

CISV FUNDRAISING GUIDE

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CISV – WHO WE ARE

We are a global community of dedicated volunteers creating opportunities for all ages to experience the excitement and enrichment of cultural diversity through our educational programmes. We are founded on our belief that peace is possible through friendship - and that the real difference can be made by starting with children.

1. Developing a Fundraising Plan

Planning

It is all too easy to jump from one fundraising activity to another, without a clear plan. This can mean that your fundraising is left until the last minute, which is seldom effective and is always stressful. It also makes it difficult to keep track of how much time and money you have spent on fundraising (even if it was only stamps for letters, there is nearly always some sort of financial cost involved) and who was responsible for doing what.

Planning helps give your fundraising efforts direction and creates a clear process to follow. It also makes clear what you have in the way of resources and costs. It enables you to map out a fundraising programme for the year (or two) ahead in a way that includes goal-setting, research, action and evaluation. It also serves as a resource and guide for your committee and volunteers. Importantly, it also helps you tie your fundraising efforts to your NA/Chapter's aims and objectives.

Planning should start as soon as possible - at least four months before the start of your financial year and earlier if at all possible. You will need the 'lead time' to be able to gain the commitment and input from others and to carry out the research in the early stages. It is important to get as many people involved in developing your fundraising plan, through feedback and opinions, as they are then more likely to support the finished article.

It may seem like a lot of work at first, but it will save time and improve your efforts in the long term.

Make someone responsible

Just as with every other job that needs to be done on a regular basis, it is better to have someone, or some people, who will take responsibility for fundraising. It allows them to build expertise and contacts, which will mean that they become more effective. For someone to be really effective in this role, they should be a member of your Board. This is because your fundraising planning should be an important and integral part of your strategic planning and your Board needs to participate in the fundraising planning process. It is also essential that the people planning and undertaking fundraising are fully aware of the aims and objectives of your NA/Chapter for the coming year. It is not helpful if a fundraiser is told a week before an event that money/goods or services are needed and can they make it happen! They are extremely unlikely to be able to do anything at such notice, whereas with forward planning their chances of being successful are much higher.

The key responsibilities of your lead fundraising person are:

- Developing an annual fundraising plan, in support of your NA/Chapter's plans for the year
- Forming a small fundraising committee
- Familiarising themselves with CISV fundraising policies and procedures and resources
- Working closely with whoever is responsible for profile raising to create awareness of your NA/Chapter fundraising activities and events among members, media and the general public
- Organising and coordinating fundraising events and activities
- Tracking, recording and reporting on fundraising activity

It is always easier to accomplish a task when there is more than one person. This is why it is always best to form a small committee of people who will share responsibilities. More people involved in planning means more people with connections, more help getting things done, and more people who feel responsible for carrying out the plan.

Setting a total fundraising goal

In the first place, you need to set realistic fundraising goals. Too often fundraising goals are set based on the money needed to balance the budget. However, the best approach to setting fundraising goals is to review your Chapter's needs, then look at your previous fundraising results and project a reasonable increase based on past results – **a goal that is ambitious but achievable with concerted time and effort.**

Such goals should usually be set for one year, and should be based on your answers on the following questions:

1. How much money or help do we need to continue to do what we always do?
2. How much additional money or help is needed to support our hosting plan and any other new things we plan or hope to do?
3. Of the total amount we need to continue with what we are doing and what we plan to do, how much is already *assured* – received, committed, or almost certain to be received?
4. How much still needs to be *raised* and for what, specifically?
5. How can we reduce costs by obtaining 'in-kind' assistance or other help with services, equipment, materials, or other items in our budget? (These still need to be built into your fundraising plan).

Research

a) Look at past efforts

It then makes sense to look at how you fundraised and asked for donations before and successful you were. Think how easy or difficult it was to achieve. Also think whether you could achieve this again or if you could achieve even more. If you had a fundraising drive that was not particularly successful, consider the reasons why it wasn't successful? Was it a bad idea or a good idea carried out badly?

b) Consider your strengths and weaknesses

What are your NA/Chapter's fundraising strengths and weaknesses? Bear these in mind. It is no good planning a fundraising activity if you know that your members are not likely to support it. If you are planning to try a type of fundraising that is new your team, do not be over ambitious

c) Look at your local opportunities

What fundraising trends can you spot in your community and your country? What is working for other organisations or groups?

d) List your potential supporters

Make a list of all the people, businesses, and organizations in your community that may be able to help you with money or donations of goods or services. Consider local businesses, banks, newspapers, utilities, places your members work, all of your neighbours, and important people in the community. Don't forget to use your contacts and get all your members to use their contacts.

e) Look up grants that may be available

Research grant making trusts and foundations and corporations that may support you in, for instance, hosting a programme. Pay careful attention to their funding criteria (what they will and won't fund and how much they are likely to fund) and their application deadlines – you will need to allow enough time to write an effective bid.

f) Decide what you will ask them for (set your fundraising goals for each type of fundraising activity)

Once you have identified your potential supporters, think about what you will approach them for and how much they are likely to give you. If, for instance you need to raise 20,000 euros, you may decide that will try to raise 15,000 of this through applying to trusts or foundations (as this has worked well for you in the past). Think about how many trusts or foundations you will approach, and how much you will ask each of them for (having read their guidelines carefully). *NB* It is worth over-estimating how many applications you will need to make, to allow for the fact that some trusts or foundations are likely to turn you down as they receive so many requests. You may then decide to raise 3000 euros through a mix of events and activities that have worked well for you in the past or you think you will be able to do well; how much do you hope to raise from each event or activity? Again, it is worth thinking of at least one more fundraising activity or event than you think you might need-just in case!

Remember that however you will be fundraising or asking for donations, you will need to be very clear about exactly what you are asking for and why. Make sure you have the answers!

g) Review your total fundraising goal

Having done your research, is the total fundraising goal you have set a reasonable one for this year? If not, what is your revised goal? Does this have any effect on your Chapter's/NA's plans?

To avoid duplication, remember that if you are considering contacting any organization or foundation (unless they only operate in your locality or country) to check with neighbouring Chapters or NAs to make sure they haven't already approached them for support. For the same reason, make sure that you let other Chapters/NAs know about your key supporter relationships.

Planning

Now that you have set your goals and done your research, you are ready to start planning.

Create a plan for each type of fundraising, with a timeline, noting the amount of money you hope to raise or items you hope to have donated, along with the person/s responsible and

the actions they will need to take. It will also be useful to break down each fundraising activity; allocating tasks and noting all the actions needed to achieve the task. You should also include an estimate of the cost of your fundraising. If a fundraising activity is going to cost \$250 and you are only likely to raise \$250-300, you may wish to consider whether this is a worthwhile activity! Include in your plan ways in which you may reduce your costs.

Build in regular meetings into your plan at which you can measure your progress in each area of fundraising. This gives you the opportunity to adapt your plans if you are not having the success with a particular type of fundraising that you had hoped for.

Keep records

It is extremely important to keep records of your fundraising, not least for an audit trail for your financial year end. Confirm phone calls in writing (in some cases, an email will be enough), keep copies of letters and make a note of the result of your efforts. If you do not already have one, this is an ideal time to start a donor database (this can easily be done in the database or spreadsheet applications on most computers; you do not need an expensive fundraising database) recording donor's names and contact details and a record of their giving and your contacts with them. It is worth maintaining separate databases for i.e. individual donors, corporate donors and trusts/foundations. Remember to keep your records and databases up to date.

Evaluate

Always evaluate your fundraising activities – this will determine whether you will do them again, what went right, what went wrong, who was particularly generous, who was not. Did you achieve your objectives? This information will be essential for you in your planning for the next financial period.

Recap

1. Develop an income and expense budget for the year ahead (or get one from your finance team). Remember to include money/goods that you already know you will be receiving.
2. Determine the total amount of money/donations of goods or services to be raised.
3. Set a total fundraising goal.
4. Research your past fundraising activities and successes, potential supporters and set goals for each type of fundraising activity.
5. Decide how many donors you need to meet your goals and select the best strategies.
6. Review your total fundraising goal.
7. Start planning and develop action steps, put the plan onto a timeline (create a calendar).
8. Implement your plan.
9. Keep accurate records
10. Evaluate

2. Writing a Proposal

(To be read in conjunction with Raising Money from Trusts and Seeking Corporate Sponsorship)

A proposal to a trust or company may be your one and only chance to persuade them to support you. It is very important to write a proposal that meets the requirements of the trust or company, so some initial research is essential. It is almost certainly the only communication you will have with some of the key people who will make the decision whether to meet with you or not in the case of a company. It is quite unusual to meet the decision makers in trusts, who are likely to make their decision to support you on your proposal alone. A company may well wish to meet with you having read your proposal.

Your proposal should always be:

1. Easy to read

Your proposal should be clearly set out, with clear headings and paragraphs. If you have access to a computer, it is always better to word process your proposal. Use a professional font, preferably a *sans serif* font such as Arial or Franklin Gothic Book. As you will be aware, Franklin Gothic Book is the official CISV font for text.

2. Logical

Each paragraph or section should lead logically on to the next so that you can build up the reasons why the trust or company should support your work.

3. As brief as possible

Everyone is busy. If your proposal is long, the decision maker may not want to spend time reading it. If the reader is impatient, they may skip sections and miss your important points.

Think about the facts a committee needs to have in order to make a decision whether to support you. They need to know that our organization is a legitimate (credible, legally registered and respected) one and they need to know about the work that you want them to support. They do not want to know full details of our entire history or about other work which they are not being asked to support. All that is needed at this stage is a very brief overview of CISV International and your NA/Chapter along with a summary of our work. If they are interested in receiving further information, they will ask.

The format

Introduction:

- **Very brief** history of CISV International (who we work with, where we work, why we do it and how long we have been doing it for, our charitable status)
- **Brief** history of your Chapter/NA (who you work with, where you work, why you do it and how long you have been doing it for, your charitable status)

The purpose:

- What you want to invite them to support (what the project is, when it will happen, who will attend, what do hope to achieve, how you will evaluate the success of your project). If your

proposal is to a company, it is important to tell them how you will be promoting your work and their support and to whom.

The budget:

- You will need to explain the full costs of the project, even if you are asking for money to cover a small part of what you wish to do or where you are asking for a value in kind (VIK) donation. You should just state the overall project costs in the main part of your proposal and attach a separate budget sheet with the full information. Trustees must account for the way they have spent the trust's money, so they will need a detailed budget of how you would spend their grant. Companies also wish to see their donations spent and used wisely and will wish to see that you have thought through your finances carefully. *NB Give explanations if your accounts raise some obvious questions. For instance, if you are showing a large deficit in your budget, they may have concerns about how viable your Chapter/NA is. If you are showing a large surplus, they may well wonder why you need their help.*

Support already gained:

- It is in your favour to show that you have already made an effort to cover your costs and that other trusts/companies think you are worthy of support. List the organizations that have offered you support and the amounts or items they have donated.

The request for funding/sponsorship:

- State exactly what you asking for: are you requesting funding for the entire sum required or towards a particular cost, such as equipment? Or, are you asking for sponsorship - the donation of an item or a service? Explain the difference their contribution will make.

To accompany your proposal

It is a good idea to send a copy of the CISV International Annual Review, and perhaps a print out of CISV News, along with a copy of your NA/Chapter's Annual Review (if you produce one). *Do not do this do this if the trust or company has guidelines that specifically request no additional information.*

A covering letter is helpful. This gives you an opportunity to remind the trust or company of any previous contact or support. It is also a chance to mention any influential person (make sure you have their agreement) who knows your NA/Chapter to whom the trust or company can refer.

3. Giving a Presentation to a Potential Sponsor

If you get the chance to have a meeting with a potential sponsor – take it! But make sure you are prepared and that you take the right people from your Chapter/NA with you – the ones who can really inspire.

Your challenge is to make your approach to a potential sponsor in a way that will leave a lasting feeling of friendliness between the company and CISV. What you want to do is to establish a long-term relationship with the company. Remember that a ‘no’ this year may change to a ‘yes’ next year.

First of all, find out what the company expect from your meeting – they may prefer an informal discussion rather than a PowerPoint presentation. Whether you are called to ‘stand and deliver’ or sit around a table, you are still giving a presentation about CISV and should keep the following in mind:

- First impressions are often the lasting impressions.
- Use your ‘strongest card’ – the CISV person who has the best contact with any particular potential sponsor.

Your presentation and presentation technique will be different depending on the following:

- How well do you know the company?
- Has the company sponsored CISV previously?
- Does the company have a known history of sponsoring events, not-for-profits/charities, etc?

If you called upon to give a PowerPoint presentation, CISV has the resources to help you prepare. See the link on CISV Resources where we have provided an attractive PowerPoint presentation about CISV. We suggest that you use this as a starting point for your presentation. Translate it into your own language, but we recommend that you adjust it to fit your own situation.

Remember to take along a selection of CISV publications (such as the Passport, CISV International Annual Review and copies of your Chapter/NA newsletter) with you to the meeting. Much depends upon the size of the company you are presenting to and the relationship you may already have with them.

Being professional

The purpose of the presentation is not only to inform the potential sponsor about CISV and its purpose and programmes, but also to give them the feeling that by supporting you, they will be entering into a mutually worthwhile association. The meeting will also give the company the chance to ask questions – and to see in person CISV’s commitment and professionalism.

For you to be able to give a professional presentation, it is important that you practise the presentation as part of your preparation – say the words aloud, and remember the following:

- When people give presentations they often begin speaking faster and faster and in a slightly higher pitch. Always remember to slow down, pause...and breathe!
- The people listening to the presentation do not know everything that you do, so remember to keep that in mind when explaining who we are, what we do, etc. Be clear and keep it simple. Do not use acronyms and remember CISV does not stand for Children International Summer Villages anymore. It is likely, however, that you will be asked what CISV stands for. This is an opportunity to tell them that we were once known as Children International Summer Villages and when we started it was a good description of who we were and what we did. But over

sixty years we have grown and developed and now run seven educational programmes for people of all ages throughout the year.

- Observe your cultural customs in giving the presentation. In some cultures that may involve looking someone directly in the eyes, in other cultures this may be different. Use courtesy, but be strong in explaining CISV and the work of your Chapter/NA.

Remember to Ask

It's not hard for us to talk about CISV and express our enthusiasm. Don't forget, though, that you are not just there to inform; *you are also there to ask*. Be clear about what you would like. Sometimes we are not comfortable asking for something and culture will often have an impact on how best to approach this part of the meeting. But remember, you also need to explain what you can offer in return (see Seeking Corporate Sponsorship). Do not forget to explain how valuable their contribution will be and the difference it will make.

Most often you will find that negotiation is not necessary – either the company wants to support you or it does not. However, the company may want to offer you something less than you had asked for as a gesture of goodwill. Here you must use your common sense, knowledge of the company and cultural considerations in finding a common 'win-win' situation. It may be better to accept rather less than you had hoped for and use the sponsorship that you are offered to establish a relationship with the company – you can return with a bigger request next time.

Say Thank you

Whatever the outcome of your meeting and presentation, thank your hosts for their time, attention and hospitality. Follow up your meeting with a letter of thanks.

Final tips

Describing who we are and what we do

CISVers feel many positive memories, emotions and experiences when we think of our organization. Our enthusiasm can also set the stage to communicate this well to others who do not know about CISV – but you have to practise.

Our Statement of Educational Purpose explains what CISV does (Info File R-10). A brief summary of the Statement has been developed:

CISV educates and inspires action for a more just and peaceful world

Your first task is to translate these words into your own language and make sure they still make sense and communicate the same message. Spend some time to find the right words and then test it with other CISVers to see if it sounds right to them. It's a short sentence, so it is easy to commit to memory. It is also a good starting point from which to tell people that we are a global community of dedicated volunteers, talk about our educational principles and our aim to inspire people to become positive agents for change who will be active locally and globally.

The Elevator Test

Try this short game to better help you to describe CISV to those who do not know CISV as well as you do.

You have arrived in corporate headquarters of the world's largest company for a presentation you will be making to some people working at the marketing department.

Entering the elevator, you push the button for the 19th floor. Just as the door begins to close, a middle aged man in a light grey suit get in the elevator with you. You recognize him immediately as the founder of this very famous company.

He pushes the button for the 30th floor and the door closes. As the elevator passes the 2nd floor, he looks over at you and notices your CISV pin on your shirt collar and says to you:

"You know, I think I have heard of CISV. What is it that your organization does, and why are you here visiting us today?"

Now you have your chance to make an impression, but as you see the elevator now passing the 4th floor, you know that you have perhaps 45 seconds *at the most* to make a good, lasting impression telling this influential man the importance of our organization, why we are unique, and why we make a difference.

When you practise this game, remember that those on the outside of CISV do not know what makes us different from other organizations. So be clear, keep it short, keep it simple and most of all – be convincing in your enthusiasm and integrity.

4. Raising Money from Trusts

What is a trust?

A trust or foundation is set up by an individual, family or organization with the purpose of donating money for a particular type of work. Often the trust has been set up to benefit a particular place or country. Money is invested by the trust and the trust uses the interest on this money to give out as donations. Trusts are governed by a board of trustees. Trustees must carry out the intentions or wishes of the founder of the trust.

Trusts vary in how they give out their money. Some trusts can agree to donate money to any type of activity that interests them. In most trusts, however, the trustees are limited to supporting a particular area of work by the intentions of the person, family or organization that founded the trust.

Do your research

You must find out what type of work a trust is able to support before you apply. If you do not do this, you may be wasting your time by applying to a trust which cannot fund the activity you want to do.

In some countries, directories of trusts are published that give information on what type of work and organization each trust can support. Also, such directories will state whether trusts only fund organizations working in certain geographical areas.

The internet can be another good source of information. By using search engines on the internet, you can find fundraising information that may be relevant to your region and/or country. Use a combination of words for your search, such as: youth funding trusts foundations Europe. It is worth setting aside an hour or so for general browsing – you never know what you may find.

Take note of which trusts other similar charities/not for profits in your area or country are getting their funding from.

Use your contacts –you or someone in your Chapter/NA may have useful contacts with a local trust. Make sure you know of these contacts and make sure you use them!

Make sure you have the resources to apply

Applying to trusts and foundations takes significant time and effort. A good application takes time to prepare and, if you are successful, you will be required to send regular reports. You may send many good applications, to trusts that you have researched well, and still not receive any money. Make sure you have the people prepared to take the time and effort needed and that the amount you are requesting is worth the effort involved in applying for it.

How to apply

Once you have identified a trust that may support the activity/project you want to do, it is important to find out how much money they can give. Even some large, wealthy trusts have a policy of not giving very big grants. You may have to identify 4 or 5 trusts that might be willing to fund you with smaller amounts and apply to them all. It is always worth trying to identify at least 3 trusts to apply to, as they

all receive many applications. Just because the type of work CISV does is the sort of work they fund, does not mean that on this occasion they can give you the money. This is not as much effort as it may seem. Once you have developed an application for one trust, the information can be adapted for others.

When applying, the most important thing to do is to **check the trust's application procedure and make sure you follow it**. An application to a trust or foundation may be your only chance to persuade them to support you. It is almost certainly the only communication you will have with some of the important people who will make the decision whether to support you or not. It is unusual to meet the decision makers in trusts.

Completing an application form

Trusts often have application forms, which they will ask you to complete. You must answer all their questions and supply all the information that they ask for in order for your application to be considered.

Writing a proposal

Where there is not an application form, you will have to write a proposal (*See also Developing a Proposal*). The trust will often state how they wish to receive a proposal from you. For instance, they may ask for a proposal that is no longer than 3 sides of A4 paper. Note that a request for a small amount of money will require as much detail as a request for a larger amount.

Most trusts do not respond to general appeal letters. If you cannot find any information on a trust's procedure for applying for funding, contact them asking for details first.

Your proposal should be brief and include the following:

- Brief history of CISV International (who we work with, where we work, why we do it and how long we have been doing it for, our charitable status) *
- Brief history of your Chapter/NA (who you work with, where you work, why you do it and how long you have been doing it for, your charitable status)*
- What you want to invite them to support (what the project is, when it will happen, who will attend, how you will evaluate the success of your project). *Be clear that asking for support for your NA/Chapter and not CISV International.*
- How much you are asking them to donate (you will need to give a full budget for the project, even if you asking for money to cover a small part of what you wish to do. The trustees must account for the way they have spent the trust's money, so they will need a detailed budget of how you would spend their grant.)

It is a good idea to send a copy of the CISV International Annual Review, and perhaps a copy of CISV News, along with a copy of your NA/Chapter's Annual Review (if you produce one). *Do not do this do this if the trust specifically requests no additional information.*

A covering letter is helpful. This gives you an opportunity to remind the trust of any previous contact or support. It is also a chance to mention any influential person (make sure you have their agreement) who knows your NA/Chapter to whom the trust can refer.

When to apply

You need to plan well ahead when making applications to trusts (*see also Developing a Fundraising Plan*). Trustees usually meet two or three times a year to decide on their grant giving. Find out the dates of these meetings so you can plan to send your application in at the right time. If you miss one meeting, it may be some months before your application can be considered and it may be too late for your project.

Follow up

Wait for a response from the trust, taking note of their decision making timetable (as above). It can take some trusts a month or so following their decision making to get in touch.

If your application/proposal is turned down, it is worth writing to the trust to ask them why (if they have not explained their decision). It may be that the trust had already used its funds for the year. But, there may have been an objection or a problem with your application and, if you are lucky, they will tell you what it is. This can be a helpful learning experience and help you to prepare for other applications.

If you have been fortunate enough to be awarded a donation, write and say thank you.

Use the money the trust gives you in the way that you said you would in your application. If, for some reason, changes need to be made agree them with the trust in writing.

Reporting requirements

Read through the reporting requirements carefully. You will usually be asked to produce a report on the activity or project that the trust has funded – it is important to make sure that you do this and send it at the agreed time. Even if the trust does not ask for a report, it is a good idea to send them one to keep them informed of how their money is being spent. Make your report as complete as possible, send copies of receipts where requested and explain any changes to your activity/project. This is your opportunity to establish a good relationship with the trust and for them to view you as a good organization to support. You may wish to apply to the trust for another donation in the future, so it is worth making the effort. Also, the trust may ask for their money back if you do not spend it in the way agreed and if you do not report as they require.

Maintaining a relationship with trusts

Make sure that you acknowledge the support of the trust in any of your publications or publicity for the activity they are funding or helping to fund.

Send them a copy of your next Annual Review or a short letter telling them about the progress of your Chapter/NA – highlighting the activity/project they gave a donation for- over the last year.

If the trust is local, consider inviting them, to an Open Day or other events that you may hold.

Some trusts will not let you apply to them again within a set period of time. Some will welcome another application straight away but for a different activity or project. Speak to the person who is your contact at the trust (usually the person you send your report/s to) and find out.

5. Seeking Corporate Sponsorship

Unlike trusts, companies do not exist to give money but to make it. So you must realize that your request is not at the top of a company's priorities. It is up to you to persuade a company that it is in their interests to support your NA/Chapter's work.

However, companies in many countries increasingly feel that they have a responsibility to support the work of charities or non-profit organizations. It shows to their employees, to the community and to their customers that they care about positive social values – and are doing something about it.

What is Corporate Sponsorship?

When a company provides something of commercial value or cash, this is considered sponsorship. The commercial value received can either be in cash or Value in Kind (VIK) – which is the delivery of goods or services, i.e. transport, food. Many companies find it easier to help in small ways and often respond well to requests for items they know will be useful rather than money. So, a local supermarket may quickly agree to donate pre-packed sandwiches for your Seminar Camp or a local car hire company may agree to provide transport.

If you want more substantial (financial) support than this, you must be prepared to be patient. You need to build up trust and understanding of our work in order to persuade a company to support your NA/Chapter in a big way – and this can take years to achieve. You may, of course, have a contact within a company who is able to speed this process up – in which case make sure you use your contact!

Use your contacts

Using your contacts, where you have them is always important. Gaining corporate sponsorship is challenging. To increase your chances of success, use your contacts to help you gain access to a 'friendly ear' concerning your proposals for sponsorship. It is much more difficult to make a 'cold call' to a business concerning sponsorship than it is to contact someone already familiar with a member of your Chapter/NA. This will not guarantee that you will receive sponsorship – but it may make it a bit easier.

Issues a company may consider before sponsoring you

If you want to persuade companies to support you, you should start looking at it from their point of view. The sorts of questions they will be asking are:

- What will we gain by supporting this organization?
- Is this organization trustworthy? Does it handle money responsibly? Is it doing a worthwhile job?
- How will they spend our money/use our gift?
- How will we know the donation made a difference?
- Does this organization really need our help?
- Do they appreciate what we are doing?

The company may not actually ask you these questions but they will usually want them answered. Here are some potential answers that you can adapt and put into your proposal or mention at your presentation/meeting.

Reasons why a company should sponsor you

- A company that is seen to be supporting a good cause is respected. This means it improves its image, which is good for business.
- One of the major reasons that any company or individual provides sponsorship is that they want to be associated with an organization that is doing good work. CISV adds value to society through our educational programmes. You need to be able to explain clearly to companies who we are, what we do, and why we do it in a way that conveys our commitment and idealism.
- Do what you can at your level to raise the profile of CISV and the positive work we undertake (see *the CISV Public Relations Guide*) – and make sure you mention your sponsors (this will please your current sponsors and demonstrates to others that you are worthy of support).
- When you are sending a proposal for support (see *Developing a Proposal*), enclose a copy of the CISV International Annual Review and your Chapter/NA's Annual Report. This shows that your Chapter is part of a credible, international organization and can be trusted. Make sure your proposal tells the company exactly how their donation will be used and the valuable contribution it will make to your work.
- They also usually want their association with your Chapter publicised so be prepared to offer publicity for the company (see *the CISV Public Relations Guide*) – but be realistic about what you are able to do, offer in return or guarantee. For example, try to gain media coverage for an event, send out press releases mentioning the sponsorship and how it will help you, place an advertisement for the company in your newsletter; print the company's logo on your banners/t-shirts/leaflets (ensure this is done in a way that complies with the CISV brand guidelines). This can be a good opportunity to work with the sponsor's public relations people, for example developing joint press releases and agreeing photo opportunities.
- Always say thank you to a company that sponsors you in some way and make sure that you send an official letter of thanks from your Chapter/NA President. It is always a nice idea to invite representatives from the company to any events you may be holding, such as the Open Day if you are hosting a programme.
- Corporate involvement may also represent an excellent source of new members for CISV. It is always worth making the company aware of the benefits of volunteering with CISV for their employees, such as development of leadership and organizational skills, contributing actively within the local community etc.
- Employees like to see their company being involved with good causes. You can offer the company photographs and good news stories about the difference their support made to your project that can be included in their in-house newsletter.

- Remember that it is important to communicate with your sponsors, and that they feel they are included in the CISV World. Make sure that you keep in touch with them periodically (but not too often or you risk becoming a nuisance) to provide updates concerning CISV activities, such as send them a quarterly copy of your newsletter.

NB *It is important that your contact list is kept up to date. That way when you want to contact someone on the list, such as a sponsor, the information is correct. It is also important to keep note of who has been in touch with the contact and when – worse than not being in touch with someone on your contact list, is two or three people all getting in touch because they had not checked with each other first.*

6. Raising Money from Events

Events can be great fun and raise money and awareness. They can also be a worry, hard work and lose money.

You should think very carefully about the following points before you decide to hold an event to raise money:

- How will the money be raised (by entrance fees, sponsorship?)
- How much will the event cost in money and time?
- How much profit will the event raise (Be realistic – even pessimistic!!)
- Who will attend the event and who will you persuade them to come?

Go ahead only if you can show that the event will bring in a good profit and you have the time and the helpers to organise it. Be cautious and calculate the profit assuming you have to pay the highest possible costs. Then if you are able to find a free venue and sponsorship for other costs, your profit will be increased.

Estimating your profit

Assume you have decided to hold a dance. Start out by finding the out the costs and doing the following calculations:

Cost of hall (holds maximum 150 people)	£ 400	
Cost of refreshments @ £2 per person		£ 300
Cost of printing 150 tickets		£ 70
Cost of printing 5 posters	£ 30	
Cost of band		£ 500
Total costs		£1200
Income from tickets sales @ £15 per ticket		£2250
Income from refreshments @ £4 per person		£ 600
Total maximum income	£2850	
Total profit		£1650

But this calculation assumes that you will sell every ticket and that everyone will buy refreshments. It is safer to assume that you will sell fewer tickets. Work out the minimum number of tickets you need to sell to cover your costs. For instance, if you sold 100 tickets, your profit would be reduced to £700. If you only sold 50 tickets you would have an income of £950, which would mean that your event would run at a loss.

- Be realistic about how many tickets you are likely to sell
- Decide how much profit you must make in order for the event to be worth the time and effort involved.
- Be sure you have priced the tickets so that they will make you a good profit. The price depends upon who you are going to sell them to and on the type of event.

Ways of reducing your costs

Find a hall that you can use at little or no cost (but do not agree to an unsuitable venue just because it is free).

Get sponsorship for your printing and other costs. Put your sponsors' names on your banners/posters/programmes etc and in your newsletter. (see *Seeking Corporate Sponsorship*)

Hold a auction/raffle at the event (remember that this will mean extra effort involved in getting prizes donated).

If your tickets are not selling and you can see, from your calculations, that there will be little or no profit, it is better to cancel the event sooner rather than later. That way you will not lose so much money or have the embarrassment of a poorly attended event.

Summary

Raise money in more than one way at your event, for instance: sell t-shirts and other merchandise, hold an auction.

Price the event at a level that will attract the people who you hope will come.

Organise the type of event you think your supporters will enjoy and, if you have organised events in the past, which have proved popular.

Choose a good, easily accessible venue and put the event on at a time that will be convenient to the people you wish to attract. Find out if any other events are being held in your area at the same time that may be targeting the same people – it may be worth choosing another date.

Plan the event step by step and monitor progress.

If it is not working out as you hoped, it is best to cancel.

Use the event to gain publicity

Other ideas

There are many other ways that you can involve your local community in fundraising, a few ideas include:

Bake sale

Packing groceries at local store

Raffle

Sponsored runs/walks/abseils etc

If you have fundraising events that work well for you, why not share them with other Chapters/NAs. We can all use new ideas!

7. Keeping Track of your Contacts, Donors and Supporters

Throughout this guide we have spoken of contacts, supporters and donors – so who are they? The answer is that they may be the same people or organizations. However, it may be easier to think of them and deal with them in the following ways:

Your contacts

These will be people or organizations known to you or someone in your Chapter/NA whom you have not previously approached for support but who could be useful to you, now or in the future. It is worth keeping a database of these contacts, with a note of what sort of support you might approach them for. For instance, they may be able to arrange for you to meet a potential sponsor or donor. Keep a record also of the person who knows them within your Chapter/NA; it should always be that person who gets in touch with the contact.

Your supporters

These are people who are, or look likely to become, your regular, committed givers. You should keep a record of them, with their names, addresses and a history of their giving. For instance, do they usually give a small amount once in a while or a larger amount once a year – or do they only ever buy t-shirts from you? Keep a note of any correspondence you have with them.

Donors or sponsors

These will be organizations that have given you support in some way at some time. Keep a note of the best person within the company to keep in touch with, who from your Chapter/NA usually deals with them (it is best that it always be the same person so they can maintain and build a relationship), when they last wrote/phoned them etc.

Important things to record

If it is important that only a certain person from your Chapter/NA should get in touch with a particular supporter or donor, make sure this is clear in your records.

Make a note of every time someone has been in touch with the person/organization and how – i.e. mailing, phone call, meeting.

Keep a note of their history of giving to you.

Keep your records up to date

Keep addresses and phone numbers updated. If a letter is returned with a 'not known at this address' message, remove the person from your database.

Remove people from your records if they request it or if you receive notification that they have died (we will nearly all have stories of voluntary organizations writing for money to a dead relative – a situation best avoided).