



International Language Programs

Volunteer English Teaching Program

Fundraising Packet

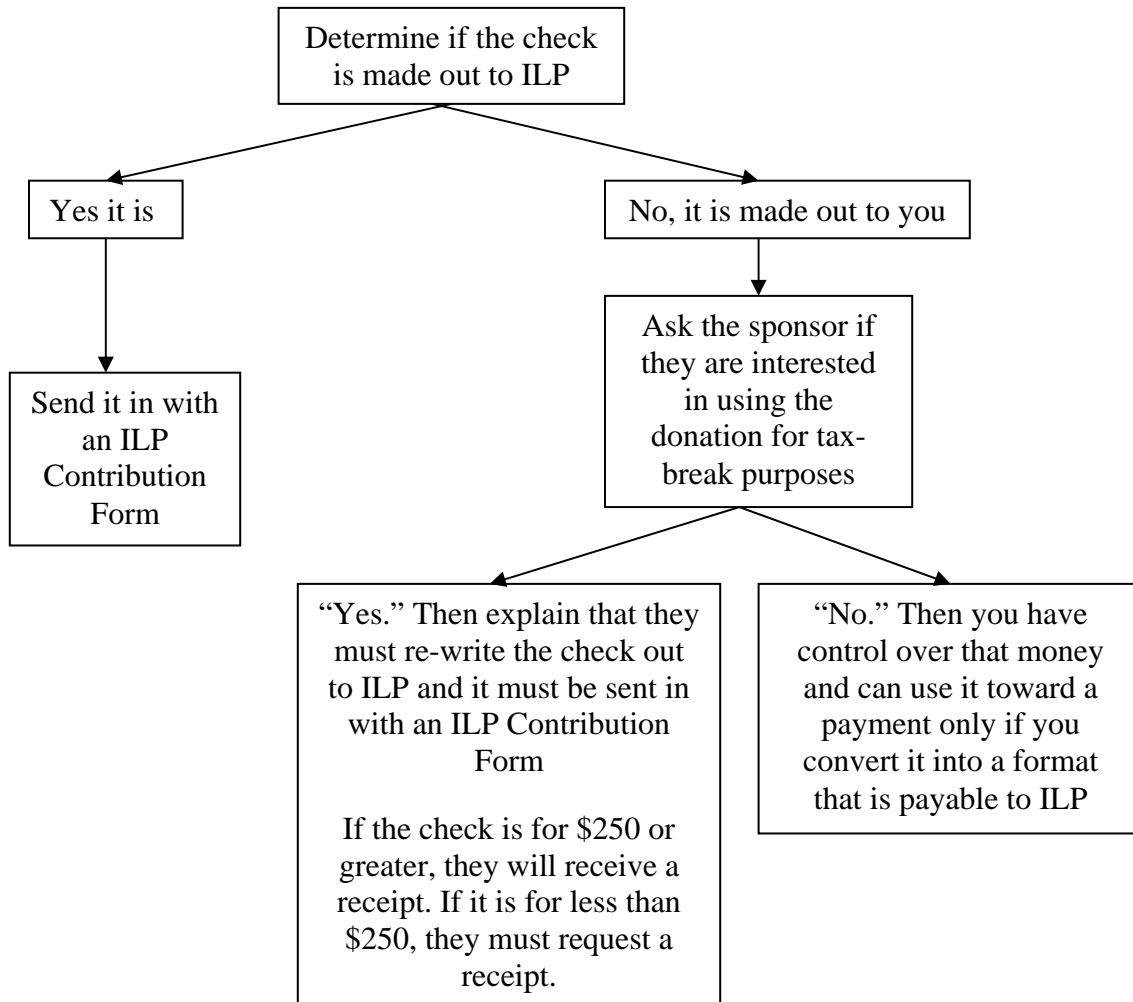
Quick Facts on ILP Fundraising

The key to being successful:

- ❑ To be successful with fundraising, you need to put forth effort! (Read the rest of the fundraising packet for more information...)

How does ILP handle donations?

- ❑ All donations must be made out to ILP
- ❑ Checks made out to the volunteer cannot be processed in ILP's system.
- ❑ When you receive a check from a sponsor:



How does ILP handle refunds (for over-payment)?

- ❑ Volunteers can only get refunds on money that has been paid by the volunteer.
- ❑ Refunds will be processed and sent out one week before departure and again one week before the volunteer returns home from their ILP semester abroad. Exceptions will be discussed on a case by case basis.

What is fundraising?

Soliciting contributions from people and organizations will assist in reducing the expenses involved in participation with International Language Programs (ILP). In fact, fundraising successfully generates an average of \$1,300 per person. During a fundraising visit, you can make a personalized appeal for financial support and explain ILP's mission. A short time later, a follow up letter should be sent or delivered, thanking the potential donor for their time and consideration of your cause. Fundraising usually requires a great deal of commitment and patience. At times, a contribution covering all expenses is made. Usually, however, contributions are small and require diligent "harvesting." The following ideas and experiences have been included to help you have a successful fundraising experience.

Why would anyone want to give me a donation?

Some individuals are uncomfortable asking for monetary donations because they feel that they are receiving something for nothing. Others feel that because they will be embarking on an exciting adventure overseas, this program benefits themselves more than it could possibly benefit a sponsor. What these ILP participants may not realize is that serving children overseas is no easy task. You will be sacrificing five months of your time, putting off jobs and educational opportunities, and putting a great deal of effort into teaching children. ILP volunteers not only teach children a valuable skill that they will be able to use in the future, but they provide loving role models for children and parents. You will grow in ways unimaginable to you and you will be involved in a truly meaningful service endeavor. The world is filled with good people who are interested in supporting good causes. You need to understand that a donation to you is actually a donation to the children whom you will serve. When you understand this, and are able to communicate it to potential donors, they will be more willing to pair their financial resources with your time and effort overseas. Contributions to ILP and to its participants can benefit donors in other ways as well.

First, because ILP is an IRS qualified 501(c)(3) charitable organization, donations are tax deductible in accordance with applicable tax laws. Many businesses and individuals are happy to make contributions to tax-exempt organizations because it offers them significant tax advantages.

Second, many donors seek opportunities to improve their public image. Donations to charitable organizations allow donors to demonstrate to the community that they are actively involved in helping others. This, in turn, gives them favorable publicity and generates greater interest in their business, cause, or family.

Third, since ILP is a service-oriented organization, donations to ILP or to its participants allow organizations and individuals to actively participate in a project dedicated to serving the global community. Donors may also receive valuable support from ILP's infrastructure should they wish to visit a foreign country that hosts an ILP program.

Fourth, many people have commitments, which would prevent them from personally participating in a program of this nature. However, a donation to ILP or to an ILP participant

allows them to be a part of the service that ILP provides. By donating to ILP they feel like they are a part of something that is making a difference in the world.

What are the most successful fundraising sources?

Successful fundraising requires commitment and patience. You may need to contact potential donors several times before they actually make a donation. The following list reflects results of hundreds of ILP participants who have sought financial assistance through the fundraising process. This list does not reflect all possible donation sources, but rather, those who donated money most frequently. Notice that nearly every donor on the list is in some way connected to you. Fundraising becomes much more successful when you contact people and groups who are in some way connected with you. Among others, these “connections” may include the following AND their acquaintances:

- Family members, friends, neighbors, employers, church leaders, etc.
- Current and/or past employers
- Current and/or past employers of parents, grandparents, and close relatives
- Current and/or past employers of you local religious leaders (Pastor, Bishop, etc.)
- Customers/clients/associates of you parents’ work
- Fellow members of social organizations (Scouting, 4H Clubs, Avon, church, etc.)
- Local civic organizations (Rotary Club, Lion’s Club, Elk’s Lodge, American Legion, etc.)
- Specialized scholarships (see your University’s Financial Aid office)
- Commercial Non-Profit organizations (Credit Unions, Hospitals, etc.- Inquire at you local Chamber of Commerce/United Way for a list of Non-Profit Organizations in your area)
- Friends of immediate and extended family
- Advice from well-off friends
- Local businesses
- Neighbors
- Relatives

Many people are hesitant about confronting people and asking for donations. There are many other ways of raising money; they just take a little creativity. In addition to approaching donors you can host special events to raise money. There are many people who may not be able to donate money but who would love to help you by donating things they own, their services and the services of their businesses. Past volunteers have had success holding garage sales, auctions, benefit concerts, raffles, BBQs and much more. Be creative. The possibilities are endless!

What are the least successful fundraising sources?

It is difficult to predict who will donate money as you fundraise. No organization and no person should be excluded from your list of target donors. Frequently, however, individuals have misleading expectations from certain potential donors and become discouraged when those donors do not meet their expectations. The following list includes organizations and individuals in whom ILP participants often have misguided expectations.

- Large, wealthy corporations
- Prominent and wealthy families and individuals

On the other hand, these organizations and individuals are often generous in their donations to you IF you or someone you know is acquainted with someone within the family or organization.

Be creative and intelligent in your preparations to approach people and organizations for donations. Where there is a personal relationship, there is more of an incentive to donate. Where there is no personal relationships, look for common interests; ask yourself, "If I were this person, why would I be interested in helping her participate in this program?" Tailor your letters and descriptions of the program accordingly. Most importantly, **DON'T GIVE UP.**

Do you have any suggestions for writing a good fundraising letter?

This should be a personal letter from you- you'll have the most success if you sit down and write it, not if you copy it from someone else's letter or have someone else write it for you. Although it's a good idea to have someone who's good at writing review and edit it for grammatical and spelling errors, be sure that the content is written by you. Here are some good things to include:

- Personal information about yourself, and why you have decided to volunteer with this program. Let them know what your service will do to help the kids you'll be serving. ILP teachers help their kids to have a better future, and the service breaks down infinite barriers and walls. They need to understand that their money should be going to help that cause, not to fund your vacation plans.
- Include general information about ILP. Let them know where you are going and what you'll be doing. Include our contact info (like our website address and phone number) as well as let them know that we are a 501 (C) 3 Charitable Organization.
- Include what your total fee is, so that they know exactly how much of a need you are in. If they know you are attempting to raise around \$2,500 rather than only a couple hundred, they will have a better idea of how much to donate. Give specific instructions on how they can contribute, and include contribution forms. It is also a good idea to give them a deadline of when you'll need that money in by.
- Include photos. These can be of yourself and of kids you'll be going to teach. (You can use any of the photos on our website.)
- Use colored or off white paper. Cheap photocopies aren't nearly as appealing as a nicely formatted and printed letter.
- Use a bullet format, or different sections labeled distinctly. This makes it a lot easier to read over quickly. Bullets or sections could include: "Why am I going to Russia?" "Why should you contribute?" "What does my donation do to help?" "How can you contribute?"
- Make the letter concise and to the point. Many people will not have time to read through your entire letter. Encourage them to call and talk to you if they would like to hear more.

- Include a smaller envelope addressed to ILP with a stamp already on it. This saves them the hassle of having to search for a stamp and just set aside your letter.
- Write a personal note on the bottom of each letter, and put the name of the person you are writing to at the beginning of each letter.
- Hand address each letter.

EXAMPLE

Dear Friend,

I am writing to tell you about an exciting opportunity I am about to embark on and to ask for your help. During Fall Semester 2010, I will go to Tianjin, China, to teach kids English through International Language Programs (ILP). The ability to speak English fluently will be greatly beneficial to these children, as well as to their families. Because many of the children who participate in the program come from lower-class families, ILP teachers must pay their own expenses, which include a \$2320 program fee. As a result, I am asking for your help. If you can, please send a donation to ILP on my behalf.

Because ILP is an IRS qualified 501(c)(3) charitable organization, any funds you donate are tax-deductible. If you have any questions about the program, please do not hesitate to call me at (801) xxx-xxxx or ILP at (801) 374-8854. You can also view the ILP website at: www.ilp.org.

I greatly appreciate *any* amount that you can give to this cause. Thank you for your support!!!

Kindest Regards,

Camas Hunter

How can I thank my donors?

The best way to show your gratitude to your donors is by working hard and being the best teacher you can be. They are donating money to you in faith that you will use your time and resources to help the children you teach. Don't let them down! In addition, many volunteers like to do something more to thank their donors. A few examples include sending thank you cards, having your students make thank you notes to send to them and showing your donors pictures or a slideshow of your experiences once you return. These things help your contributors feel that their money has gone to a good cause and that you are grateful for their help.

Do you have any “tips” on how to approach a potential donor?

- Whether you are approaching an organization or an individual for sponsorship, always speak to a “person.” This person should be the decision-maker. You don’t get nearly as good results if you call on the phone or write a letter. A personal visit helps them to listen to you and to what you are saying. They are busy people and don’t always have the time to respond to a letter or phone call. **Remember, potential donors frequently have dozens of people soliciting contributions and are often forced to choose among them. They will contribute to the cause they think is most worthy, so be sure to present your causes in a way the clearly reflects its worthiness.**
- If they tell you that they need time to “think about it,” YOU ask them when a good time to return would be. Then be sure to be there when you say you will.
- Start TODAY! Some businesses need time to talk to supervisors or managers in order to fit your request into their budget. Sometimes they may need a month or more to receive permission for your request. The sooner you begin, the easier you make it for the potential donor.
- Listen to your feelings. If you think of a person or organization that might donate, visit them immediately. Don’t wait until tomorrow.
- Be ready to answer questions about the program. Read all the ILP information that you have and that you are giving them. They may ask how their money will be spent. Be ready with that information.
- You may want to “guess-timate” how much you think an individual or organization could afford to donate. If you feel that a particular person could donate a lot, ask for a contribution in the hundreds. If you are unsure of how much they might be able to donate, let them know that any amount would be wonderful.
- If you need to write a letter to company headquarters in a different state, try to get someone from the local office to add a little note to it. It makes it much more personal and helps it to stand out from the other requests that they might receive.
- BE PATIENT. Several former participants worked every afternoon and weekend for five months to raise enough money to go on the program.
- Be polite and express your thanks even when you are turned away.

What kind of success have others had fundraising?

Travis Jacobs, of Midvale, Utah, was an ILP participant in St. Petersburg, Russia during the Fall 1995 semester. According to Travis, he did not put much effort into fundraising. He worked and saved money, but with departure just weeks away Travis was still \$800 short. He discussed his predicament with two of his uncles and, the following day, discovered that each had made donations on his behalf. The combined donations totaled \$800. Shortly thereafter, Travis' sister spoke to her employer about Travis' upcoming service in Russia. He willingly donated funds to purchase teaching materials.

“Basically, all I did was send a letter I wrote explaining a little about the ILP program and what I'd be doing. Every year our family sends a Christmas picture and letter to friends and family, so I just sent an ILP letter and donation slip to each of those families on the list. I also sent them to former employers, my doctor, my dentist, and a lot of my friends from school. I was so surprised by how many donations I received! I also included a picture that I got off the ILP website and added it to the letters. I think that helped a lot because everyone was able to see how cute the kids in Russia are! I'm not exactly sure why it worked. My only suggestion is to send it to everybody you can think of, most people are more than happy to donate!”

Heidi Bluth, Ufa, Russia, Winter 2004

Amy McKee of Jackson Hole, Wyoming, served in Moscow, Russia during the Winter 1995 semester. Amy asked her neighbors and former employers if they would be able to help her participate on a program that promoted service in Russian communities. Amy reported that the conversations alone generated \$2,000 in donations.

“I did tons of fundraising. Two things worked out really well. In August, we have a festival on the Snake River. It's a two-day festival and there are all sorts of booths. I opened up a face painting booth for the festival, and I made nearly \$600. It was amazing. There was a small fee to get it started, and it was hard work, but it paid off! If you're willing to put the time in, you can get the money. One other thing...all of my supplies were donated. I passed a list of all of the supplies I needed around my Relief Society [an organization within the LDS Church], and every single item was donated. It was great. I also sent letters to all of my family members telling them what I was doing and asking for help. I had two uncles that I wasn't even close to send me \$100 each. People care about this program! If you let people know what you're doing and why you're doing it, they see what a great program it is, and they do all that they can to help you out.”

Taralyn Clark, Urumqi, China, Fall 2002

Malea Hale, of St. George, Utah, served in Moscow, Russia during the Fall 1995 semester. Malea contacted just about everybody in St. George! She visited supermarkets, banks, sent letters to relatives, and spoke to local civic clubs. In addition, Malea's father, who is a barber in St. George, mentioned to his clients that Malea was trying to raise money to participate in a Service Abroad program in Russia. He would later tell Malea which people had shown interest in her situation and Malea would contact them. Malea's motto was, “The squeaky wheel gets the grease.” She constantly followed up with people whom she had already visited. She recalls that in many instances she followed up seven or eight times. Her persistence paid off. Malea raised \$2,211 through fundraising.

“Because I was a last-minute volunteer with ILP, I had less than a month to do all my fundraising before I was supposed to leave. I feel so awkward asking people for money, but I knew that if I had the money and supplies that I needed I would be a better teacher. So, I pushed my fears aside and sat down and wrote a letter asking for contributions. I made copies and handed them out to everyone I could think of. I was amazed and touched by how generous people were. Many people who did not even know me well donated money. No one contributed a huge sum; many people just gave what they could. By the time I left for Ukraine I had raised half of my program fee!”

Kristy Ashworth, Kiev, Ukraine, Fall 2004

Christy Goodman of Sandy, Utah, served in St. Petersburg, Russia during the Winter 1995 semester. Christy and her family are musically talented and frequently perform in concert. Christy sent letters and brochures to all those on her family’s Christmas card list inviting them to a Benefit Concert to help her raise the money needed to serve in Russia with ILP. Approximately 600 people were invited to the Benefit Concert. Not all were able to attend. Nevertheless, Christy was successful in raising \$3,500 in just one evening.

“My biggest problem when trying to go to China with ILP was the money. I had a job, but all the money I made from it went straight to school, housing, food, etc. I didn't have enough to spare to save up enough for China, but I still really wanted to go, so I started looking at the fundraising packet ILP gave me. It gave me some ideas, then after brainstorming with my mom, we came up with some more. I started out going around to local businesses, telling them what I was doing and asking if they could sponsor me. I was amazed at how much all of them wanted to help, but my hopes were shot down when most of them said that they couldn't donate money. However, most of them were willing to donate a product. I adapted my plan of action, and started gathering products from businesses. I got tons of cool stuff. I got things like ski passes, a stereo system, tons of food coupons (I got close to \$100 from Sizzler alone), etc. It was great. Businesses totally poured their hearts (and product) out. Then I went out and got a roll of raffle tickets from WalMart and started selling. I was going with a friend, which was nice because we fundraised together. So we went door to door and sold raffle tickets for about 50 cents each. Most people were very generous, not only because it was for a good cause, but also, they had a chance at ski passes for just a couple dollars. I made about \$600 from the raffle alone!”

Tianna Lovell, Moscow, Russia, Fall 2004

Applicants and contributors should understand that donations exceeding \$2,520 for an individual will be applied to a General Scholarship Fund. This fund will be used to help others participate in ILP service abroad programs. All donations are non-refundable.

What ILP literature should I give to a potential donor?

Included in this packet is a contribution form. You will need to make copies to give to potential donors. It's a good idea to make copies of the form on colored card stock. If possible, have the forms machine-cut; it creates the best impression and is rather inexpensive when done in bulk of ten or more. It is also a good idea to prepare a personalized letter introducing yourself, explaining what ILP is, and letting them know how they can help you. The letter looks best if copied onto linen or bond paper. Such a letter frequently serves as a reminder after your visit and helps them refresh their memory about your cause. Remember, it is important to not only be familiar with the person you give these things to, but to explain what you will be doing as well. Don't presume that your letter will answer all of their questions.

A copy of ILP's projected budget for the upcoming semester is available upon request by a potential donor.

Where can I find help if I still have questions?

If, after reading through this packet, you still have questions on how to proceed with fundraising, call Steve Brayton at the ILP office. The office phone number is (801)374-8854.

ILP CONTRIBUTION FORM

If you would like to help children overseas by sponsoring an ILP teacher, please fill out the form below and return it with the appropriate contribution to the address below.

Name _____

(Company) _____

Address _____

Phone _____

Please make my contribution available for:

CONTRIBUTION CATEGORY

- Individual \$35.00
- Family 75.00
- Small Business 150.00
- Community Organization 350.00
- Full Scholarship 2520.00
- Other \$_____

Contributors donating \$250 or more will receive a receipt of contribution from ILP, verifying that their contribution is tax-deductible. Consult with your accountant or other tax counsel for the maximum tax benefit. Contributions not specified or applicable to a specific ILP volunteer teacher will be used for financial aid for volunteers designated by ILP. All contributions are non-refundable.

Please make checks payable to
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Orem, UT 84058

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