



Grassroots Fundraising Guide

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Our IYC Mission

*“How wonderful it is that nobody need wait a single moment before starting to improve the world.”
-Anne Frank*

As part of the International Youth Council, you have a critical stake in global youth action towards social, economic and environmental progress. Since the IYC was founded at the 4th Annual Youth Assembly at the United Nations in 2007, our network has grown and strengthened each year due to the unified voice and motivation of our members.

Your initiatives as a global youth leader in the IYC are so important to us, which is why we are working hard to provide all the possible guidance and support for community development projects being led by our chapters. While our IYC Global Youth Action Grant provides seed funding to select projects (look out for the next round of grants in 2013), we recognize the importance of being resourceful and learning how to maximize financial support for the global youth movement.

This Grassroots Fundraising Guide is the first edition, and shares some of the knowledge that IYC has gained so far in terms of modern grassroots fundraising techniques. We encourage all our members to share their fundraising experiences and challenges on the IYC website, so that we can gather the most holistic and global guide for today and tomorrow’s youth.

Achieving sustainable and equitable development in the future demands a fresh approach, and as youth it is our responsibility to get working on it! Here at IYC we can’t wait to collaborate across borders, cultures, languages and ages to build understanding and a unified voice for the future. We look forward to hearing from you!

In partnership,

The IYC Finance Committee

Introduction

*“If your actions inspire others to dream more,
learn more, do more and become more,
you are a leader.”*

- John Quincy Adams

What is Grassroots Fundraising?

‘Grassroots fundraising’ basically refers to the effort of raising money within one’s community, employing a variety of strategies. What is so great about this method is that it allows for creative approaches to gaining support. It means that instead of applying for one grant or award, you can “crowd source” your funding by inviting as many people as possible to donate to your cause. Grassroots fundraising builds relationships and support within a “community” – which could mean the neighborhood where you live, or a global community of like-minded groups and individuals.

Who is this Guide For?

The IYC Executive Board has created this guide for more than 3,000 leaders that we call members, many of which belong to one of our 29 IYC country chapters from around the world. Generally, this guide is a starting point for any young leader that wants to start fundraising for a project that they are passionate about.

Brainstorming

“To raise new questions, new possibilities, to regard old problems from a new angle requires a creative imagination”
- Albert Einstein

Every great project starts with a group of friends or colleagues sitting down and offering up ideas. After all, your group of passionate young people is what the IYC is all about – you should soak up all the fresh ideas that you can. And remember – no idea is wrong during this process, sometimes you have to think out of the box to make real change!

Project Development

Following these steps is a good start, whether you have already developed the basis for your project, or you are starting from scratch. Make sure that you keep it casual but have someone taking notes, and someone leading the meeting to ensure that the discussion stays on track.

- ✓ The first step is to ensure that everyone agrees on the problem(s) that the project is addressing, this is the ground from which your ideas will grow.
- ✓ See if anyone knows of organizations that are doing similar work to address this problem.
 - If not – has anyone addressed this issue in another country or community that you can learn from?
 - If someone is addressing this problem in your community, see how you can either add value to their efforts, or collaborate with them on a special initiative.
- ✓ Start throwing out ideas on how the problem can be solved; make sure you are taking notes to absorb all the suggestions, and remember – ideas should be criticized, not individuals!

- ✓ After the group has finished presenting all suggestions, have the leader go over them so that the group can discuss the ‘selling points’ of each one. When developing a business venture those selling points should be based on profit, our profit is to judge – **cost effectiveness, time commitment, sustainability**, and most of all **IMPACT!**
- **HINT:** This process isn’t easy, and if there is no standout idea that everyone agrees on, there should be a vote. The leader can lead this vote and democratically determine which project the group will select.

Next steps:

- ✓ Divide preliminary tasks and ask group members to volunteer for the tasks that they feel most confident performing.
- **HINT:** this is a good time to select the person that will lead the fundraising efforts and budget management for the project
- ✓ Have one member agree to distribute the notes of the meeting to all members
- ✓ Take a break and regroup in the next few days to take the project further

Congratulations, you have successfully harnessed the fresh ideas and passion of the youth in your group to develop a project! The next steps move from ideas to action, first of all **let’s see how much this project will cost!**

Your Toolkit for Success

*“I know the price of success: dedication, hard work, and an unremitting devotion to the things you want to see happen”
- Frank Lloyd Wright*

Now that you have decided on your project, the exciting part happens! This is where the action begins. In this section, we outline the key tools and resources you can use to **find, raise, and manage the funds** to make your project a reality!

Project Matrix

The first step is to have your project leader put together a ‘logical framework matrix’ in a spreadsheet that visualizes the project’s objectives and activities. Creating this custom matrix for your project helps you structure, monitor, evaluate and implement your project effectively, and is a key step toward figuring out exactly what your project will cost.

- **HINT:** An example of a ‘Logical Framework Matrix’ from the Inter-American Development Bank is below, however if you need more guidance on this useful tool, you can find many tips and examples online.

Narrative summary	Key performance indicators	Means of verification	Assumptions/risks
<i>Goal</i> The overall development program or strategy goal	Indicators (standardized) that measure achievement of the desired goal	<i>Ex-post</i> evaluation of the project	Key factors in the wider operating environment usually macro and extraneous factors to the project
<i>Purpose</i> Statement of the project’s outcome – its immediate impact	Measures of enhanced development status when benefits are realized, quantified, and time bound	Base line and <i>ex-post</i> surveys, direct observation or secondary data, reports	Usually non-project support factors required to ensure contribution to goal
<i>Output</i> Specific non-quantified results from managed activities – the deliverables	Results of managed applications of inputs, quantified in magnitude and time – project management indicators	Direct observation of key process and implementation progress indicators	Condition for success, usually within control of project management, required to achieve purpose
<i>Activities</i> Components to generate the outputs	Quantified factors of production required to produce the output via activities	Project documents	Pre-project status and inputs availability

Source: Inter-American Development Bank Evaluation Office, 1997

Budget and Fundraising Strategy – Combined!

Here is a little tip from IYC – sometimes people like donating specific, tangible items rather than general costs. The possibility that a person or organization will fund your whole project exists, but in a true grassroots fundraising situation you will find that if you know exactly what you need – you have a better chance of getting it. While one person may donate money for an event permit, a company may donate a projector or speaker system and a local church or community centre may donate their space!

- **HINT:** Donations can be in money, or specific supplies. Businesses such as office supply stores, printing shops and restaurants are more likely to donate their product than money – especially if you offer to promote their business in your promotional materials or on your IYC chapter website.
- **HINT:** Try to be as specific as possible with prices, but remember to add 10% to the total to give yourself some margin for error and some room to breathe!

An example of a simple budget and fundraising strategy table is below:

Item	Cost	Vendor	Description	Potential Funding Sources	Deadline
Workshop Venue	\$200	Unconfirmed	Space for up to 100 people with access to electricity	<ul style="list-style-type: none"> ○ Riverside Catholic Church ○ Wedgewood Community Centre 	As soon as possible
Training Supplies	\$30	Office & school supply shop	<ul style="list-style-type: none"> ○ Pens ○ Notebooks ○ Whiteboard ○ Markers 	<ul style="list-style-type: none"> ○ Door-to-door canvassing ○ Local businesses ○ Local education NGOs 	Two weeks prior to event
Snacks for Workshop Participants	\$35	Unconfirmed	<ul style="list-style-type: none"> ○ Water ○ Granola Bars ○ Fruit 	<ul style="list-style-type: none"> ○ Local businesses ○ Door-to-door canvassing ○ Family & friends 	Confirm one week prior, purchase one day prior to event
Projector and Presentation Screen	\$20	A/V Supply Rentals	Rental	<ul style="list-style-type: none"> ○ Local Businesses 	Ten days prior to event
Total	\$285 +10% \$313.50				

Action

“Enthusiasm is the mother of effort, and without it nothing great was ever achieved.”
- Ralph Waldo Emerson

Once you have planned out your project and set your budget – it’s time for action! This section will provide you with some guidance on tried, tested and true methods to raise funds in a grassroots fashion. Remember to be creative! Grassroots fundraising is about communicating your project and passion in a way that people relate to, and therefore support.

- **HINT:** What we’ll refer to as ‘fundraising etiquette’ is very, very important. Being asked for money can be very personal for some people, and it is important that you respect their right to say no.
- **HINT:** Keep a list of people, businesses and organizations you’ve reached out to so you know who has said no, and who has said yes. We’ll call this list a ‘donor database’ and it will be very useful in the future when you are looking for more funding – after all, people who donated once and had a positive experience are likely to donate again!

Ways to Reach Out for Funding

✓ **Door-to-Door Canvassing**

Countless studies have shown that face-to-face meetings are the most effective in terms of relationship building, sales and fundraising. Going door-to-door by visiting businesses and homes is a good practice even if you don’t raise any money – you are raising awareness and building relationships in your community, most importantly you are building the support you need to make an impact.

Approach initial conversations as a way to explain your project, and go over how they can help by donating funds or materials. Unfortunately asking for money right away is the quickest way to have a door closed in your face. After greeting your subject with a smile, try to briefly cover the following simple points:

Who are you?	Always greet with a smile, and introduce yourself
Why are you there?	What is your organization, why should they know about it
What you are doing?	Explain what your project is
Why are you doing it?	Explain why your project is needed
When are you doing it?	Give the details of when your project is taking place
How can they help?	Be specific (money, materials, time etc.)

- **HINT:** Bring some literature such as a simple brochure or flyer that explains your organization and provides contact information as well as the IYC website address. This way, whoever you speak to has a way to get in touch with you after the conversation.

✓ **Write Emails and Letters**

Who said letters are old-fashioned? Even though email is more widely used these days, writing a letter on your computer and attaching it as a ‘PDF’ document to a brief email is a nice way to add some formality to your correspondence. The good thing about writing to donors is that you get the chance to tell them a bit about your project without the risk in door-to-door fundraising of being cut off.

We at IYC have found that the most effective way to use letters as a fundraising tool are when writing to local businesses with a request for specific ‘in-kind’ donations. If you refer to the sample budget provided on page 8, you will see that the materials listed could actually be donated directly rather than having to raise money to purchase them.

- **HINT:** Just by being a youth organization, you represent a slice of the young market where many businesses are trying to sell their product. Make sure you highlight the fact that their donation is actually a marketing opportunity.

Below is a sample sponsorship letter that the IYC used to secure a donation of food from a local restaurant for 100 people at a recent fundraiser (it was a lot of food!).

Example of a Sponsorship Letter

ATTN:

(Person's Name)

(Company)

(Address)

RE: Sponsorship opportunity at the IYC "Global Fundraising Mixer"

10 September 2012

Dear _____,

The International Youth Council (IYC), an organization uniting youth from around the world towards the common goal of achieving the United Nations Millennium Development Goals, is currently seeking sponsors to help educate and inspire the next generation of world leaders.

As the official network and organizing partner of the Annual Youth Assembly at the United Nations, the IYC provides educational resources, capacity-building workshops, leadership opportunities and a global network of like-minded youth. We are currently organizing a "Global Youth Fundraiser" on **[DATE]**, to allow delegates who will be attending the Youth Assembly to unwind with some international food and music, while getting to know one another.

The objectives for the "Global Youth Fundraiser" are to raise money to fund the costs associated with sustaining our global network of over 3,000 youth, and bringing capacity-building opportunities to our country chapters in the developing world. Bringing youth leaders together from developed and developing countries all over the world also provides the opportunity to further build a network that will enable, enhance and encourage these young delegates to remain committed to the principles of the United Nations Millennium Development Goals after they leave New York.

The "Fundraising Mixer" is being held at **[ADDRESS]**, and will feature a keynote speaker, refreshments, and some light food for all to enjoy while sharing and discussing how we can affect change in our communities. The proposed sponsorship package for your reputable company includes:

Donations:

- Light meal for 80-100 delegates
- Refreshments for 80-100

Benefits:

- Advertisement opportunity to 100 from North America and abroad at the event, as well as on the promotional materials.
- Endorsement by the International Youth Council at the event.
- Group picture following the event for your restaurants or records.

On behalf of the International Youth Council members all over the world, I would like to thank you for considering a contribution to the Global Youth Fundraising Mixer. Please contact **[NAME]** at **[EMAIL]** for further correspondence.

Respectfully Yours,

[SIGNATURE]

[NAME]

[POSITION]

The International Youth Council

✓ Use Social Media!

Social media sites such as Facebook, Twitter, LinkedIn and of course the IYC website, are currently the best tools available for mass communication. Sharing your project and organization through this medium is a great way to gain support, and there are many services available online that integrate fundraising tools and social media to help organizations raise money. Below are a few that stand out:

www.piryx.com

Piryx takes a small transaction fee from each donation as payment, and allows users to:

- Create multiple online fundraising campaigns
- Share your cause with free web and social marketing tools
- Raise money online via your website, Facebook, twitter, and more
- Manage multiple fundraisers, donations, and donors

www.gofundme.com

GoFundMe is based on the same model as Piryx, taking a 5% fee on each donation and allowing users to create custom donation pages, share their targets and campaigns on social media and make use of several built-in features on the site.

www.globalgiving.com

Global Giving is a website that hosts organizations with a proven ability to raise funds for a project, connecting this organizations with an unmatched network of donors. To get listed on GlobalGiving you must participate in one of their ‘open challenges’, to prove that you are capable of raising at least 4000 US Dollars from at least 50 unique donors. This website is meant for projects with budgets of several thousand dollars, so it may take some time to work up to this level!

www.kickstarter.com

Kickstarter is a funding platform for creative projects. Everything from films, games, and music to art, design, and technology. Kickstarter is full of ambitious, innovative, and imaginative projects that are brought to life through the direct support of others.

- **HINT:** Remember to contact the IYC Executive Board with your project idea! When you tell us about your chapter’s idea, the project can be posted on the IYC website where we can assist you in spreading the word and attracting donors.

WHO DO WE ASK?

The above question is central in grassroots fundraising, and quite simply the answer is ... anyone! As long as you are professional, respectful and culturally appropriate in your approach, you can and should target many individuals and organizations that have the capacity to support your initiative. Here are some suggestions from IYC to get you going:

- **HINT:** Have a brainstorming session with your group to see which people and organizations you might approach, and who in the group will handle it. Certain members may have more informal person-to-person skills while others may do better in formal interactions with businesses or universities.

- ✓ **Friends**
 - Through your personal and social media networks, you would be surprised how many friends would be willing to donate a small amount to a good cause. These small donations add up.

- ✓ **Family**
 - If you have family members who can afford to support your initiative, see if they would be willing to help out.

- ✓ **Local Businesses**
 - Door-to-door canvassing, emails and phone calls can all be used to contact businesses who may support your project in funds or materials.

- ✓ **Civil Society Organizations**
 - Local NGOs, foundations and other civil society organizations are often looking for positive projects to fund. You may find various levels of support from these sources.

- ✓ **Religious Organizations**
 - Your local religious establishment is often the centrepiece of a community, and may be eager to provide funds, volunteers or other forms of assistance for your initiative.

- ✓ **Universities**
 - Universities can be difficult to navigate sometimes due to their size and bureaucracy, so try looking at relevant societies, clubs and associations and start your search there. Universities often have a social conscience and an active student body, so they are certainly worth looking into for support.

MOVING FORWARD!

“We must remember that one determined person can make a significant difference, and that a small group of determined people can change the course of history.”
- Sonia Johnson

Now that you have a grasp on the fundamentals of grassroots fundraising, we hope that you can begin to take ownership over these valuable tools and begin taking action! Your motivation as a youth leader means everything to IYC, and we look forward to working with you to build our common future. The fun part starts now – let’s get working!

- To contribute your favorite grassroots fundraising tools and experiences to the next edition of this guide, please visit www.internationalyouthcouncil.com
- To request guidance on your IYC project, please email programs@internationalyouthcouncil.com