, Wal-Mart, insurance companies, car dealerships, medical providers, etc.)
- Theme groups related to the topic/subject you are going to study (ex. medical professionals, engineering groups, environmental groups, health organizations, theatre groups, etc.)
- Board of Education
- Yale alumni clubs
- Successful businesses in your community

#### 4. Write a Funding Request

We recommend that you meet with potential sponsors in person. However, it is also important to give them a letter that includes:

- A description of the program
- Your educational goals and how this program fits with those goals
- What you are willing to share and/or give back to your school/community as a result of this experience
- Your interests, activities, accomplishments
- How much money you are trying to raise
- An amount that you are asking them to donate
- How and where they can send their contribution Here is a sample letter:

Dear \_\_\_\_\_,

I am a (*sophomore/junior*) at (*name of high school*) and I have recently been accepted by Yale Young Global Scholars to attend a summer program for outstanding high school students. I have maintained a grade point average of \_\_\_\_\_ and have been highly involved in (*list activities, teams, community work*).

I am excited to have been admitted to the \_\_\_\_\_ session of Yale Young Global Scholars during the summer of \_\_\_\_\_ because I am passionate about \_\_\_\_\_. I am confident that this program will help me explore this academic interest and help me prepare for college. Students from all over the world attend this highly competitive program. I know that I would gain a great deal from both my studies and interactions with my peers. I am so grateful for the opportunity to participate in this life changing experience.

My challenge is that I need to raise \$ \_\_\_\_\_ to help with program costs, and \$ \_\_\_\_\_ for transportation in order to attend the program. I have raised \$ \_\_\_\_\_ from my family, friends, and neighbors. I am contributing \$ \_\_\_\_\_ from my savings and from part time jobs.

I am reaching out to you to ask for help. I need to raise an additional \$ \_\_\_\_\_ by (*due date*). I am hoping that you will consider helping me with a donation.

I have enclosed information about Yale Young Global Scholars. I will contact you next week to answer any questions and discuss the possibility of your support. If you choose to donate, you can make the check payable to \_\_\_\_\_ and include my full name on the memo line. I will make the total payment online through my secure Yale Young Global Scholars Program account prior on the above due date.

I greatly appreciate your consideration. When I return from Yale, I plan to communicate with all of my supporters to share my experiences with them.

If you have any questions, you may contact me at (*phone and/or email*).

Sincerely,

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### 5. **Crowdsource Online**

Seeking out donations via online funding websites is becoming a popular and viable option for students of all ages who hope to fund their educational endeavors. Here are some tips to remember when creating your online crowdsourcing campaign:

- **Use a site which allows you flexibility.** We suggest using a fundraising site that does not require you to set up rewards to those who make donations, allows withdrawals at any time, and allows you to keep whatever money is raised, even if the goal is not ultimately met.
- **Set your goal using the goal planning worksheet on page two of this guide.** Be clear in your online fundraiser description about what the dollar amounts are and what the money is going towards.
- **Read through the crowdsourcing website's FAQ carefully.** Be aware of fees that are charged for online transactions, how long withdrawals take to be processed, and which types of currencies are supported.
- **Choose an early end-date for the fundraiser.** If your deadline to make your full program payment is, for example, June 14th, your online fundraiser should end well before that date (ex. May 20th). You must allow time for funds to be transferred to you from the funding website, and for you to submit the payment to YYGS on time.
- **Promote your online fundraiser via social media, email, and word-of-mouth.** Include the information and link to your online fundraiser in your written funding requests, and when you speak to organizations and friends/family about supporting you.

### 6. **Additional Tips**

#### Fundraising Events

Do not try to do these alone. Involve your family and friends. They are a lot of work, but have good potential gains. Here are some ideas to think about:

- Garage sale, online auctions
- Babysitting, odd jobs, or services for people in the community, neighbors
- Boutique bake sales
- Fundraising party

#### General Reminders

- Start early, this takes time.
- Find a mentor or adult to help you.
- Reach out to people you know and organizations where you have a connection or relationship.
- Target organizations that might have an interest in the subject that you will be studying.
- Be confident. Your admission into the summer program is an honor to be proud of. Let people know that their investment in you is an investment in your community.
- Be clear and concise.
- Keep good records of conversations and donations.
- Send thank you notes and tell people about your progress.
- Don't get discouraged. You may have more "turn downs" than donations, but you will get there.
- After your program, send a letter to all those who helped you. Thank them for their help and tell them about your experiences in the program, such as what you learned and how the program helped you. Follow through on your offer to meet with donors.