



Kylee's Guide to Fundraising

"Hi, I'm Kylee,
and I'm a Peace First Fellow!"

If you want to expand your peacemaking work, fundraising can help you reach new heights! There are many strategies — whether you are hosting a huge event, crowdfunding, or applying for grants — that can help you raise money for your project.



1 Story of Success

Every March, my nonprofit holds a fundraiser with a volunteer performer - a comedian, a mentalist or a magician. And every year the event has become more and more successful for [Kylee's Kare Kitz for Kidz](#) - we constantly have people asking for tickets. It wasn't easy to get started - but I was able to fundraise successfully for my work, and I want to help you do it too! What's our secret? Every year, we work to create an event that is worthwhile for all, we advertise through several different means to reach as many people as possible, and we try multiple strategies - we sell event tickets, hold raffles, and run a silent auction. Most importantly, we rely on an amazing crew of volunteers to make things run. We started small, but now we raise around \$10,000 - \$12,000 every event!

2 Resources to Help You

Resource #1

<http://www.projectbread.org/walk-for-hunger/walk-forms-resources.html>

This resource has 8 different forums that are very specific to different aspects of fundraising. Some of the topics include how to make \$500 in 5 steps, Pledge sheets, and how to thank your donors in the proper way.

Resource #2

<https://www.youcaring.com/blog/how-to-raise-money>

This resource shares the 8 main steps to having a successful fundraising experience, define, set, choose, tell, use, ask, and spread. Those 8 words can all be interpreted in different ways and be down in a different order; however, they are all equally important to have a very successful fundraiser.

3 Tips to Keep In Mind

Tip #1

Don't be afraid to show your face

When going to talk to companies, especially for donations, go and meet face-to-face to whomever you are asking for funds. By going and actually talking to them, you will form a connection that is more meaningful than a simple email, call, or letter they received in the mail.



By doing this, you can explain what you are doing, why you do it, and how they can help you in any way. In all of my experience trying to raise money, it is always harder for a person to say “no” while they are looking at you and not replying to you in an email. You can request an in-person meeting over email or the phone – or, sometimes, just by showing up at a small business in your community!

Tip #2

Ask who you have asked before

Is worth your while to ask previous donors to donate again. When you find people who tend to be passionate about your cause or your mission, they may be inspired by your efforts and donate. Always send thank yous to your donors, whether they donated \$1 or \$1,000. Thank yous can go a very long way as it shows donors that their donation really meant something to you – and thank yous should also make it clear how the donation made a difference, too! Sending a thank you is also a way of reaching out for potential donations from previous donors, companies, or businesses.

Tip #3

Make your event worthwhile for all

If you’re hosting an event, make it fun and exciting for people to attend! Some people may really like comedians, musicians, mentalists, etc.; however, sometimes things like raffles, silent auctions, or even a speaker at a main event can be very attractive to other people. Think about your audience – who is it that you want to have come? What do they like?

4 Strategies

Strategy #1

Reach out to Businesses

Writing letters to different businesses within your area can be a very useful tool. Businesses will often give what are called “in-kind donations”: food, clothing, prizes for raffles, and other goods that can be helpful for your work!

You can use letters for spreading the word about your efforts in your community and this may lead to donations or spark interest from a group/business. Letters can be sent to everyone you can think of: banks, pizza places, local restaurants, doctor’s offices, dental offices, veterinary offices, etc. You can type up a letter explaining your community efforts, what you are trying to do, why you do it, how you do it, your goals for the future of it, and how they might be able to help you. Personal stories are always compelling!

Strategy #2

Hold a Fundraiser

Fundraisers are a wonderful way to bring your community together around your idea! There are many ways to hold a fundraiser: For instance, you can host an event (like dinner or a performance) and sell tickets, you could sell goods and services to raise money (like a bake sale or a car wash). When you are hosting a fundraiser, be sure to do a few things. First, recruit volunteers to help you plan the event and bring it to life (they can help with inviting their friends and raising money, too!).



Second, get your community to turn out to your fundraiser by marketing your event – using social media, newspaper articles, or flyers. Be sure to be clear about where and when your event is, and why people should come!

Strategy #3

Start a Crowdfunding Campaign

Crowdfunding campaigns are a great way to raise money from friends, family, and community members. There are several crowdfunding sites where you can set up a page to collect donations – but be aware that many of these sites ask for a percentage of the money you raise in return! While creating your page, tell the story of why your work matters and how it makes a difference – and include photos and video, if you can. Then, ask your friends, family, and volunteers to share the page, along with a personal note about why it matters to them! If enough people get asked, you'll see some small donations roll in! Popular crowdfunding sites include [GoFundMe](#) and [IndieGoGo](#).

Strategy #4

Apply for Grants

In nearly every community, there are foundations that give grant funding to projects and organizations that are making the world a better place. You can learn more about foundations in your community by researching them, or asking someone who works at a nonprofit. If it seems like your project is similar to other organizations the foundation funds, you might try applying for a grant! Email or call the foundation to ask about their application process, and share why your work matters and what you'd plan to use the grant for. (Remember: Peace First gives out \$250 grants, too!)