

Youth

Taking Action on Climate Change

Fundraising

How's it going?

In order to determine your level of success, maximize learning opportunities, avoid problems, and advise future leaders of the organization, it is necessary to evaluate your fundraising activities. This evaluation should go beyond a simple comparison of the dollar goal with the amount raised. It should include the details of past activities, positive and negative, and include recommendations for future fundraising activities.

A thank you

Whether you received a donation, a meeting space, or a twister board, you have to recognize the contribution with a thank you. This can be done in many ways. Some traditional ways are with a thank you letter, recognition on a poster, or mentioning the contribution in a speech. Without the thank you, contributors will not get the recognition they deserve and may not support you in the future.

Last thought

Remember that fundraising isn't just a way of collecting money; it is also a wonderful tool for building community, both within the group and the neighbourhood. Fundraising activities can create awareness, bring the group's mission to the forefront, and provide the youth group an opportunity to develop valuable skills. Above all, don't get discouraged; fundraising should be fun.

Skill development

Fundraising is an excellent opportunity to develop skills that are in demand by employers. These include:

- Time management
- Public speaking
- Event planning
- Writing
- Decision making
- Team work
- Leadership
- Problem solving

Fundraising Resources:

- Climate Change Connection: (204) 943-4836 or visit www.climatechangeconnection.org – check out the Funding Source Guide for Climate Change Projects in Manitoba and the NEW Funding Guide.
- Government of Canada: Youth and the Environment: <http://www.ec.gc.ca/education/default.asp?lang=En&n=C84B8993-1>
- Environmental Youth Alliance: <http://www.eya.ca/files/attachments/fundraisingmanual.pdf>
- Green Streets - www.green-street.ca

Need Money for a Climate Change Project?

Begin by thinking positively

As you plan your greenhouse gas reduction projects, identify the issues you want to tackle, and organize your group - think big; dream a little. Ask yourself, "If money were not an issue, what would I do?" Use your imagination. It is easier to scale down than to scale up. A dose of reality is necessary, but be positive!

Write it down

Clearly define and write down your mission, goals, and objectives for everyone to see. This will help you identify your main goal, as well as assist you in choosing a product, event, or grant that you feel can actually get you to that goal. Clearly defined goals give your group a purpose and a bar to strive to reach.

Money, money, money

Not all projects will require money, but don't get freaked out if they do. There are many ways to find money. You can plan an event, sell a product, write a proposal or application for funding, or get support from individuals and businesses.

\$10 or \$1,000,000

Know how much money you need to raise. Establish a budget. An often-overlooked aspect of creating your fundraising strategy is knowing what you need money for, how much you need, and when you need it.

Get out the calendar

Develop a fundraising timeline. A timeline is something that outlines funding application deadlines and can determine how many fundraisers you plan to have during the year, as well as when you plan to have them. It is best if you can create a sample timeline and then identify other events and fundraisers that may conflict with your efforts.

Identify your resources

When selecting a fundraising project, you should look at the talents and skills of your group. One of your biggest resources may be the group's contacts – who do you know? For a first fundraising project, you should start small. Once the group feels comfortable with fundraising try a larger, more daring project.

REMEMBER

KEEP IT GREEN

If you are organizing an event or selling a product, make sure it goes along with your group's

Selecting a fundraising project

Poetry slam or jelly bean count?

When your group is selecting a project, keep an open mind. Selecting a fundraising project can be time consuming and daunting. Brainstorming is a great tool to flush out ideas. Make sure everyone gives his or her input and the final decision is agreed upon. The next step is just to go with it.

The idea is everything

Below is a list of fundraising projects that have worked for local youth groups. By no means should you limit yourself to the activities listed below. Be creative, use the talents of your group, and have fun with it. If your fundraising project isn't enjoyable and fun for the group, then it isn't worth the effort.

- Farmers market
- Board game tournament
- Twister contest
- Garage sale
- Workshops
 - Composting
 - Organic lawn care
 - Energy efficiency
- Dress-up portrait pictures
- Rubber duck derby
- Silent auction
- Coffee house
- Talent night
- Benefit concert
- Battle of the bands
- Collection days
 - Paint
 - Printer cartridges
 - Bottles
 - Batteries
 - Clothing
 - E-Waste
 - Bicycles
- Product sales
 - T-shirts
 - Water conservation kits
 - LED Christmas lights
 - Fluorescent light bulbs
- School dance
- Henna tattooing
- Poetry slam
- Slide show
- Movie night
- Jelly bean count
- Community service for money
- Swim-, bike-, walk-, juggle-a-thon
- Sponsored tree planting
- 3 on 3 basketball tournament
- Donate-an-hour
- Community picnic
- Raffle
- Spare change drive
- Tutoring
- Slave for the Day
- Las Vegas Night

Don't be Afraid to ask!

Personal Solicitations

Asking individuals to donate money is a really successful way to fundraising. People often give money only if asked personally. Identify potential contributors and find out what, if any, charities they donate to. This information will help you tailor your campaign to those individuals and groups most likely to contribute to your project.

Engage Local Businesses

Local businesses and corporations may support your campaign in a variety of ways.

- **Matching Funds:** Local businesses may provide matching funds for money raised in their community.
- **Underwriting Events:** Local businesses may underwrite fundraising events in return for advertising rights and an opportunity to market themselves to your local community.
- **In-Kind Contributions:** Local businesses are an important source of in-kind contributions. Printers may produce brochures or other promotional materials free or at a discounted rate, and restaurants may provide free food and refreshments at fundraising events. Event planners and consultants may also donate time to help your campaign organize events.

What is a grant?

A grant is simply a contribution of money. Some grants provide a hundred dollars, other provide hundreds of thousands of dollars. Grant categories can include awards, general support, endowments, fellowships, matching funds, or continuing support.

Find Apply Succeed

Searching for grants



This can take time and research efforts! Climate Change Connection has simplified this process and done most of the research for you by creating the *Funding Source Guide for Climate Change Projects in Manitoba*. This guide identifies over 50 funding programs for projects that enhance sustainability and reduce greenhouse gas emissions. I would start your search there. When reviewing and searching for the appropriate grant to fund your project, think creatively about the types of grants that might work for you.

Contact the Contact

When you find what looks like a promising grant source, make contact with the proper person. Find out what types of programs and projects are being supported. Ask about the evaluation process and criteria. Developing a communication link with that person will not only be very useful in the process, it could perhaps even be critical to selection and success. I would also confirm the application deadline, these change frequently.

The Request for Proposal (RFP) /Application

The RFP is the application itself. These come in all sizes! Some are single pages, while others can be a 'book'! Don't be daunted by an in-depth application, just take your time and approach each question with due diligence and patience. If you are unsure of any information they need, don't be afraid to ask them to clarify something.

What goes in a proposal?

All applications for funds should be carefully prepared and include the following information:

- Information about your group and the group's mission.
- A detailed explanation of the project you are planning, including dates for completion.
- Details of exactly what you are applying for.
- Any recognition the donor will receive for their support.
- The project budget, including how you will fund anything not covered by the present application.
- The name and contact details of a responsible person to act as an adviser.

Tips for writing the proposal or application

- Follow the rules! Read and reread the direction carefully.
- Ask if you can review previous successful applications.
- Build a relationship with the funding agency. Introduce your group, your goals, and the project you are hoping they can fund.
- Don't be afraid to ask for advice in developing the project concept and/or preparing the funding application.
- Relate your submission to the goals of the funding program
- Reflect planning, research, and vision throughout your proposal.

A good application is:

- Clear and concise
- Grammatically correct
- Easy to read
- Memorable
- Complete