

CONCERN ACTIVE CITIZENSHIP

FUNDRAISING TOOLKIT

Here are some of the many ways to fundraise for Concern, and questions to ask yourself when planning a fundraiser at your school or in your community.

1. **People:** How many people will you need? Is your group large enough to plan a successful fundraiser?
2. **Time:** Fundraisers can take months of planning. How much time will it take to plan your fundraiser? And how much time will it take to implement your idea?
3. **Cost:** It is important to be cost-effective when organizing a fundraiser. Expenses should not exceed 25% of the funds you collect. Create a budget plan or download our budget plan/expenses sheets. Unfortunately, concern can't provide reimbursements for fundraising activities.
4. **Donations:** How will you ask for donations? What method of payment will you accept: cash, check, online donations? How will you thank donors?

FUNDRAISING IDEAS:

- **Basic collection:** This is the easiest and most direct way to raise funds. School collections work best in crowded areas — cafeterias, sporting events, and the lobby at the beginning/end of the day.
- **Special collection:** Plan a collection around a holiday or international awareness day.
- **Pancake/Waffle breakfast:** a community outreach event where proceeds are donated.
- **Bake sale:** Sell baked goods at school or sporting events
- **Auction:** Contact local businesses for prize donations. Auction these off to the highest bidder.
- **Candygram:** Delivery candy and a short note from donors to their friends (also possible with flowers, jokes, singing).
- International benefit concert: Ask students from different cultures to perform traditional music, dance, and song.
- **Benefit plays or recitals:** Ask the theater, dance or music teachers if they are willing to charge an optional admission fee for performances to raise funds for your fundraiser and Concern.
- **Talent show:** Get students performers to sign up, then publicize and charge admission.
- **Dance-a-thon:** Organize a school-wide event with proceeds from admission, refreshments and T-shirt sales. Participating students dance for a set period of time without sitting. Many dance-a-thons last 24 hours, so ask your school administrators if an overnight event is allowed. Ask local businesses, parents, and friends to sponsor your dancing!
- **Coffeehouse:** Have an art exhibit, poetry reading, and musical performances by student bands or individual musicians, and serve refreshments. Charge students for admission.
- **Sports tournament:** Host a softball, kickball, basketball, or dodgeball tournament where teams pay to participate.
- **Faculty vs. Students benefit game:** Host a basketball or volleyball match with a faculty team playing a student team and charge for admission to the game.
- **Concession stand:** Operate concession stands at sporting events, parades, fairs, and other school functions.
- **International Pot-Luck Dinner:** Ask students/families to prepare foods from their native countries and charge admission.



MANAGING FUNDS

Once your team has raised your fundraising goals, use the following guidelines to safely transfer of the funds to Concern and recognize your donors:

Keep Records: Make copies of checks, money orders, and credit card forms before sending them to the Concern worldwide US office. **Please do not send cash and coins through the mail.**

Send Thanks: Send thank-you notes, emails, and social media messages to thank your supporters, regardless of the size of their donation. Remind them about how their gift will be used, and save a list of your supporters for future fundraisers.

MAKE A DIFFERENCE

In November 2017, 86 Concern supporters raised \$12,681 on Crowdrise — an online fundraising platform.

GIVING TUESDAY

Ideas? Questions? Please email Sylvia Wong at sylvia.wong@concern.net.