

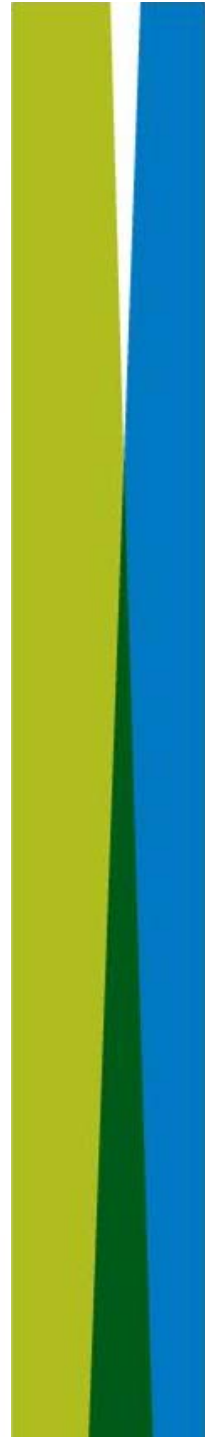


# Supporting your Students' Fundraising Success

Please join the call  
by calling  
1-800-876-2376  
ext. 5552



*Connecting Lives, Sharing Cultures*



# Supporting your Students' Fundraising Success

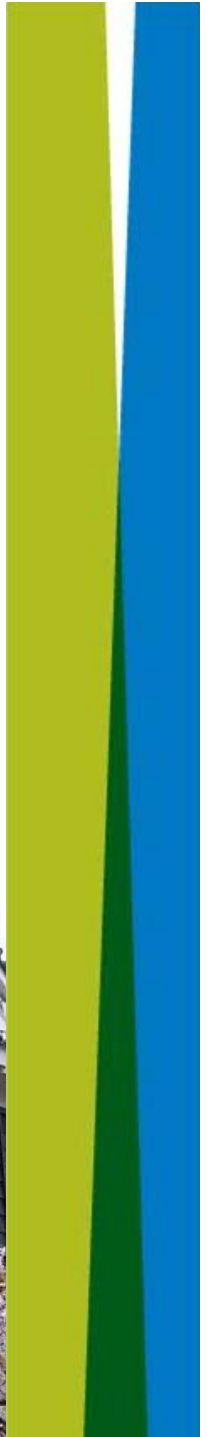
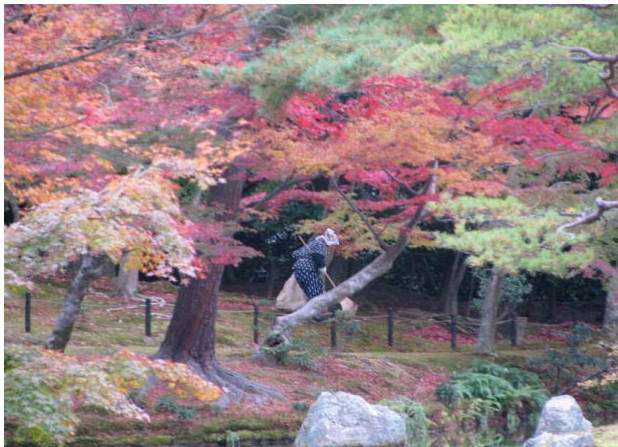


## Presenters:

Shanna Hammons  
Outbound Programs Coordinator

Barbara Hensleigh  
AFS Volunteer, Greater Los Angeles Area Team

Anne Parker  
Outbound Programs Coordinator



# What We'll Cover



Volunteer Fundraising Survey highlights

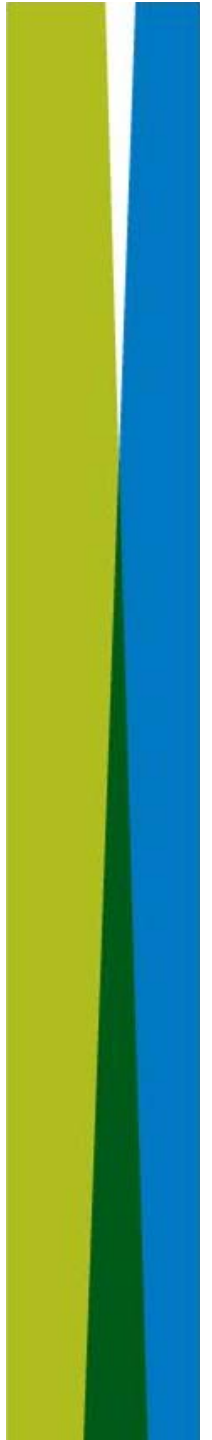
Spectrum of volunteer involvement

Individual and group activity ideas

Fundraising case studies

April Sponsor an AFSer Matching Challenge

Fundraising resources

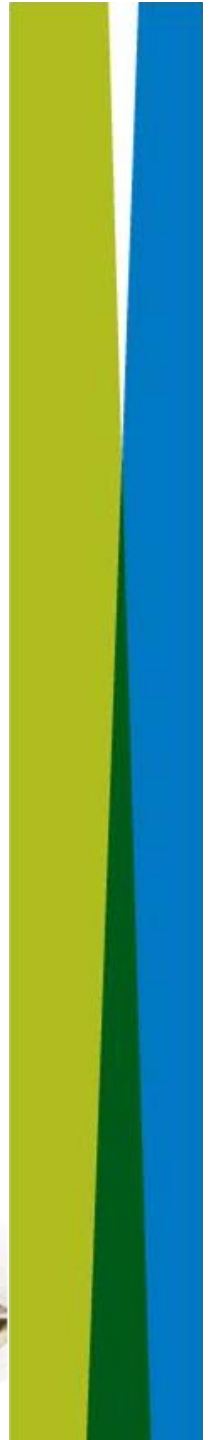
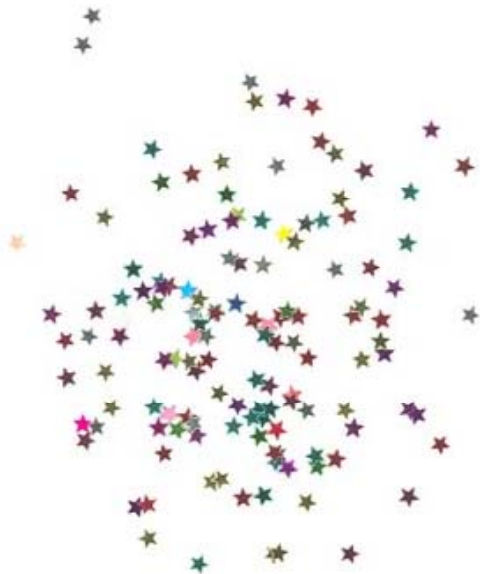


# April is Fundraising Month!



And we're celebrating with...

- Student webinar: All About the Money – Fundraising Workshop.
- Sponsor an AFSer Matching Challenge
- Improved Student Fundraising page on the AFS Wiki





# Volunteer Survey Highlights

In March 2011 Sending volunteers were asked to answer a survey to outline fundraising activities within their teams.

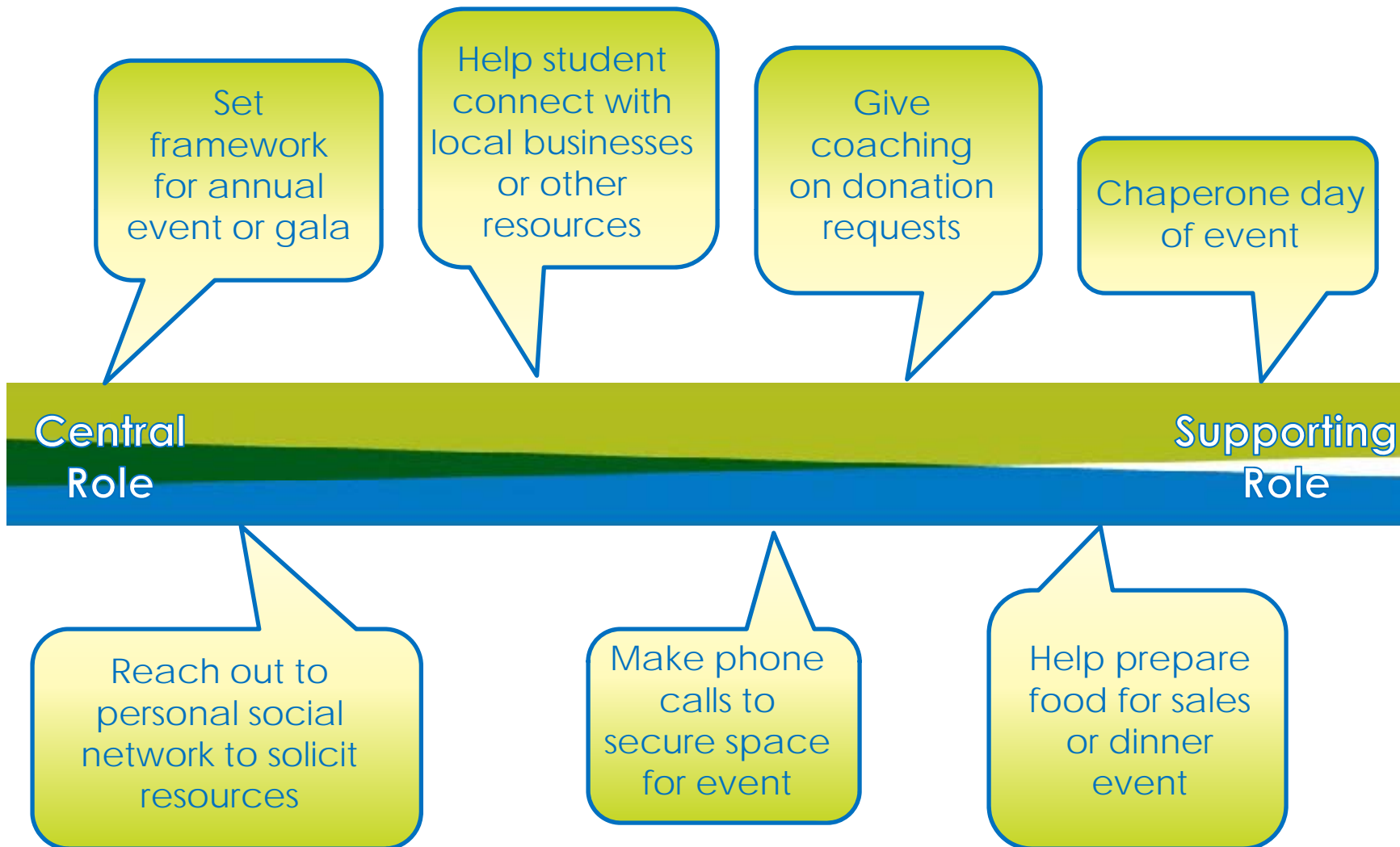
## Volunteers responded:

- Approximately **1 in every 4** students fundraise part of their tuition
- Time constraints, lack of ideas, and timidness are biggest barriers for students
- Volunteers support student fundraising in **33%** of the teams
- **Lack of interest** and **competing priorities** are biggest barriers to volunteer engagement with fundraising
- Both **individual** and **group** activities can raise significant funds
- The most successful activities were tailored to the local community
- Volunteers can have greatest impact by **motivating, informing, organizing** and **resourcing** students

# How can volunteers get involved?



The level of involvement required by volunteers greatly varies with different activities. There is a wide array of roles that volunteers can take on.



# Group Activities



## More Ideas:

- Silent Auction
- Dinner Theatre
- Music Performance
- Pizza Sales/Delivery
- Garage Sale
- Selling candy for

Christmas

- Area Team  
cookbook sales
- Area Team donation  
cards
- Barnes and Noble  
book fair

### Concession Stand

Take advantage of well-attended community events (school games, tournaments) and sell food and drinks

### Christmas Tree

#### Recycling

Pick up old trees for a fee after the holidays and turn them into firewood to sell, or recycle through the city

### Car Wash

Use local media (radio, TV, papers) to publicize students going abroad, and ask for donations at a weekend car wash

### Clean Up Crew

Contact local fairgrounds or stadium to arrange to clean up after a major event. Do a good job, and this can be an annual event; one team raised over \$1,000!

# Group Activity: Case Study



## Chocolate Dessert and Gourmet Coffee Tasting Extravaganza



Requires extensive volunteer involvement

- One volunteer to oversee coordination
- Many volunteers and natural parents to utilize local connections to secure donations
- Applicants to do groundwork (sell tickets, set up, clean afterward, decorate, etc.)

Components of event

- Sell homemade and locally donated desserts
- Free gourmet coffee tasting (with entry fee)
- Silent auction of homemade crafts, gift baskets, donated items, AFS gear, etc.
- Hosted students and returnees present their countries

Facts

- Organized at the chapter level
- All sending students are encouraged to participate
- Approximately 150 people attend (\$5 per ticket)
- AT Chair, Treasurer, and Sending Volunteer decide on amount to allocate to each student involved

### Initial Cost

\$150 – event space  
\$100 – decorations  
\$50 – ticket and flyer printing

### Funds Raised

\$750 – entry fees  
\$600 – silent auction  
\$300 – dessert sales  
\$150 – donation jar

### Total Profit

\$1,500

\*amounts are approximate

# Group Activities



## Drawbacks

- Potentially less money per student
- Group scheduling conflicts
- Complications with tax-deductible donations
- More coordination needed
- May require initial start-up costs

## Benefits

- Community efforts have more momentum and access to greater resources
- Teamwork gets more accomplished
- Gives AT more control in allocating funds
- Volunteer development opportunity
- Creates sense of camaraderie
- Equally supports all students
- Fun!



# Individual Activities



## Dog Walking

Encourage students to make flyers advertising dog-walking services in their neighborhood

## Making Tamales

This has a small start-up cost; can be done as a dinner event, concession stand, or sold throughout the neighborhood

## Yard-work Parties

Encourage students to get together with friends and offer yard-work services (weeding, planting, mowing, etc.) in the community

## Gift-Wrapping

Contact local businesses or mall about setting up a table and wrapping gifts for customer donations

## More ideas:

- Donation Request Letters to Local Businesses
- Take Family Holiday Portraits and turn into Postcards
- Babysit
- Sell silk screened t-shirts (or AT AFS shirts)
- Sell crafts on Etsy or personal items on Ebay



# Individual Activity: Case Study



## Argentina Night

Requires minimal volunteer involvement

- Orchestrated by individual student and natural family
- Volunteers and natural family to reach out to social network to solicit attendees

Components of event

- Argentina-themed party at a family friend's house that could hold large crowd
- Typical Argentine meal provided to all attendees; prepared by student and natural family
- Student gives a presentation about AFS exchange and Argentina
- Donation box in separate room

Facts

- Little involvement by Area Team/chapter (AT provided AFS promotional material)
- 30 people attended
- Student keeps all donors updated on experience via AFS blog

<u>Initial Cost</u>
\$175 – dinner ingredients
\$25 – invitations
\$50 – decorations
<u>Funds Raised</u>
\$1050 – meal
\$125 – donation jar
<u>Total Profit</u>
\$925
*amounts are approximate





# Individual Activities



## Drawbacks

- Difficult to encourage shy students
- Personal motivation may be lacking
- Students may not have wide enough social network to draw upon resources
- Student may withdraw AFS application after much volunteer investment
- Donations to individuals are not tax-deductible

## Benefits

- Student has personal ownership
- Scheduled on student's own time
- Can appeal to student's personal interests and strengths
- Skill-building opportunity
- May require few start-up costs
- Opportunity for volunteer to stay involved with student
- Not as limited by geography

# Sponsor an AFSer



Sponsor an AFSer

### How it Works

Sponsor an AFSer is a tool that makes fundraising easy for students by providing a form for their blogs that takes secure payments from contributors and deposits them straight into a student's tuition account.

Double your donation in April  
Learn how!

Find a Student

Breanne Bash	AK	<a href="#">Check out Breanne's Blog!</a>
Michelle Basselet	ME	<a href="#">Check out Michelle's Blog!</a>
Antonia Benidettino	IL	<a href="#">Check out Antonia's Blog!</a>

Are you a future AFSer and want info on joining Sponsor an AFSer? Learn more [How to Join](#)

- Chip-In Widget added to student's blog designed to allow donors to make a secure online donation
- Independently managed by student
- Student receives monthly email with list of donors
- Donations are tracked, so refunds are processed through PayPal if student withdraws or is not accepted
- Contributions through widget may not be used toward the program deposit
- Students can begin using tool within a year of departure after submitting a pre-app
- Donations are not tax-deductible

**Aaron Talley**

\$0 — \$2,500  
10%  
Raised \$262 of \$2,500  
9 contributors | Ends 8/6

To help Aaron raise money to study abroad, click ChipIn! below (non tax-deductible)

Copy About

**ChipIn!**

Click ChipIn to pay securely

An updated fundraising section of the website was just launched last week!

# Sponsor an AFSer Matching Challenge



- AFS will match Sponsor an AFSer contributions made during the month of April 2011 up to \$500
- Only students applying for NH11 are eligible for matching funds
- Sponsor an AFSer contributions from Parents/Guardians do not qualify
- Funds will be applied towards program tuition in early May

A screenshot of the "Sponsor an AFSer" website. The page has a green header with the title "Sponsor an AFSer" and a photo of two young women. Below the header, there's a section titled "How it Works" with a green background. A text box explains that the tool makes fundraising easy by providing a form for blogs that takes secure payments and deposits them into a student's tuition account. An orange callout box says "Double your donation in April Learn how!". Below this is a search bar labeled "Find a Student" with a magnifying glass icon. A dropdown menu shows three students: Breanne Bash (AK), Michelle Basselet (ME), and Antonia Benidettino (IL), each with a link to "Check out [Name]'s Blog!". At the bottom, there's a link "Are you a future AFSer and want info on joining Sponsor an AFSer? Learn more" and a "How to Join" button in a dashed circle.

A screenshot of a fundraising page for Aaron Talley. The page shows a progress bar from \$0 to \$2,500, with a current amount of \$262 raised, representing 10% of the goal. It also states that 9 contributors have participated and the campaign ends on 8/6. Below the progress bar, there's a call to action: "To help Aaron raise money to study abroad, click ChipIn! below (non tax-deductible)". At the bottom, there are buttons for "Copy" and "About", and a prominent "ChipIn!" button. A note at the very bottom says "Click ChipIn to pay securely".

An updated fundraising section of the website was just launched last week!

# Fundraising Resources

[Fundraising Section of the Wiki](#) for volunteers

[Fundraising Wiki](#) for students

[Fundraising Webinars](#) for students

[Sponsor an AFSer](#) (new site just launched!)

[Sponsor an AFSer's Matching Challenge](#) info

[Talking about Money](#) section of Wiki

[Ask an AFSer](#) on Facebook



# Questions?



[www.afsusa.org](http://www.afsusa.org)

CONNECTING LIVES, SHARING CULTURES

# Thank You for Participating!



And for supporting AFS Sending Students in  
their fundraising efforts.

[www.afsusa.org](http://www.afsusa.org) | 1-800-AFS-INFO | [afsinfo@afs.org](mailto:afsinfo@afs.org)

