



## **Fundraising Information**

### **Ambassador Candidate Required Fundraising:**

The Ambassador Candidate's fundraising goal is \$500. The minimum amount required to be raised for an Ambassador Candidate is \$250. This requirement must be completed on time for Candidates to be fully accepted to the program. Funds raised by an Ambassador accepted to the program (up to a maximum of \$500, the fundraising goal) through Export Hope will be provided back to the Ambassador to offset the Ambassador's incidental travel expenses. Half of the funds raised prior to travelling (up to \$250 maximum, half of the \$500 fundraising goal) will be provided before the Ambassador travels and the remainder up to the total of \$500 maximum will be provided on completion of the program.

Export Hope covers trip costs that include air transportation, accommodation, and food and activities that are part of our VATPO's program. Other incidental expenses are the responsibility of the Ambassador Candidate. Examples of expenses Ambassador Candidates may experience are passport photos, vaccinations, taxis and other local transportation, food, souvenirs, gifts, or other things an Ambassador discretionarily decides to spend money on related to or during his/her trip.

Required Ambassador Candidate fundraising that is subsequently directed back to them serves to assist them in offsetting their incidental expenses.

### **Who to ask:**

Friends, relatives, coworkers, peers at school and local organizations (more below in Additional Notes, Thoughts, Resources section on local organizations) are all good potential sources for fundraising. Ask anyone who you think would be interested. Whether it's one donation of \$50 or ten people that give you \$5, that's \$50 dollars towards the goal! Encourage potential supporters to get involved with your cause by giving whatever they can.

Since donations will be made via Export Hope which is a registered 501(c)(3), be sure and let prospective donors know that their donations are tax deductible if they itemize on their income taxes.

### **Fundraising Methods:**

There are various ways you can ask for donations. Here are some of them:

- In Person Conversations
- Use [Social Media – Instagram, Facebook \(link here for specifics\)](#), Twitter, etc.
- Make Phone Calls
- Send Texts & Emails – ([link here for a Draft "copy and paste" message](#))
- Make a presentation to a local organization

### **Things to Share with Prospects:**

In some cases, it may be face to face or voice to voice, in other cases it may be in writing or via social media but in all cases make sure you try and share the following:

1. FIRST – Enthusiastically describe your volunteer project to potential supporters. Get them excited about your planned travel!

2. Tell them a little about Export Hope, its' Mission and Values. You can share a link if communicating in writing.
3. Be sure and let them know your individual fundraising goal is \$500 that will help cover incidental costs. Also, that anything they can contribute (even \$5 or \$10) will help you towards your goal!
4. Be sure they know if you meet your goal, Export Hope will provide the other funds (typically about \$,5000 total) required for your trip. Remind them that by helping you fulfill your goal; they are enabling you to receive the full program value worth approx. \$5,000.
5. How to make a donation – see the next section.

If they have any questions about Export Hope, direct them to the website, [www.exporthope.org](http://www.exporthope.org).

### **How Supporters Can Give directly:**

1. Instruct them to go to [http://exporthope.org/about-us/ambassadors /](http://exporthope.org/about-us/ambassadors/).
2. Ask them to locate your candidate profile on the webpage.
3. Once they find your profile, ask them to select the fundraising link towards the bottom of your profile (This will link them through to the specific PayPal donation screen to support your fundraising.)
4. Advise them that they will receive a donation receipt from PayPal.

When they complete their donation they will be directed to a webpage that thanks them in a general way for their support, you can see a preview of that webpage here: <http://exporthope.org/thank-you/> If they reach this page you will know they donated successfully.

### **Say Thank You:**

No matter what the prospects you have approached decide, sending a thank you note to all of them thanking them for their consideration a few days after your first correspondence is a good idea. This is one more chance to remind them about your plans if they did not already donate!

### **ADDITIONAL NOTES, THOUGHTS, RESOURCES:**

#### **Local Organizations:**

Examples are the Lions Club, Eagles Club, Elks Club, Rotary Club, a local place of worship, other local and international charities and trusts. It may be possible to arrange to visit and make a brief presentation on the volunteer trip you are planning at one of their meetings or gatherings.

In TX - Foster Care Angels, <https://fosterangelsctx.org/>

In IL - Adams Electric Cooperative, <http://www.adamselectric.coop/community/pennypower/ppapprequest/>

Check for other organizations like the two shown above that are local to you. (If you discover any, please let us know about them and we will add them above to our list for future Ambassadors!)



### Social Media Fundraising Tips:

- Post on Instagram! This is a great way to spread the word.
- Don't forget to use Facebook – It is popular with the older crowd and they may be good resources for your fundraising.
- When you post on social media, include an image relevant to your travel/volunteering plans. Post this image in your stories or on your page. For example, use a turtle image if helping with conservation or an image of children in a classroom if volunteering related to education.
- If you find out that one of your friends has supported you, give them a shout out online and say thank you! (Only if they would be comfortable with the public mention.) This can help people see that other people are getting involved and excited about your plans which will encourage them to jump in too!
- Ideas for posts:
  - Ask for donations related to special events, instead of a gift for the holidays/your birthday ask for a donation towards your trip.
  - Challenge friends to “give up their Starbucks for a day, a week, etc.” by supporting you with \$5 or \$25.

### Additional Tips:

- Always follow up personally—while you can start with an email or text, phone calls and in-person conversations go a long way in fundraising.
- If someone doesn't respond right away or asks for time to think about it, give them time. After a few days make sure to follow up with them!
- Remember, fundraising doesn't have to be weird, why it may begin being uncomfortable, remember that these are just conversations with friends and others who are potentially interested in what you are up to.
- Regardless of the conversation, always end it with gratitude! Say thank you!
- Make a Checklist:
  1. Make a list of friends, relatives, peers and others whom you will contact.
  2. Use the above e-mail template to reach out to those for whom an email makes sense.
  3. Create a plan and timeline of when you can call or meet with those that make sense for personal contact. Send a text to set up conversations.
  4. Be ready to explain what Export Hope is and what you plan to do as an Ambassador!
  5. Practice what you are going to say.
  6. Make the ASK: talk/call/email friends, relatives, peers and others. Fill out online requests too as applicable with local organizations/charities/supporters.
  7. Regardless, always say thank you. Keep track of who supports you and write them a thank you note.
  8. Keep going until you make your goal!