

Personal Fundraising for Summer Leadership Camp

Ideas. Notes. Samples.

People to consider approaching for support

When approaching funds from friends and family, assure them that even a \$5.00 contribution makes a difference. No need for them to feel pressured.

- Relatives (aunts, uncles, older siblings, grandparents...)
- Friends of your family – especially those who have attended leadership camps before or are involved in leadership in their communities
- Neighbors
- Friends parents...(invite their kids to go to camp too!)
- Coaches, advisors, teachers from your extra-curricular activities (dance instructor, summer league coach...)
- Employers (part time work, summer job, weekend job, babysitting, lawn mowing)
- Church (youth group, small group members, etc.)

Ways to approach businesses and families

Your supporters will want to know how their dollars help you develop as a leader and as a person. We know camp is fun and that the people are great. However, you'll garner more support if you can also state how camp has helped you learn skills that will serve you forever...

- In person requests are especially effective because they provide the opportunity to share your excitement about the cause
- Social networking can be very effective – access the resources of your Facebook network. Attach the link to OASC so that they can explore more about the camp. Ask your folks to do this too!
- Email – drafting an email can be efficient and timely for you and the recipient. Brainstorm with your family about who to include. Keep in mind that personal connections make a big difference. Send individual, personal messages with your request rather than a group email. Include the link to OASC. If you attended in the past, you might even include a picture from last session and a statement about how camp has enriched you. This is one of those times when grammar and spelling really count. Be sure to have someone else take a look at your email before you press send.
- Letters – there's something great about "real" mail. It takes a little longer for the recipient to get it and respond, but there are no "delete keys" with a real letter. ☺ As with emails, personalized, rather than stock, letters really have positive effects. The same expectation for grammar and spelling holds true.
- Speaking at a service organization – if you have the opportunity to present at a group's meeting to tell them about your cause and to share your experience,

you're automatically demonstrating your worthiness to the group. Take resources like a PowerPoint or brochures and be sure to really practice your message. It may be helpful to partner up and present together.

Follow up

- The thank you is pretty much the most important part. A handwritten letter of thanks needs to be sent within a few days of receiving monetary support.
- Then, after camp, be sure to send a note/email about how much the experience benefited you, what you learned, why you're grateful you got to attend. A picture would be great to include as well.
- Especially if you can link what you've learned to the goals of the firm or person who supported you, you'll help build a relationship of support for the future. And, you'll help the person/firm who donated feel their investment in you is worthwhile.
- Some service organizations may invite you to a lunch or breakfast meeting to share your experience with the group. Take the opportunity! Again, connect your message to the organizations aims...they'll be thrilled to know of your leadership and personal development. Don't be surprised if they ask you to be involved in some of their activities, after all, you're a trained leader. Say yes!

Writing to a Business, Group, Firm

1. Research the goals of the firm. Go to the website, read their mission statement, review the events they've sponsored. This will help you get an idea of what they do and why they might support you.
2. Draft a business letter that includes the following:
 - a. Introduction of self
 - b. Statement of their mission and how it connects to OASC
 - c. Request for support
 - d. Explanation of OASC summer camp and how the experience will prepare you for the year ahead in your school and community
 - e. Web address to OASC page – www.oasc.org
3. Your audience is likely professionals from your community. Be sure your word choice, phrasing, and content show your professionalism as well.

Writing to Friends and Family

1. These letters may be less formal than the business letters, but they should still communicate your dedication to learning to lead at your best.
2. Include the following:
 - a. Personal connection
 - b. Request for support
 - c. Statement of how OASC will prepare you for the year ahead (and beyond) in your school and community
 - d. Link to OASC page – www.oasc.org

Social Networking

1. Brief, semi-frequent posts with a goal can help keep your request fresh and also give it a timeline.
 - a. Example: “I’m working to go to OASC Summer Camp in July. Need to raise \$100 by _____. Please message me if you can help! (include the link)”
 - b. Then a few days later – “Thanks for helping me get to OASC Summer camp. \$45 have been donated so far. If you can help me reach my goal of \$100 by ____, please drop me a note. (include the link).”
2. Hopefully folks will comment or like your post and request...be sure to respond and keep the perspective upbeat.
3. If you are feeling truly devoted, perhaps suggest that you’ll blog your camp experience to those who support...never know who that will inspire to attend next year!

Sample Business Letter

May 1, 2012

Contact person
Name of Organization
1234 Main Street
Somewhere, ST 12345

Dear Contact Person:

I am writing to request financial assistance in order to attend the Oregon Association of Student Council's summer leadership camp. OASC is devoted to inspiring, developing, and supporting teens as they become leaders in their schools, communities, and our nation. Additionally, I know that your business/firm/organization is dedicated to similar goals, especially service. Supporting my attendance will enable me to cultivate the skills I will need to someday participate in our community as your members do.

The OASC Summer Leadership Camp is a week long experience at Western Oregon University in Monmouth, Oregon. Participants from all over the state engage in activities and workshops to learn and deepen skills in project planning, goal setting, social media awareness, meeting protocol, publicity, and service learning. You can find more information about OASC and our camp at www.oasc.org

Participating in OASC summer leadership camp is very important to me. (Explain why it's important to you, and what you will bring back to your school and community. Mention that you would be happy to present or volunteer for the organization after camp.)

I have always been dedicated to leadership in my community and school. (Explain this...ex: "I am a junior at Smith High School where I serve as the secretary of the National Honor Society, play varsity basketball, and am an active member of the Spanish Club. In fact, my school activities director, Name Name, recommended that I attend this program to expand my potential as a community leader.)

Attending OASC Summer Leadership Camp would be an irreplaceable opportunity for me. However, without financial assistance, I would not be able to cover the cost of \$380.

Thank you in advance for any assistance you may be able to contribute. The best way to reach me is by email _____ or at 123.123.1234.

Sincerely,

Your Name