

Fundraising Handbook




WORLDSTRIDES®
DISCOVER YOUR WORLD

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A LETTER FROM OUR PRESIDENT

Dear Educator,

For over 40 years, WorldStrides has been supporting education by providing students with unique opportunities to learn outside the classroom. We truly believe that educational travel positively impacts the lives of students, and we hope everyone is able to participate in this experience.

In an effort to make WorldStrides programs more affordable and attainable for all students, we have compiled this Fundraising Handbook. It's full of fundraising ideas and resources that have proven useful and successful for other teachers.

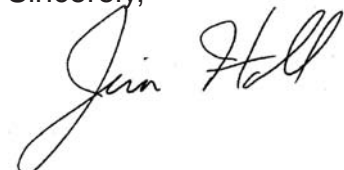
While the majority of this handbook focuses on fundraising, we have included some important information regarding scholarship and grant opportunities on the opposite page. In particular, our FLAG Scholarships are available exclusively to students traveling on a WorldStrides program. Through a partnership with the Future Leaders of American Government (FLAG) Foundation, we will offer nearly \$1 million in need-based scholarships for students participating on WorldStrides programs in the 2009-2010 academic year. Be sure to check out all of these great funding opportunities and share them with your students and their parents.

As you read through the handbook, pay special attention to the Gift of Education, a successful, easy fundraising strategy for your students. In three easy steps, students can download a letter from the WorldStrides website and solicit small gift donations from friends, family members, and local organizations. For more information, please see page 12 of this handbook.

Fundraising doesn't have to be a chore. In fact, often it unearths surprising camaraderie between students, parents, teachers, and the community, as everyone works toward a common and worthwhile goal. Fundraisers help students get excited about their WorldStrides program and allow them to take active roles in making the trip a reality for themselves and their peers.

Please read on to learn more about fundraising and how you can make it a success for your school!

Sincerely,



Jim Hall
President



SCHOLARSHIP AND GRANT OPPORTUNITIES

One simple way to raise money for your students is through scholarships and grants. Many grants are available for individual students or school groups.

FOR STUDENTS

FLAG SCHOLARSHIPS

WorldStrides believes that every child, regardless of background, should have access to the wonder of educational travel. To support this vision, nearly \$1 million in FLAG Scholarship funding is available for families with an annual adjusted gross income (AGI) up to \$85,000. Through a partnership with the Future Leaders of American Government (FLAG) Foundation, a 501(c) (3) nonprofit organization, we will offer these scholarships for students participating on WorldStrides programs in the 2009-2010 academic year.

FLAG Scholarships are available in amounts up to \$400. The FLAG Scholarship application process is completely confidential and simple enough to complete in minutes. Encourage your students and their parents to find out more about the FLAG Scholarship by contacting our Customer Service team at 1-800-468-5899.

SYTA

The Student Youth Travel Association (SYTA) offers need and merit-based scholarships for student travel. Students can earn up to **\$1,000** and can apply individually at www.sytayouthfoundation.org.

FOR GROUPS

TARGET FIELD TRIP GRANTS

Target launched the Target Field Trip Grants program in 2006 to help cover the cost of transportation, entry fees, supplies, and classroom resource materials for educational travel programs. Grant amounts and applications are announced online at the beginning of each school year. For more information, search for "Target Field Trip Grants program" using any internet search engine.

VERIZON FOUNDATION

The Verizon Foundation is the philanthropic arm of Verizon Communications. The Verizon Foundation's goal is to invest in results and fuel positive social change in a number of issues, including education. Organizations can learn more and/or submit an electronic grant proposal on the Verizon Foundation's website at <http://foundation.verizon.com>. Proposals are accepted on a continuous basis from January 1 to October 31 each year.

GRANT WRANGLER

Grant Wrangler is a free online listing service of grants and awards for K-12 teachers. New funding opportunities are posted frequently, and educators can sign up for a bi-weekly newsletter announcing the latest grants and awards. Find out more about Grant Wrangler at www.grantwrangler.com.

For up-to-date information on additional scholarships and grants, visit the scholarships page on our website at www.worldstrides.org/scholarships.

LET'S GET STARTED

WorldStrides wants your trip to be the best it can be. Many groups have found that fundraising helps bring students and the community together on a financial and social level. Here are some ideas that will help you get started.

BENEFITS OF FUNDRAISING

- Helps raise a portion of the trip cost
- Gives students a sense of ownership as they make the program a reality
- Teaches students how to set and work towards financial goals
- Creates camaraderie among students, chaperones, and the community

HOW TO BEGIN

- **Set a specific objective** ahead of time so that everyone is working toward a goal. You can work towards a group goal or encourage students to set their own individual goals. It is best to set goals in terms of a percentage of the cost of the trip: 25%, 50%, or 100%.
- **Determine your time commitment.** There are two approaches to fundraising based on the amount of time you are able to commit: working with an outside company or doing it on your own. If your time commitment is limited, you may prefer pre-packaged fundraising options. However, you may find that a group of teachers and parents have the time and desire to coordinate the fundraising on their own.
- **Consider soliciting sponsorship from business and community members.** A sample solicitation letter can be found on page 15 in this book, along with a list of businesses and organizations you and your students may want to contact on pages 16-17.
- **Brainstorm fundraising ideas.** Remember that fundraising does not have to be very time-consuming. Consider both fundraisers that can be done as a group and fundraisers that students can do on their own. Know what established fundraising ventures are already being undertaken at your school and in your community so you don't duplicate them.

HOW TO INVOLVE STUDENTS AND PARENTS

- Have your students help brainstorm fundraising ideas. Students are more motivated if they have an important role in the project and are excited about what they sell.
- Your parent meetings are the perfect time to talk about fundraising. After covering the details of your WorldStrides program, explain the benefits of fundraising and ask for volunteers. Emphasize the importance of parental involvement in fundraising activities and the need for a fundraising committee.
- Be sure to assign specific responsibilities to each volunteer and create a schedule upon which everyone agrees.

HOW TO PROMOTE YOUR FUNDRAISER

Here are some suggestions of ways you and your students can promote your fundraiser around your school and in your community:

- Send press releases to your local newspaper
- Display posters and/or flyers at school
- Offer prizes
- Schedule a kick-off assembly at school
- Make daily PA announcements
- Send parent reminder letters home
- Approach mass classes - P.E., band, choir, etc.
- Advertise at school sporting events
- Make a note on progress reports

ADVICE FROM FUNDRAISING EXPERTS

Make safety the number one priority while fundraising. Continually remind your students and parents of the following suggestions:

- All fundraising should be supervised by parents or other adults.
- Focus fundraising efforts on family and friends.
- Parents can help by selling at the office and to friends.
- With parents' permission, student volunteers may telephone friends, relatives, and neighbors that they know.
- Do not sell alone; use the buddy system.
- Do not sell door-to-door.
- Do not approach strangers.
- Do not enter anyone's house.
- Do not carry large amounts of cash.
- Do not sell in front of stores or malls without permission.
- Do not sell at stop lights or on street corners.

To avoid shipping and ordering problems, be sure to:

- Review the details (order and delivery dates, product information, pricing, etc.) of the sale before beginning any fundraiser.
- Distribute the above information (order and delivery dates, product information, pricing, etc.) in a printed format to all fundraising participants and any vendors that are involved.
- Work closely with your volunteers to make sure their order forms are legible and filled out completely.
- Always make copies of order forms before you send them to your fundraising company.
- Double-check products received from an outside fundraising company against your order forms before the products are given to your volunteers.

When working with student or parent volunteers, don't forget to:

- Keep tasks short and simple until the volunteers have proven themselves.
- Assign deadlines for tasks; do not give open-ended tasks to your volunteers.
- Make sure your volunteers have a positive attitude about the project.

WORLDSTRIDES INFORMATION

HOW DO I SUBMIT CLASS EARNINGS TO WORLDSTRIDES?

A copy of WorldStrides' fundraising record form may be found on page 22.

- Make sure that the amounts you have credited to the students' accounts add up to the amount on the check you send to WorldStrides. This will prevent a delay in posting your checks.
- Make sure you provide all student account numbers on the fundraising record form. These can be found on the registration updates posted on MyTrip.
- Mail your fundraising check along with a completed fundraising record form to the attention of your Financial Services Representative at the following address: 590 Peter Jefferson Parkway, Suite 300, Charlottesville, VA 22911. WorldStrides recommends using traceable mail so you can track the status of your shipment.
- Make sure students' names are written as they appear on their Registration Forms. Please do not use nicknames.
- Even though you may be fundraising, it is still necessary for students and parents to send in the full deposit amount when they register, and keep installment payments up-to-date.

IMPORTANT NOTES

- **WorldStrides strongly recommends that fundraising money not be used to pay for students' registration deposits.** This way, fundraising money is less likely to be affected if a student cancels.
- **The full balance on students' accounts is due 75 days** prior to departure. WorldStrides recommends that you mail all fundraising proceeds at least 100 days prior to departure. This will help prevent the addition of a \$60 late fee to the students' accounts and will allow funds to post before students' final invoices are printed.
- **Please note that the \$60 late fee is assessed on all payments received after the final payment deadline,** regardless of the payment's source. All fundraising money should be sent to WorldStrides before the final payment deadline to avoid this fee.
- **In the event of a fundraising cancellation or overpayment, please inform your WorldStrides Financial Services Representative to whom proceeds should be returned** (the parent, school, etc.). These funds are returned after your group's departure, unless you request otherwise.
- **Please make sure parents are aware that if their child cancels, any fundraising money earned will be forfeited to the group.** The money will go into a central account to be used for other students' trips after the cancellation policy has been applied.
- **Please reference your Policy Handbook for information on WorldStrides' Cancellation/Refund Policy and the Full Refund Program.**

NOW YOU'RE READY TO BEGIN FUNDRAISING. GOOD LUCK!

PROGRAM LEADER SUCCESS STORIES

The best way to learn about new fundraising ideas and tactics is through the experiences of your peers. The following stories from WorldStrides Program Leaders just like you may spark ideas for fundraising in your own community. Many of our Program Leaders find success fundraising at three levels: individual student fundraising, group fundraising, and parent-coordinated fundraising. Take a look at each category and choose the combination that works best for you!

Individual Student Fundraising

Fundraisers that students do individually can be a good way to create excitement and raise money without requiring much of a time commitment on your part. Students can do them alone or get together with two or three other students for extra motivation and fun! Get the materials and the students set up, and you're ready to go! Here are some examples of individual student fundraisers that have worked for other Program Leaders.

GIFT CARDS FOR CASH

KEITH GOEDECKE, a member of the WorldStrides Distinguished Educator Network and an experienced Program Leader, has found tremendous success by selling gift cards.

Students sell gift cards for popular retail stores, such as Starbucks or Macy's, and receive a predetermined percentage of the profit. For example, a student buys a \$25 gift card at a 10% discount, and then sells that gift card for the full amount. The percentages of discounts vary, and the participating retailers list is huge!

Keith highly recommends that schools looking for an easy fundraiser go to www.glscrip.com or call 1-800-727-4715 to learn more.

A NIGHT AT THE BALL GAME

JIM REALINI, a middle school history teacher from California, proved that first-time WorldStrides Program Leaders can be as successful as veteran Program Leaders when it comes to fundraising. Jim coordinated several different fundraising programs over the course of the year, and the profit from each program went toward the cost of the WorldStrides trip for his students.



Jim's most successful fundraising idea was selling tickets to a San Francisco Giants game. He simply called the team's community relations representatives, who were happy to offer him a block of discounted tickets to a game one summer night. His students bought each ticket for \$11 and sold them to family and friends for the regular price of \$22, making a 50% profit! So many people associated with the school bought tickets that the game ended up being both a successful fundraiser and a wonderful opportunity for bonding and school spirit.

When asked what advice he would offer other Program Leaders who want to engage in fundraisers, Jim said, "Get started early and solicit the help of parents!"

SWEET TOOTH

Middle school teacher **MIKE SCOVILLE** never had great luck with fundraisers, that is, until he tried working with a local candy company to sell candy bars. “Many students sell the candy bars at area businesses and when tourists visit, they see the sign with the information about the students and the program. They think nothing of leaving a dollar bill for a great tasting candy bar,” said Mike.

“Mike also uses fundraisers to teach his students an important real-life lesson about money and responsible saving.”

Mike also uses fundraisers to teach his students an important real-life lesson about money and responsible saving. He contacts local banks to have students open a savings account for the program, and all funds earned go into that account. Sometimes, the bank will even offer a small incentive for opening the account, like \$5 toward the cost of the program.

“No matter what type of fundraiser is done, the student that works for it enjoys the trip 100% more than the student who has someone write the entire amount on a check for them,” said Mike.

PIZZA PAYDAY

RHONDA ROBINSON found that selling Domino’s Pizza Cards was a very lucrative fundraiser for her class. After contacting her local Domino’s Pizza store, Rhonda’s students were able to purchase “buy one pizza, get one free” cards for \$1 each and sell them for \$10 each. This fundraiser was so popular that “people were actually calling me wanting to buy them!” she said. Rhonda’s group made a lot of money with very little effort!

CANDLES FOR A CAUSE

Nebraska middle school teacher **JOHN ALVES** has had great success selling barn candles. These are hand-poured candles that come in mason jars and make great gifts. Each candle sells for \$15, and students are able to keep half of that

“It is hard to do major fundraisers... start small and set up individual accounts.”

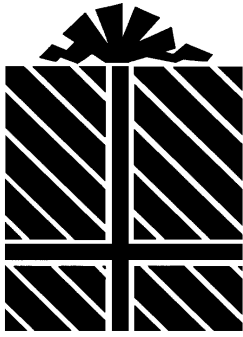
amount in profit. John keeps the fundraising money in an account and then distributes it accordingly at the final parent meeting before the program.

When asked for his best fundraising advice, John said, “It is hard to do major fundraisers. If you have 50 kids and have a dance, then you make \$1,000 and that does not go far with 50 kids. Start small and set up individual accounts. That way, the more a kid works

the more he or she gets.” This method has worked well for John and his group as he embarks on his 11th year as a WorldStrides Program Leader.

THAT’S A “WRAP”

“I have enjoyed the partnership our school has had with WorldStrides for more than 12 years,” said Program Leader **CAROLYN GANNETT**. Carolyn and her eighth grade class have used various fundraisers to help pay for the cost of their programs over the years.



One idea that has been successful for Carolyn is a traditional gift wrap sale. “We put the materials right into the parents’ hands (best communication ever!) at our first meeting when we present our trip,” said Carolyn. Her students make 50% profit on everything they sell and have earned huge amounts toward the total cost of their WorldStrides program. Carolyn raved, “It is the best fundraiser we have ever participated in, and I have actually had students that have paid for their entire trip by selling gift wrap. The opportunity is there if parents take advantage!”

Group Fundraising

Fundraising as a group really brings out school spirit among the students, parents, chaperones, and teachers. It also advertises your WorldStrides trip to the rest of the community, and if done well, can raise a large amount of money for your trip! These group fundraising events were very successful for other Program Leaders.

POKER RUN



Bike-riding enthusiasts would love **DEBBIE SHEPARD’S** “Poker Run” fundraiser. This middle school teacher from Florida organizes an event each year where participants ride their bikes from one stop to another. At every stop riders draw a poker card, and when they get to the fifth stop (usually the starting point), they draw their last card. The participants with the best and worst poker hands win prizes, which are donated to the school by friends and local businesses.

Participants pay \$25 for the first hand and \$50 for each additional hand of poker. Debbie suggests providing an inexpensive lunch or snacks for participants and onlookers. This fundraiser brought in almost \$2,000 for this group!

FIRST-TIME FUNDRAISING SUCCESS

ANNA CONLEY, a middle school teacher from Colorado, experienced great success with fundraisers during her first year as a WorldStrides Program Leader. She and her class held a school-wide chili dinner and silent auction. The dinner itself was donated by parents, so many people showed up for the “free” dinner and stayed later for the silent auction. Businesses from around her community donated a variety of items, which were auctioned off at the end of the dinner. Anna and her class raised over \$5,000 for their trip as a result of this one night!

Anna’s class is in the process of organizing a second fundraiser, a bowl-a-thon, where students will be sponsored to bowl throughout the evening at the local bowling alley. “We anticipate great success with this project,” she said.

MANNING THE PUMPS

With the gas pumping attendant being a luxury of the past in many areas, **CARRAH EFURD** and her class decided to bring customers back to a time of personal service. Fourteen students manned the pumps at a local gas station for four hours and received tips from appreciative drivers. They chose a busy gas station in their medium-sized city in Arkansas and earned over \$1,000 toward their WorldStrides program!

TEACHER TORTURE

Brave teachers won't mind ALYSSA WHITE'S fundraising idea – a good-natured "Teacher Torture" day! Every year, Alyssa asks for teachers who are willing to be "tortured" by their students for a good cause. Teachers can decide what they are willing to do (i.e., Ms. Smith is willing to have an egg cracked on her head, Mr. Jones is willing to kiss a pig, etc.). Alyssa then compiles a list of which teachers will participate and their respective "tortures," and posts this list in an area where students can see it. Students then vote on the teacher they most want to see do the listed activity. They can vote as many times as they'd like, but they must pay for each vote they cast. Then, at a school-wide assembly, the top three "tortures" are carried out.



"We've even had a teacher who has kissed a hissing cockroach!" said Alyssa.

This has been a fun and successful fundraiser for Alyssa's group. "It raises money, gets the entire school involved, advertises our trip, and we have a great time in the process!"

AFTER-DINNER THEATRE AND AUCTION

JIM APKER, a Program Leader from Illinois, requested permission to use his middle school's play as an opportunity to fundraise for his WorldStrides program to Washington, D.C. Jim decided to host an "after-dinner theatre," which would serve drinks and desserts after the play.

Once Jim decided on this fundraiser, one of his student's parents suggested that they add a silent auction to the evening in order to take advantage of the large crowd expected at the play. The entire event was a huge success and raised over \$2,000 for this group! "Success breeds success," said Jim, "and this February we will be hosting our 6th annual 'after-dinner theatre and auction!' Each year, this event alone has brought in amounts up to half of our kids' total trip expenses."

"Each year this event alone has brought in amounts up to half of our kids' total trip expenses."

Parent-coordinated Fundraising

Planning and promoting your trip requires a great deal of your attention, so be sure to look for parents to help you coordinate your fundraising efforts! Many Program Leaders throughout the country have found parents who are more than willing to help the students fundraise. Follow the example of these Program Leaders and find a parent coordinator – it gets the parents involved and takes the burden off you!

MULTIPLE FUNDRAISERS

A school with less than 240 students in grades K-12, located in a small town of 600, has proven that anyone can travel with students; all you need is a little creativity and the willingness to ask for help.

GARY BILLINGSLEY, a WorldStrides Program Leader from Texas, teaches Social Studies and coaches four sports, so he is the first to admit that he needed

help planning fundraisers for his students. Gary approached a parent and asked if she would be the parent coordinator, putting her in charge of organizing all fundraising activities. She enthusiastically agreed to help, and the school has had great success! This parent coordinator has created a network of support with other parents throughout the community and beyond.

The following is a list of techniques the Program Leader, parents, and students at this school have used to support fundraising. So far, this group's efforts have helped raise over \$7,000 for their program.

- Assign a parent coordinator to manage all fundraising activities.
- Form a committee of parents that meets a few times a month.
- Create an email chain so that everyone involved stays informed and keeps one another motivated.
- Hold a live auction with donated items from the local and surrounding communities.
- Divide the fundraising money into a fund for each participant. Students can choose which fundraisers they want to participate in, but only those students who participate will receive the proceeds from that event, giving the students a sense of ownership and responsibility.
- Ask if anyone around the neighborhood or community needs help with odd jobs. Students have helped neighbors move boxes and even helped a nearby dairy farm by picking up rocks from the yard.
- Host a Thanksgiving Dinner for the community.
- Offer to organize a dance and sell tickets at the school.
- Hold a New Year's Eve video game tournament.

“This parent coordinator has created a network of support with other parents throughout the community and beyond.”

EVERY LITTLE BIT COUNTS

No one understands the importance of parent involvement in fundraisers more than middle school teacher **JULIE DIERKS**. “I have been blessed to have a group of parents who have really taken over the responsibility for the fundraisers,” she said. Julie and her class have been ambitious enough to attempt several fundraisers in the course of a year, including:

- Washing cars for an optional donation
- Waiting tables in a local pizza parlor for a percentage of that day's profits
- Selling wreaths before the holiday season, yielding over \$2,000 in profit!
- Bagging groceries at a local supermarket – the tip jars netted their group an additional \$2,000 in profit for the trip!
- Selling candy bars

“I have been blessed to have a group of parents who have really taken over the responsibility for the fundraisers.”

Every little bit earned by these fundraisers helped bring her class closer to their goal of sending 20 students to Washington, D.C., with WorldStrides.

WorldStrides' Fundraising Ideas

THE GIFT OF EDUCATION

The Gift of Education is a successful, easy fundraising strategy created by WorldStrides that relies on small gift donations from students' friends, family members, and local organizations and businesses to help fund each child's trip. Since the Gift of Education's inception, hundreds of teachers and families from around the country have helped fund their students' or children's WorldStrides trips through these three quick steps.

STEP ONE:

Go to www.worldstrides.org/gift, choose your travel program, and download the letter file as a Microsoft Word Document.

STEP TWO:

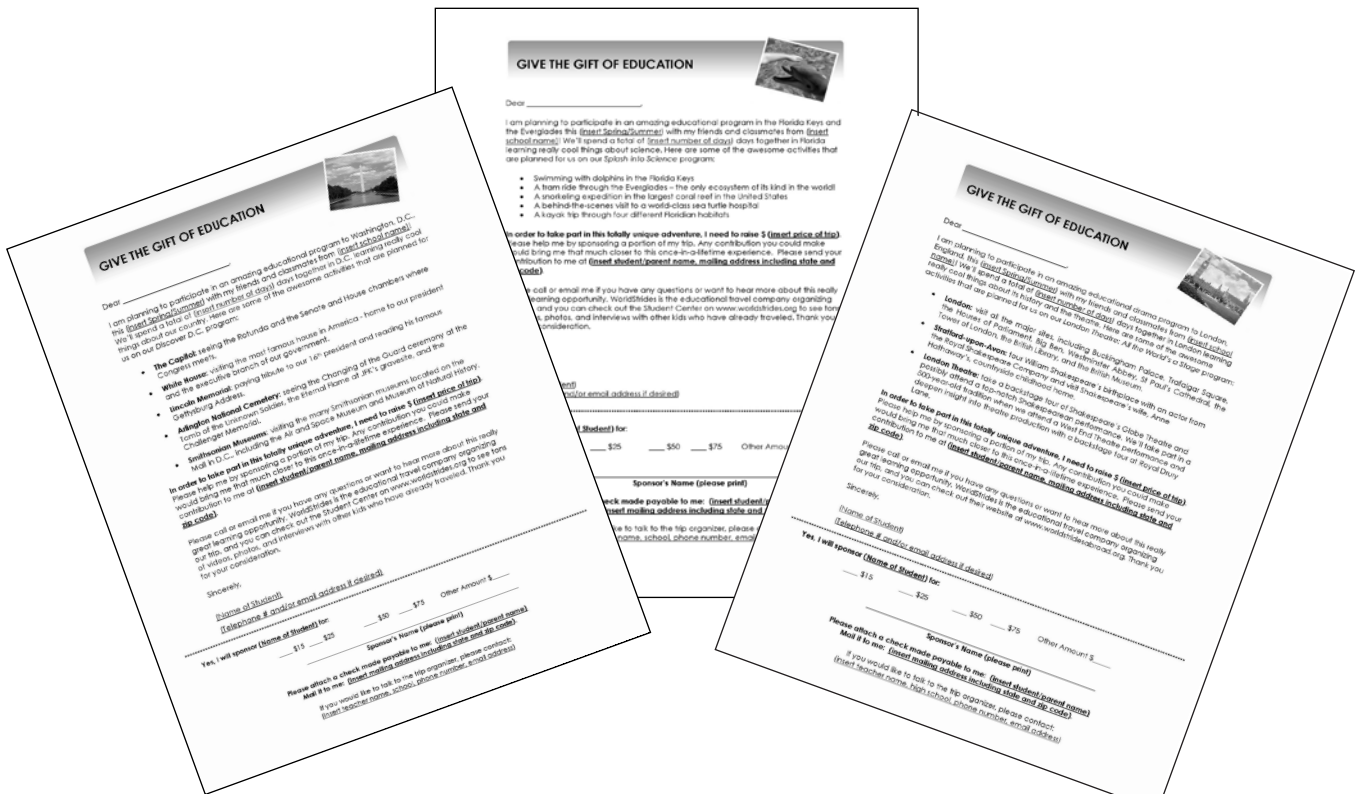
Customize your letter.

You will need to customize all of the "insert" fields in the letter that are underlined, including:

- The recipient's name
- Your travel dates
- School name
- Length of trip
- Address where you would like your donations sent
- Student name and phone number/email address

STEP THREE:

Email or print out your letter and send it to friends, family, and local businesses. This simple effort can make a huge difference!



HELPING HANDS

WorldStrides employees raise money each year to help deserving students travel. Here are several of the ideas that have made our Helping Hands Scholarship a success.

RAFFLES

Raffles are an easy and quick way to raise money. The following are two types of raffles that WorldStrides has found particularly successful:



50/50 RAFFLE: Sell tickets (we suggest one ticket for one dollar, six tickets for five dollars, and 13 for ten dollars) to students, teachers, and other faculty around the school. Host a school assembly in which the winner is drawn. The prize? Your group keeps 50% of the money raised and the winner gets the other half!



CHINESE RAFFLE: Decide on five to six prizes for the raffle and create a box for each prize. Sell the tickets and let the buyer decide which prizes he or she would like to win by placing his or her ticket(s) in the prize box(es) of their choice!

COMMUNITY YARD SALE

Use the school parking lot to host a multi-family yard sale. Sell a block of two parking spots to each family that wants to participate. Participants can sell their own items and/or gather items from donors in the community. All money made by program participants goes toward the trip price.

Raise more money by opening the yard sale to families and individuals not participating in the trip. Offer spots to others and let them keep the money they earn. You'll still make money off of the rented parking spots, and you'll garner more publicity for your yard sale.

HALLOWEEN COIN DRIVE

Choose three or more teachers willing to dress up for Halloween in costumes that the students will enjoy (i.e., Elvis, George Washington, Bozo the Clown). Assign a large plastic jug to each participant by writing the teacher's name and proposed costume (i.e., Mr. Proctor as Harry Potter) on the jug. The student body then votes for which teacher they'd like to see in costume by putting money in the jars. The teacher who collects the most money has to dress in costume for the day!



HELPFUL FUNDRAISING RESOURCES

SAMPLE STUDENT CONTRACT

I would like to do fundraising projects with Mr./Ms. _____. I am planning to register for the trip and would like to raise some of the money toward the cost of the trip. I understand that if I do not register, if I cancel, or if Mr./Ms. _____ cancels my registration for behavior or any other reason, I will forfeit the money I have earned. It will go into a general account to be used for other students' trips after the cancellation policy has been applied.

Student signature _____ Date _____

Parent signature _____ Date _____

SAMPLE FUNDRAISING WORKSHEET

Cost of the program: \$ _____

Approximate number of registrants: _____

Total cost to get all students to destination: \$ _____

Of that amount, I would like to raise _____ % = \$ _____

Our final payment deadline: _____

My deadline for collecting all fundraising money: _____

Between now and that date, I have _____ weeks for fundraising

I feel comfortable implementing _____ projects

I can count on support from _____

Project start date	End date	Amount to be raised
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Total amount to be raised from all projects: \$ _____

SAMPLE LETTER TO COMMUNITY LEADER

Many Program Leaders have found fundraising success through writing letters to community leaders, asking for their support. The following is an example of a letter that proved very successful for one teacher. You may want to model your letter after this one, substituting your information where appropriate.

January 1, 2010

Dear Community Leader,

I am really excited to tell you about something we are doing with the students at WorldStrides Middle School. In eighth grade, students who are in good academic and behavioral standing have the opportunity to take a trip to Washington, D.C., to learn more about our nation's capital. This year's trip will take place the first week of May 2010, and the students are eager to see all of the places they've been learning about for the past year!

On this trip, students get to see firsthand what they have been studying in the classroom. Students become players in the dramatic history of America while exploring the Capitol building and the Smithsonian Museums, and they learn to appreciate the true meaning of conflict and sacrifice at the Vietnam, Korean, and Iwo Jima Memorials. This trip brings classroom learning to life as students gain a deeper understanding of how the past shapes the way we live today. It's a learning opportunity that I believe will significantly impact the lives of these children.

The 5-day trip costs \$1,236 per student. It's not cheap, but I have done a lot of research on WorldStrides, the organization coordinating the program, and I believe you get what you pay for! This student travel organization has been in business for more than 40 years and KNOWS how to maximize the learning opportunities for kids. I am excited to be able to work with them and make this experience available to our students.

I am approaching you because of your commitment to our community and your desire to see our community succeed. A great way to assure years of success at home is by educating our children about the world around them. I believe our future – yours and mine – lies within the hands of the children in our classrooms today, and I am committed to making this trip a reality for these kids. Any assistance you could provide would be greatly appreciated. Within 30 days of your donation, you will receive a letter of acceptance that will serve as your tax receipt. In addition, we would like to use your name on shirts we make for the students.

Please don't hesitate to contact me if you'd like additional information about our program. Thank you for your help in providing this fabulous opportunity for students in these schools!

Sincerely,

Ms. Pearman, Instructor
WorldStrides Middle School
590 Peter Jefferson Parkway
Charlottesville, VA 22911
(800) 468-5899

OUTSIDE COMPANIES

The following is a list of companies that teachers have recommended. They are not in any way affiliated with or endorsed by WorldStrides.

Celebrating Home

Candles and gourmet food
www.celebratinghome.com

Domino's Delivering the Dough

Discount cards for participating Domino's Pizza locations (coordinated locally)
www.dominos.com

Dutch Mill Bulbs, Inc.

Flower bulbs from Holland
www.dutchmillbulbs.com
1-800-533-8824 ext. 102

eFundraising.com

Chocolate, scratchcards, magazines, frozen foods, and lollipops
www.efundraising.com
1-800-561-8388

EZSchoolSupplies, LLC

School supplies
www.ezschooolsupplies.com
1-888-571-1878

Fresh Fruit Fundraiser

Naval oranges, juice oranges, red grapefruit, tangelos, and various apples
www.800apples2.com
1-800-APPLES2 (277-5372)

Game Faces

Temporary tattoos for athletic events
www.gamefaces.com
1-800-627-4003

Gateway Fundraising Service, Inc.

Fine chocolate, beef jerky, frozen foods, etc. (west of the Rockies only)
www.gatewayfundraising.com
1-800-642-0217

HERSHEY'S Fund Raising

Assorted HERSHEY'S brand candies
www.hersheys.com/fundraising
1-800-803-6932

Innisbrook Wraps, Inc.

School supplies, chocolate, gourmet food, etc.
www.innisbrook.com
1-800-334-8461

Joe Corbi's

Pizza kits, cookie dough, etc.
www.joecorbi.com
888-526-7247

Marlin Art, Inc.

Art auction fundraisers
www.marlinart.com
1-800-222-8887 ext. 225

Morris Press Cookbooks

Cookbook fundraiser
www.morriscookbooks.com
1-800-445-6621

The Pampered Chef

Kitchen gadgets and tools
www.pamperedchef.com
1-888-687-2433

Sally Foster, Inc.

Coupon books, nuts, candy, cookie dough, wrapping paper, etc.
www.sallyfoster.com
1-877-248-2273

Schermer Pecan Co.

Pecans
www.schermerpecans.com
1-800-841-3403

SchoolBarn.com

Custom products sold through a personalized website
www.schoolbarn.com
386-466-0098

See's Candies

Fine chocolates
www.sees.com
1-800-895-7337

World's Finest Chocolate

Chocolate bars
www.worldsfinestchocolate.com
1-888-821-8452

CHECKLIST FOR WORKING WITH OUTSIDE COMPANIES

Use this form as a checklist when contacting outside fundraising companies. It can help you decide which companies best meet the needs of your group.

Name of company: _____

Phone number: _____

Contact person: _____

Available products: _____

Services: _____

Do they provide a catalog and order forms for each student? _____

Do they provide items for the students to sell? _____

Will they take back what is not sold? _____

Who pays postage? _____

Will someone come to the school to talk with students? _____

Is an incentive program offered for students? _____

What is the procedure if an order is incorrect or lost? _____

What is the procedure if items are damaged upon receipt? _____

How does the company comply with your state sales tax laws? _____

How can the program be tailored to your school? _____


What percentage of the profits goes to the students? _____

SAMPLE FUNDRAISING FLYER

Encourage your students to earn some of their travel program money by doing small chores and favors for their friends and neighbors. The following is a sample fundraising flyer that students can easily use to spread the word about what they're willing to do to earn money for their trip. Sample fundraising flyers can also be found in the PL Resources section on MyTrip.

Dear friends and neighbors,


My name is _____ and I am trying to earn money for a history trip to Washington, D.C. with my school, _____, from _____ to _____. I would love the opportunity to help you around your home for a donation to my fundraising goal!



I am willing to:

<ul style="list-style-type: none"> <input type="checkbox"/> rake leaves <input type="checkbox"/> wash car and clean interior <input type="checkbox"/> baby-sit <input type="checkbox"/> stuff envelopes <input type="checkbox"/> take care of pets (walk dog, clean cage, etc.) <input type="checkbox"/> watch your house, pets, and/or plants while you're away <input type="checkbox"/> polish silver or brass <input type="checkbox"/> wash windows <input type="checkbox"/> wrap presents 	<ul style="list-style-type: none"> <input type="checkbox"/> return bottles or other recyclables <input type="checkbox"/> tutor a young child <input type="checkbox"/> clean a garage, attic, or basement <input type="checkbox"/> help prepare, serve, and clean up for a party <input type="checkbox"/> be a "mother's helper" while you're home <input type="checkbox"/> other - special requests welcome!
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To hire me, please call _____
I am available to work at the following times:



SUNDAY: _____

MONDAY: _____

TUESDAY: _____

WEDNESDAY: _____

THURSDAY: _____

FRIDAY: _____

SATURDAY: _____

TRIP TO
N, D.C.

_____, is sponsoring learning history at many of our museums, including the Arlington National Museum, Lincoln. This will be a very fun trip. If you are interested in joining, please call _____ for more information.

School Phone: _____

Home Phone: _____

WORLD STRIDES
DISCOVER YOUR WORLD

GRANT WRITING

Having an event or selling pizza at school is not the only way to raise funds. Grant writing is another option, although the amount of preparation time is substantial.

TO HELP YOU GET STARTED

- Local, regional, and national educational foundations/non-profit organizations may provide substantial support for select student groups, based on need and the educational program of interest.
- Some grants are given for the single-year request (i.e., annual campaigns), while others are made for multi-year programs (i.e., continuing support).
- While seeking out a foundation for support, make sure to check on the group limitations, acceptability, and proper application procedures.

RESEARCH GRANTS

- **Search by topic.** Suggested areas of interest would be history, science, education, arts, cultural programs, minorities, humanities, political science, Catholic giving, etc.
- **Search by state.** Once you find a topic, sort out the listings from your state. Applying to foundations in your own state will increase your possibility for success.

Call The Foundation Center at 1-800-424-9836 or visit their website at www.foundationcenter.org to request information about how to apply for grants.

HELPFUL PUBLICATIONS

Check your library for publications about how to apply for grants and to find lists of organizations.

- **The Foundation Directory** lists organizations according to state and topic. There are over 4,200 foundations with available grants as high as \$100,000.
- **National Guide to Funding for Elementary and Secondary Education** lists over 1,400 foundations that give \$25,000 or less.
- **The Foundation Grant Index** lists grants given by institutions, which groups received money, and for what purpose the money was given. There are over 46,000 grants, and many are worth \$5,000 or more.
- **Finding Funding** explores the process of grant writing and provides tips and resources for finding funding for school projects.
- **Beyond the Bake Sale** contains ideas and step-by-step help to raise money for school organizations.

DEVELOPING YOUR PROPOSAL

“Getting external funding is not usually easy, but there are procedures and techniques that will help you prepare a competent proposal.” – *Finding Funding*, Corwin Press, Inc.

A successful proposal is a fortuitous blend of certain ambiguous ingredients, but the serious proposal writer can gain the upper hand with careful attention to ideas and strategies that have been proven successful.

It seems fair to say that although there is some luck in obtaining funding through the development of a proposal, there are also ways to improve the odds. Style and technique are not the only components of a successful proposal.

When you write a proposal you are trying to find a match between your school and a foundation. The formal proposal, in the required form and format, connects your ideas and interests with the ideas, interests, and programs of the funding source. “The proposal should be clear, concise, compelling, and correct – the ‘four Cs’ of carefully crafted proposals.” – *Finding Funding*, Corwin Press, Inc.

QUESTIONS TO ADDRESS WHEN PREPARING YOUR PROPOSAL

1. **Why?** Outline your needs and the significance of the program
2. **What?** Provide a general framework and list specific concepts
3. **How?** Cover goals, objectives, and activities
4. **Who?** List the institution, group, key individuals, and staff
5. **When?** Outline your fundraising plan
6. **How Much?** Include information on your budget

— *Finding Funding*, Corwin Press, Inc.

COMPONENTS OF A STANDARD PROPOSAL

- A. Cover/Face Sheet including remarks
- B. Project Approval
- C. Budget Summary Forms
- D. Project Narrative
- E. Certificates and Assurances
- F. Appendixes and Attachments

“Parts A, B, C, and E are referred to as ‘boilerplates,’ as they follow certain templates. While these are usually forms, they need to be completed with care and precision. Parts D and F, however, allow for more of the writer’s creativity.”

— *Finding Funding*, Corwin Press, Inc.

DON'T FORGET TO DO THE FOLLOWING:

- List objectives to be met by the program
- List activities that will meet these objectives
- List the budget for activities
- List the method of evaluation for success of fulfilling the stated objectives

