



## Guide to Reality Tours Fundraising

### Welcome to Fundraising 101

The thought of fundraising \$1,000 to \$3,000 can seem like a daunting task. We provide this Guide to Fundraising not only to help you achieve your financial goal, but because we feel the process of asking for donations is a critical part of educating our communities about the countries and issues we seek to study.

If you believe that the goals Global Exchange works toward are of value, you should have no problem asking for support from friends, family and strangers. You are offering them one way to get involved in an effort to create a more just and sustainable world—a cause most people won't argue with!

A note on this packet: most of the materials were designed for Bike-Aid, a project of Global Exchange. Therefore, some of the sample letters and fundraising plans refer to Bike-Aid.

### Some tips to help you get started...

*In the Private Sector (non-Government), \$175 billion was raised in 1999 and given away to non-profit organizations. 90% of that came from individuals (82% from people who make less than \$60,000 a year), while only 6% came from foundations and 4% from corporations. Therefore, most people around you (friends, family, neighbors... etc.) are the people who give away the most money every year. That's the best news yet. People you know are giving their money away to people and projects they believe in. Take some time to talk to them.*

(ref: Kim Klein—*Fundraising for Social Change*)

**Be confident:** Take an honest and critical look at why you want to take part in a Reality Tour. Know why you are raising money and where the money is going. Verse yourself on Global Exchange's goals and mission. Feel good about what you're fundraising for. Conquer the fear of asking for contributions. Studies have shown that seven out of ten Americans give to worthy causes when asked, so be proud that you are giving people the opportunity to help their world. People may give you money for many reasons. They might give because they are concerned about social injustices, because giving makes them feel good, because they care about you and support your ambitions, or because it is tax-deductible (for U.S. residents). No matter what the underlying motives are, the only way they will give is by being asked. It is your dedication, conviction, courtesy, persistence, and your creativity that will get people to donate to you. And remember, the worst thing that can happen is they say no, but you'll be surprised how many say yes.

**Seek support:** We know how challenging, frustrating, and perhaps even frightening fundraising can be, and we want to help you out as much as possible. Enlist your family and/or



*Fair Trade tour to Nicaragua visits cooperative coffee farm.*

dedicated friends to join your "fundraising committee" which will serve to help you strategize and carry out your plan. Magnify your asking power by asking them to ask for you at their work, school, etc. This is a great way for family members and friends to support you in a non-monetary way.

**Strategize:** After you've carefully reviewed this packet, fill out the enclosed planning sheet and send a copy to us. Then post your plan somewhere where you see it daily to inspire (and remind) you of your goal and how to get there. The most important thing is to *start now*. An early start and consistent work are the best ways to assure success in your efforts.

**Practice:** Write a rough "script" for face-to-face and phone conversations. Talk it out to yourself (even stand before a mirror) or to a friend. Keep your "rap" varied and energetic, and realize you are giving a potential sponsor an opportunity to invest in something extremely worthwhile. Be clear about your message.

In the next pages, we will share with you specific strategies of what has (or hasn't) worked for others in the past. To get started, follow our suggestions, then try to come up with some crazy, creative ideas of your own. Let us know how things are going, and remember that there are many other people across the country who are doing exactly what you are doing.

**Ask, ask ask:** You raise money when you ask for it, not when you don't. Ask a lot, raise a lot; ask a little, raise a little.

**Remember:** Fundraising is an exchange. People will be more likely to give to you if they know they'll get something out of it. Emphasize that they'll get a Global Exchange membership, postcards, letters, pictures... etc. Offer to give a report back when you get back to your community.



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### **Techniques for Fundraising**

**Use a combination of these techniques and have fun.**

1. **Make a fundraising plan.** Before you begin, review the following techniques, set some high but realistic personal goals, and establish a detailed plan that charts your strategies to achieve your fundraising goals. Xerox a copy and mail it to us within a few weeks. Keep in mind that certain activities, such as a letter-writing campaign or working with the local media, will take a good deal of time to plan and execute before they generate any income. Therefore, you should start working on these programs early in your campaign, as it will take almost a month for replies to start rolling in. Also, it is important to realize that no single method will allow you to reach your fundraising goal, and that a multifaceted fundraising strategy is most successful. Maintain records of your efforts, and concentrate on the strategies that seem to be the most lucrative. Finally, set benchmarks for your fundraising plan.
2. **Make a list of 100 people and draft a letter.** Make a list of 100 people that you know (family, friends, acquaintances, neighbors, co-workers, people you work with in the community, parents of friends, friends of parents, professors, High school teachers, local shop owners, activists, your food coop, friends on your sports teams or community leagues, your lawyer, dentist, doctor, holiday card lists, people at church, temple, or mosque, etc.).
  - a. **Draft a letter that you can copy** (see examples at the end of this packet). In it, explain what Reality Tours is all about, why you are participating in one, and what your fundraising goal is. Explain what the tour means to you and enclose a donation form (a self-addressed envelope is a plus—the easier you make it for your donors the better. A Bike-Aid participant sent all of his fundraising letters out with a self-addressed/stamped envelope, and received 50% over his fundraising goal). Ask for a very specific amount, adding that if they would give more, you would be delighted. One participant in 1992 made it her policy to ask for no less than \$100; it worked. You will usually receive close to the minimum you set. So set your sights high. Keep the letter short but speak from the heart. People generally read the P.S. of letters so this is where you can offer some incentive to giving (i.e. postcards, picture updates via email, shared stories on the website).

- b. **Membership has its privileges.** Encourage friends, family, and businesses to donate a minimum of \$35 through Global Exchange and receive a free membership. As members, they will receive our quarterly newsletter and action alerts, free admission to the Green Festivals, priority consideration on our Reality Tours, and a 10% discount at our Fair Trade Craft Centers (two locations in the Bay Area and our ever-expanding Online Store). Not only is it a great deal for both your donor and you, it's also a great tool in helping to build people's awareness of social issues. We've included a couple of sample membership envelopes in this mailing. If this approach works well for you just contact the office and we'll be happy to send you more. Always be sure that your name is in some way attached to their donation and the envelope is addressed to the tour coordinator so we can give you the credit.

Make follow-up phone calls. You will be surprised how well letters work, especially when combined with a call. This is also a great way to get back in touch with distant friends, relatives and old acquaintances. Feel free to print your letters on Global Exchange letterhead or to use our logos and website pics in any way necessary to enhance your endeavors. Contact us if you'd like brochures or stationery to send out.

**Please note that immediate family cannot receive a tax deduction for donations made in your name.**

3. **Local businesses:** Go and ask local businesses to donate to you. You may be surprised by how many people will help. If you frequent their business, be sure to mention that. Mary Turner, Seattle '87, hit all the local businesses in her hometown in North Carolina. Not only did she earn almost \$50.00 from each of them but also she exposed a variety of different businesses and people to Bike-Aid.

You should also consider asking local travel agents to support you by providing free or discounted airfare to your destination.
4. **Contact the local media:** Your local media, however big or small, can help get the word out. Ask them if they will run an article about you. This works. They can also sponsor you by printing a donation form in the newspaper with your name and address. Show or send them a copy of the articles from previous tour participants, which will be enclosed within this packet. Also have copies of these articles ready to show people who might wonder if you are with a respectable and



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*Fact-finding delegation to Palestine and Israel speaks to a director at a West Bank university.*

credible group. Nothing breeds success like success itself. (Please send copies of any publicity you generate to the Global Exchange office with name, date, and address of the publication). If newspapers or magazines are unwilling or unable to do an article, write a brief letter to the editor. Letters to the editor are often good ways of getting your message out. See if you can persuade a columnist you know, like or admire to write something about your trip. If you are a college student, remember your hometown papers. Often your hometown paper will be very interested in you and your reasons for participating, so get the campaign in motion. Also, be sure to contact your campus newspaper; they may be interested in running a story on an adventurous student like you. For more detailed advice on how to get media coverage of your trip, ask your tour coordinator for a copy of *The Activist Toolkit*.

5. **Call your favorite DJ or talk show host** and explain the depth of the Reality Tour (you have to be brief with broadcasting types.) Ask if they could interview you on the air. Also, find out when various call-in shows are. If it seems appropriate, call in and share your message and ask people to donate. Think about asking to have a call-in time from your tour or a post-trip interview to keep the locals up-to-date.
6. **Get friends involved:** We can't stress enough the importance of getting the support of friends and family who know and trust you. They will help make the process much easier and more fun. Ask friends to throw a benefit party. Get your musician friends to hold a benefit concert. Or you can throw out a "Dear Mom" challenge to your friends, asking them to write or call their parents and ask them to pledge you. (Their parents might be delighted to send you money once they recover from the mild shock

that your friends aren't writing home for money for themselves.) Remember there is a lot to be said for the "small but many" strategy of pledges. Last year, one Bike Aid rider exceeded \$3,600 with pledges ranging from \$1 to \$10. (That's talking to over 360 people!)

If someone you know can't provide financial assistance, ask if they can provide you with the names of people they know who might support your endeavor. **You can also ask people to donate frequent flyer miles to cover your airfare.** If nothing else, ask for their moral support and any contribution of ideas toward your fundraising effort.

7. **Universities:** Approach the Latin America, Peace and Conflict, Middle East Studies, or other departments that relate to the area of the world you are visiting. You can also contact student groups that are interested in the area. Ask them to sponsor you for \$25 to \$100 in return for a report from your trip to a class or a meeting. Your university may have funds available for students or alumni. Get those professors that you know and those you don't to sponsor you. Lots of them will be encouraging and well, why not inspire those who aren't? You might want to schedule class presentations. You would have a captive audience and it is generally easy to get students to donate right then and there or just pass a hat around. Who knows, you may even do some recruiting for the tour. If you speak to a class and pass out brochures with your name on it, or tell people when they sign up to mention they heard about Reality Tours from you, you can receive credit toward your fundraising goal. Ask the tour coordinator for details, and start spreading the word.
8. **Scholarship and financial aid from universities:** If you're a student or a K-12 teacher seeking professional development units, you should consider using this educational experience to earn university credit. This can be done in two ways:
  - a. **Approach your university or professor directly** to request that they work with you to give you credit for your travel abroad experience.
  - b. **Contact one of the following programs** that provide accreditation for the trip. Ask your university about using financial aid or scholarship funds toward the cost of the reality tour. You can also write a funding proposal to cover your costs (see sample at the end of the packet).



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**For students:** Professor Steve Tash works with an accredited college (Northwest Association of Colleges and Universities) to provide various course credit options for Reality Tour participants.

For more information contact:

**Professor Steve Tash**  
**Language, Study Abroad, and Travel Programs**  
**for College Credit**  
**12 Via Florencia Mission Viejo, CA 92692**

Tel: 949-951-0688 9 am–9 pm PST  
 Fax: 949-951-0686  
 travelstudy@yahoo.com  
 www.WeStudyAbroad.com

**For teachers K through junior college, school administrators, and librarians:** Through the University of San Diego Independent Study program, you can earn university professional growth credits for: customizing your own tour for your class; participating on a tour; integrating what you learned on the Reality Tour into your classroom; and bringing in outside resources and speakers into your classroom. For details visit <http://usd-online.org/indepstudy/pcindex.htm>

For more information contact:

**Allan Varni**  
**Area Coordinator University of San Diego**  
**Division of Continuing Education**  
**P.O. Box 1607, Los Altos CA 94023**

Tel: 650-948-6545  
 Fax: 650-941-5295  
 usdcourses@hotmail.com

- 9. Tabling:** Setting up a table can be a very effective way to gather pledges. You can do this at shopping centers, community centers, college quadrangles, dining halls, churches, in front of high traffic stores, or at community fairs (Earth Day, Cinco de Mayo, etc.). Get a table. Have tour brochures, self-made flyers, and pledge forms available. Stand in front of, not behind, the table. Being outward and talkative tends to be far more important than having all the facts about the tour and Global Exchange in your head. Do something outrageous to draw attention. Whatever you do, do it with enthusiasm and confidence. Talk to people and have fun. If you are setting up a table outside a store, go inside and ask the manager if she might be willing to make

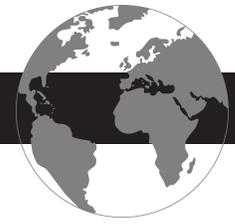


*Participant on Women's delegation to Afghanistan with local Afghan girl.*

a donation, to put up a jar (with your name and cause clearly and attractively marked). Liana Kelperis, San Francisco '99 participant, developed a table kit that she took on her campus, set up at her church and put up at garage sales. She made a large map of her trip to draw attention with pictures and information about the places she would be visiting and learning about. She took the time to tell people why it was important for her to support Global Exchange's work. She raised a couple hundred dollars each time.

- 10. Community Groups:** If there are organizations in your community working on social and economic justice issues, go to their meetings and speak and ask for community contacts. And if time permits, get in touch with local officials such as the mayor, city council members, etc. and ask them to help as well. Find out who is well liked and respected in your community and enlist their help. If you do get local support like this, be sure to mention it when trying to get media exposure, it should help.

Elks, Rotary Clubs, American Legion, Kiwanis, Optimists, League of Women Voters, Physicians for Social Responsibility, local Sierra Club, League of Conservation Voters—all these are potential sources of funding. Ask them if you can speak at their next meeting, and if they would consider making a donation. Don't stop at asking the club for donations from group funds. Try to speak at a meeting so that you can ask members to sponsor you individually. In 1996, Bike Aid rider Mike Davis raised \$1800 from his hometown Rotary Club in Virginia. Not bad for one presentation. When requesting to come to a meeting, call or write a letter that is personal, clear and to the point, explaining who you are and what you are asking. Emphasize that this is an educational program. Ask us for newsclips



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about Global Exchange or our Reality Tours that you can enclose. Offer to give a presentation about the experience to the group when you return from the trip and have your inspiring photos, slides, and stories.

### **11. Churches, temples, and other religious affiliates:**

Churches, temples and other religious affiliates are often key supporters of Global Exchange. Call the minister, priest, rabbi, or imam, explain who you are, and ask them to help. Go and make a presentation to the congregation, seniors group, women's organization, etc. Ask them to mention you and the Reality Tour in their newsletter. Ask if they might be willing to take up a collection for your cause. Explain that after the tour is over, you would be willing to write an article for their newsletter or give a presentation to the congregation. (If you live away from home, don't forget to contact your hometown group as well).

**12. High schools:** Go back to your old high school and drum up support from faculty, favorite teachers and student groups you were active in. Seek out ways of contacting your school's alumni. Also ask the school if there are any funds set aside for alumni. Some schools have money reserved specifically for the purpose of supporting alums. You may even be able to plan an event or get the students to pledge you. You could also recruit some future participants in the process.

**13. Matching programs:** Many large corporations will match their employees' contributions one-to-one. Check with your donors to see if their company has such a policy. You could double the donation. Be especially sure to ask your large donors.

**14. Garage sales:** Get together with some friends one weekend and hold a garage sale. Advertise in a local newspaper. Talk your friends into contributing some of their stuff to your cause. A lot of people like this method of fundraising because there is an exchange for a contribution. It is also a great way to encourage reuse/recycling. Sara Underwood (Seattle '96) raised over \$900 in one day by holding a neighborhood garage sale.

**15. Have a house party:** Find a co-host to work with you to cut down on the work and make it more fun. Mail a large number of invitations. Include a self-addressed return envelope—up to half the money you raise may come from people who don't even attend but send in their contribution. Call people and remind them to attend. House parties are usually most successful when planned for a two-hour time

slot. Start with 15 to 30 minutes of conversation and refreshments, then have two to five minutes of introduction, 20 to 30 minutes of presentation on "What is a Reality Tour and Why I Am Taking Part in One," and five minutes of "the pitch"—asking people to get involved by contributing and writing a check to sponsor your trip. The final 20 to 30 minutes can be used for continued conversation and questions. (If you invite 20 people and they each give \$10 to \$30, that could be anywhere from \$200 to \$600 raised and a fun evening with coffee, snacks and good conversation).

**Collecting checks is of great importance.** A bowl or basket for checks is ideal. It should be placed on the literature table before the party and then moved to the area where the speaker makes the pitch. Then pass the bowl around the room, or announce where it will be for people to put their contributions. You can also ask a friend or family member to do the pitch for you. This allows them to brag about you and say all the wonderful things about your efforts that you may be too shy to say yourself.

**16. Silent auction:** Some local businesses or friends will be more willing to donate items for auction than money. You can also get food, lunches at local restaurants, and other stuff donated pretty easily. Set up a table with the items donated, putting their real cost down. Give a base line figure for people to start their bidding i.e. \$20 to \$30 and then people walk around the table bidding on items. This usually involves writing their name on a piece of paper with the amount they're pledging to buy the item for. It's a win win situation. The people who bid the highest walk away with something they want and also knowing they contributed to a great cause. This may be something to combine with your house party to get people to give more.

**17. Sell books, videos, or Fair Trade goods from the Global Exchange store:** While this takes some initial investment, you can accompany any of the ideas mentioned above with items for sale from the Global Exchange Fair Trade Store. You can purchase any of these items at a 30% discount from the listed price and re-sell them at whatever price you think you can get for them. Brainstorm which items relate best to the your Reality Tour. For example, if you are going to visit coffee farmers in Nicaragua, you might want to sell fair trade coffee at your fundraisers. If you're going to Palestine/Israel, you might want to sell the Primers on the conflict (these are available for \$0.25 each and can be sold for \$1 to \$5 donations).



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It's a good idea to start with a couple of items—perhaps the *Know Justice, Know Peace* booklets (which are available to you for \$0.30 each and can be sold for \$1 to \$5 donations) and the “No Blood for Oil” T-shirts. Check out our website for other ideas: <http://web.globalexchange.org/gx/stores/>

### Other Creative Fundraisers

- **Organize a bake sale.**
- **Hold a walk-a-thon or bike-a-thon.** This can be as simple as organizing the folks in your neighborhood to get some exercise, fresh air and contribute to a good cause by doing a couple of laps around the neighborhood.
- **Do odd jobs** (wash windows, mow lawns, paint) for local businesses and neighbors in exchange for their pledges.
- **Organize “bicycle valet parking”** at any big events going on. This will not only funds you but also promote bicycle use (call our office for details).
- **Ask your local city council members,** mayor, or state representatives to sponsor you as a challenge for others to join in and do the same.
- **Set up a display case** at your student union. Ask each of your friends who sponsor you to find one other sponsor.

### Some Final Advice: What *Hasn't* Worked Well

In addition to all the ideas above, we thought it would be helpful to share with you some of the fundraising strategies that participants have tried, which haven't worked too well.

**Corporate sponsorship:** This seemingly attractive source of money seems to be mostly a mirage; it is extremely difficult. Most companies have very limited sponsorship budgets and their giving season is August–January. In addition, companies often have rules against supporting individuals (which is how they will see you.) Our advice is not to waste your time, hope, and energy on corporations. The exception to all of this is that if you have an inside contact, *you should pursue it.* Personal connections are the name of the game in corporate sponsorship, so if you know someone in a corporation that is in a decision-making position, go for it. If they are not the one who handles corporate contributions, ask them to pass your stuff on personally to the person who is. Good luck!

**Raffles:** These are only mildly successful for an intensive investment of time and energy. Rather than asking businesses for raffle prizes and then trying to sell raffle tickets, just ask folks to pledge you.

**Large monetary investments:** unless you know you have a sure thing, try to avoid spending a lot of money in order to raise money. One '97 Bike-Aider spent lots of money on getting a T-shirt printed that didn't end up selling very well. Research your market and find other participants in your area that can split costs with you, or know you have a sure thing.

**The lottery:** So far no Bike-Aid rider or Reality Tour participant has won one, so get started with your successful strategies now!

**A reminder: In addition to fundraising for the Global Exchange tour, many participants also raise money for their own personal expenses such as airfare, and also donations for communities they meet in the country they visit.**



*Cuba tour participant is given a bouquet of garden flowers by a local Cuban boy.*



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### **Donation Procedures**

#### **How to deal with the paperwork**

You can have checks made payable to Global Exchange and addressed to the tour coordinator. This will allow us to record which donations that come through our door are specifically for your trip. This will also show your donors that you are indeed tied to an organization, and will make their donations tax-deductible. Record the name, permanent address and phone number of those who donate to you on the donation form. If you did not receive a donation form from a sponsor, fill one out for him/her. Please print neatly. This is very important. Each check you send in should be accompanied by a donation form, or else our Finance Director may think it is just a random donation for Global Exchange and you won't get your fundraising credit until a lot of time and research has been done to figure out the mistake. Always make sure your name is on the pledge form and the check.

Alternatively, you can have the checks made out to yourself and personally keep track. However, these donations are *not* tax-deductible for the donor.

Mail the donation forms, checks and/or money orders to the Global Exchange office:

**Attn: [Tour Coordinator]  
Global Exchange  
2017 Mission St., #303  
San Francisco, CA 94110**

**Please do not mail cash!** One former participant sent almost \$300 in cash and might have made a lucky mail poacher very happy.

Please make sure that each check has your name written in the memo section so that your donations don't get confused with anyone else's. Another reminder about the membership forms/envelopes: make sure your name is either on the memo section of the check or somewhere on the envelope (better yet: both places). If you collect cash, consolidate it into a single check or money order, but always make sure that all money sent in corresponds with a donation sheet with your name on it, even if you are doing the consolidating of cash.

Remember that donations are non-refundable if you cancel, but they are exchangeable toward another Reality Tour for up to one year.

### **An Important Note About Record Keeping**

You are responsible for keeping your own sponsor records and donation totals before the tour. Printouts from the office will be sent to you when you've reached your fundraising goal (or when you request them) for you to crosscheck with your records.

Therefore, here is what you should do:

1. **Have all sponsors return donations to you** until the date on the donation form, (after that, they should mail it directly to our office).
2. **Make checks out** to Global Exchange.
3. **Write your name** on *all* donation forms and in the memo section of each check.
4. **Send original donation forms and checks** to the Global Exchange office on a regular basis. If there is no donation form with a check, fill one out.
5. **Keep a copy of the donation form** or a separate list for your own records to send thank-you's and so you can update your total frequently. It's good to record the date of the check and people's check numbers, so if there are discrepancies in our totals, they'll be easier to find.

A note to international participants—Global Exchange is charged for every currency exchange, so please collect funds in your name and write a few large checks to Global Exchange.

### **The Importance of Thank-you's**

While it may seem an obvious display of courtesy to thank someone who has helped you by donating toward your trip, it can also be a difficult task to include in your busy schedule. A quick response is important and most appreciated. In addition, you might consider sending postcards during the tour or generating a letter after the trip that shares some of the highlights. The people who supported you generally appreciate knowing what happened along your route and how it benefited you personally. Also, thank you's help establish an on-going relationship that can lead to the continued support of educational projects that Global Exchange offers, or your own personal endeavors.



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### Sample Fundraising Plans

#### Dave

Residence: Bowie, MD

Bike Aid Rider

Fundraising Goal: \$3,600+

Group/Activity	Number	Amount Expected
Asking friends for cash	75 @ \$5	\$375
Pledges from family and relatives	10 @ \$50	\$500
Mailing to out-of-town relatives	10 @ \$20	\$200
Contacting local businesses	25 @ \$36	\$900
Well-known neighbors	12 @ \$20	\$240
Parents of friends	10 @ \$20	\$200
Friends of parents (workplace, social)	10 @ \$20	\$200
Door-to-door canvassing	50 @ \$10	\$500
Presentations to schools and clubs	8 @ \$50	\$400
Local media article/radio spot	5 @ \$10	\$50
Tabling at a local mall	20 @ \$10	\$200
<b>Total Expected</b>		<b>\$3,765</b>

#### Joanna

Residence: Washington, DC

Bike-Aid Rider

Fundraising Goal: \$5,000+

Group/Activity	Number	Amount Expected
Fundraising by parents (friends, co-workers)	20 @ \$20	\$400
Fundraising by 3 brothers (friends, co-workers)	30 @ \$20	\$600
Mailing to 40 relatives (75% yield)	30 @ \$40	\$1200
Mailing to 100 friends (60% yield)	60 @ \$40	\$2400
Mailing to 60 acquaintances (50% yield) —teachers, business colleagues, etc.	30 @ \$20	\$600
Local church collection	1 @ \$400	\$400
Radio station sponsorship	1 @ \$200	\$200
Tabling/selling baked goods	20 @ \$10	\$200
<b>Total Expected</b>		<b>\$6,000</b>



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### **Fundraising Plan and Calendar**

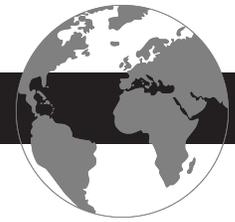
Fill out the fundraising plan sheet and mail a copy back to us ASAP. This form should serve as your guide and ruler against which you can measure how successful your strategies are. Do not feel limited by it. You can even draft something entirely new if you'd like. Post this plan where you can see it daily and know how close (or far) you are from the experience of a lifetime. Good Luck!

Name \_\_\_\_\_ Reality Tour \_\_\_\_\_

Fundraising Goal \$ \_\_\_\_\_

Activity	Number	Amount Expected	Actual Amount	Start By Date	Finish by Date
Letter Writing	_____	_____	_____	_____	_____
Family	_____	_____	_____	_____	_____
Friends	_____	_____	_____	_____	_____
Others	_____	_____	_____	_____	_____
Asking Organizations and Service Clubs	_____	_____	_____	_____	_____
Asking My Clubs	_____	_____	_____	_____	_____
Asking Friends	_____	_____	_____	_____	_____
Asking Co-Workers	_____	_____	_____	_____	_____
Asking Stores	_____	_____	_____	_____	_____
Canvassing	_____	_____	_____	_____	_____
Tabling at _____	_____	_____	_____	_____	_____
Others	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
<b>Total</b>	_____	_____	_____	_____	_____

**Comments**



## Guide to Reality Tours Fundraising

### Analysis of Sample Fundraising Plans

As you can see on page 8, Dave and Joanna both carefully planned their fundraising and set specific goals, putting their time and energy into a number of different strategies. Some approaches paid off better than others did, while no single approach could be considered a total success or failure. Most important, their multifaceted strategies enabled them to draw a significant number of people (over 400) into Global Exchange's programs by seeking their participation as supporters. To varying degrees, these contributors learned about issues in social and economic justice, or at least how individuals like Dave and Joanna are creatively and constructively involving themselves in addressing important global issues.

When you design your personalized fundraising plan, set concrete targets and timelines for each strategy. Realize some plans will take longer than others to carry out, and start on them early. Also, as one person pointed out, don't put too much stock in the early success of a strategy like letter writing. If you receive a lot of favorable replies to a letter you wrote ten days ago, don't expect that money to continue rolling in for months to come. Instead, realize that positive responses answer quickly, and, rather than sitting back with your feet up, it is time to work on a new strategy.

In summary, before you dive into fundraising, take the time to draw-up a comprehensive fundraising plan with goals, strategies and time-lines. Set high, yet achievable goals, and then start realizing them. And please send in a copy of your fundraising plan to us.

### What if I don't raise all the money before the tour?

Most of you share this fundamental concern. We understand the worry this may cause some of you. However, we also believe that the key to success is this: in the face of a challenge, never let fear of failure stand in your way, roll up your sleeves and meet the challenge head on. In other words, take fundraising seriously. Get an immediate start, fill out the enclosed plan and follow it. This fundraising plan has 17 years of success under its proverbial belt, so we know it can be done. Set the deadline to collect the first two-thirds by one to two months prior to your trip. Contact us if you haven't reached that goal so we can strategize together on last-minute ways to meet your goal. We will look at your plan and assess the efforts you have made and then add suggestions to help you. We will ask you for a check or credit card number to hold onto during your trip if you need more time to reach your goal.



Participants on the US/Mexico Border Tour visit the wall that separates the two countries.

### About Global Exchange

#### Soundbites for fundraising

What the heck is Global Exchange, what else do you do, and what do I say when people want to know where their money goes? Many people will support your fundraising effort just because they know you or are related to you, or both. However, many people will also want to know more about Global Exchange. Here are some quick answers to use as a guide.

#### What is a Reality Tour?

Global Exchange's Reality Tours educate Americans about international issues through socially responsible travel. It is one of several experiential learning programs that Global Exchange offers.

#### What is Global Exchange?

Global Exchange is a San Francisco-based international human and economic rights organization dedicated to promoting justice around the world. Since our founding in 1988, we have worked to increase global awareness of the U.S. public while building international partnerships around the world.

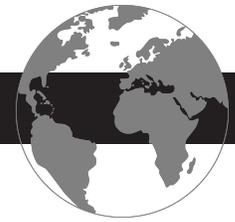
#### Where does the money go?

The money raised covers the educational and organizing costs of the tour itself. Funds raised over and above these costs are used to support Global Exchange's on-going educational and networking activities across the US.

#### Why are you doing this?

Upon reflection, each of you will discover your reasons... here's an example:

*By traveling to \_\_\_\_\_, I will be experiencing the realities of different communities, and learning about important issues in the region that I visit. I hope to bring what I learn back to my community and play a more active leadership role.*



## *Guide to Reality Tours Fundraising*

### **Other things to keep in mind for skeptical contributors:**

People may be wary of donating money to a group they have never heard of. This is understandable—after all; there are many “unsavory” groups out there that play on people’s sympathies. Feel confident about raising funds for this experience. Global Exchange has been around since 1988 and has a solid reputation. We are happy to provide supporting materials to any member of the public.

If people want more information on Global Exchange, ask us for copies of our newsletter. It describes the other programs of the organization and our recent accomplishments. Or have them call us or check out our website ([www.globalexchange.org](http://www.globalexchange.org)).

We can provide referral from individuals who have participated in Global Exchange’s Reality Tours or educational programs. Also, if anyone has a question about the organization, give them our 800 number or have them drop by the office. We’d love to meet them.

### **Global Exchange History**

Global Exchange is a non-profit international human rights organization founded in 1988 that traces its origins to the ideals of a nutritionist, a welder and an academic. It strives to see human ties, rather than economic ones, define global relationships. Since its inception, founders Medea Benjamin, Kirsten Moller, and Kevin Danaher have given priority to building people-to-people connections.

We continue to bring our founders’ vision to light by maintaining a dedication to supporting international peoples’ struggles for economic, social, political and environmental justice; sharing our window on the world with the U.S. public through an extensive public education program; and offering positive ways for people to get involved in creating more democratic, sustainable and equitable systems of governance and economy.



*Young students learn about sustainable agriculture in Tanzania.*

*“From their no-frills offices above 16th and Mission streets, Global Exchange can see around the world: factory workers in Indonesia just scraping by; Cubans in the streets of Havana eager to break the isolation of the U.S. embargo; artisans in a Guatemala crafts cooperative working to keep their traditions alive.”*

—San Francisco Examiner

### **Current Programs and Activities**

**Human Rights Campaigns:** Global Exchange complements the traditional human rights organizations’ observation and monitoring work with activities aimed at directly empowering the grassroots human rights and pro-democracy movements within target countries and building support for these movements in the United States. We also work to improve relations between the U.S. and countries with whom we have been in conflict.

**Economic Rights:** Global Exchange monitors corporate behavior and that of the global rulemakers such as the World Bank, the IMF, and the World Trade Organization, taking action to ensure workers are treated fairly and that labor and environmental rights are at the core of international trade and finance deliberations.

**Reality Tours:** Our educational tours take travelers beyond the isolation of resorts and cultural stereotypes by arranging meetings with grassroots organizations and community leaders in countries such as Cuba, Haiti, India, Latin America, Northern Ireland, Palestine/Israel, South Africa, Tanzania, and Vietnam.

**Public Education:** Global Exchange produces books, videos, articles and editorials; organizes educational events and workshops; and works with the media to increase coverage of international issues from a grassroots perspective. Our Speakers Bureau brings human rights leaders from other countries to the U.S. to share their stories with the public.

**Fair Trade:** Our two Fair Trade stores and our on-line store ([www.globalexchange.org/store](http://www.globalexchange.org/store)) generate income for artisans and farmers in 40 countries and give consumers a “sweat-free” alternative. Fair Trade gives ordinary people here in the U.S. an easy, everyday way to help build economic justice from the bottom up.

### **Donation Forms**

Make copies of the following page once you fill out “Participant Name” and “Reality Tour” and give to all potential donors, or fill them out yourself once you receive their donation. Alternatively, make your own donation form like the ones that accompany the following examples of fundraising letters (just be sure that they have all the same information on them.)



## *Guide to Reality Tours Fundraising*

### **Sample Fundraising Letter #1**

Dear family and friends,

Throughout my college years, you were all very supportive of my education. Now I'm out of school, a "working woman," and look to you again for your support, this time in support of an amazing opportunity to learn first-hand about the legacy of the war in Vietnam.

While I studied the war in school, I don't feel that I really have an understanding of what happened during that war to the people of Vietnam, and we almost never hear about how the Vietnamese people are doing today. Now, perhaps more than ever, it is critical that we as Americans strive to learn our history, and I want to learn American history in Vietnam by visiting with the human rights group, Global Exchange.

Global Exchange organizes "Reality Tours" to countries around the world, where travelers can become more than just tourists who visit beautiful historical, ecological, and cultural sites. On the Reality Tour to Vietnam I will: visit a center for children affected by Agent Orange; see first-hand the craters dotting the countryside where US bombs fell so many years ago; visit the prison where American POW were held and meet with the Vietnam Veteran's Foundation; and most importantly, I will meet and speak to teachers, students, artists and many more to learn about their lives and experiences during and after the war.

To cover the costs of my trip, I need to raise \$1,400, plus another \$1,000 for airfare. I have already raised \$300. I would be honored if you supported me in this endeavor by donating \$50 to \$100. Donations toward the cost of the trip are tax-deductible, as Global Exchange is a non-profit organization with 501c3 status. My departure is October 5 and I hope to raise the funds by September 15.

For all my supporters, I promise to not only send regular email updates from my trip to Vietnam, but to hold a slide show and invite anyone who is interested in attending. If you have specific requests for crafts or other materials you want me to bring back with me, please let me know.

Thank you for all your support!

*Beth Cole*

P.S. I've included a donation form and a stamped envelope addressed to me to make donating easy.



## *Guide to Reality Tours Fundraising*

### **Sample Fundraising Letter #2**

Dear Friends and Colleagues,

This fall, I will be traveling to South Africa with a delegation of women and men from all over the United States to learn first hand about the issues most affecting the people there. This includes the AIDS pandemic (over 6,500 people die each day in Africa alone), the political state of the country almost 10 years since the end of the apartheid regime, women's issues, the fight for debt relief, land reform, and the grassroots alternatives that South Africans have embraced. We will also learn how the U.S. and the west influence economic policies in South Africa.

The point of the trip is to gain knowledge about South Africa and meet the people there in a community-based setting. Upon my return to the U.S I plan to educate my friends, neighbors and colleagues about what I learned in order to bring more visibility to this region of the world and demand that my country pay more attention. We as global citizens cannot ignore the plights of those who live far away. Because those in the global south don't always have a voice, I hope that my ability to travel there and report back to those in this country will further expose their reality and how we in the west can act out against their hardships.

The knowledge I gain on this trip will help me further my goals when I return which include participating in advocacy work for those infected with HIV/AIDS, for debt-relief, and will connect me to many people in South Africa.

My trip is going to cost \$2,500 plus an estimated \$1100 for airfare – this cost also includes contributions to the different NGO's we will visit along the way. I am contributing \$900 of my own money, which means I need to raise \$2,700. I am seeking contributions from everyone I know. Any amount will be helpful.

It is hard to ask for money. I am doing so because I believe that our trip is a powerful form of education that will lead to further activism towards a more just world and will be personally enriching. Please help me in one or all of the following ways:

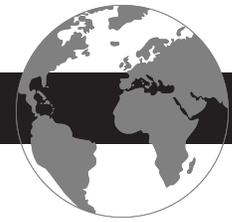
- Send me a check to help fund my trip and goals.
- Give me moral support about seeking funding.
- Donate frequent flyer miles.
- Give me donations in kind that I can pass on to those in South Africa, including medications, educational supplies, etc.
- Give me names of people you know who might be interested in helping to fund my trip.

I greatly appreciate your caring and your good will. Thank you so much for your time and generosity.

Sincerely,

*Leila Shamali*

P.S. If you would like to learn more about Global Exchange, debt cancellation, or AIDS in Africa, please visit [www.globalexchange.org](http://www.globalexchange.org), [www.jubileeusa.org](http://www.jubileeusa.org), and [www.stopglobalaids.org](http://www.stopglobalaids.org).



## *Guide to Reality Tours Fundraising*

### **Sample Grant Letter to Educational Foundations**

Dear Kelly Douglas Traveling Fellowship.

We respectfully request a grant in the amount of \$3000 from the Kelly-Douglas Traveling Fellowship to participate in a two week study travel seminar about the Israeli-Palestinian conflict. In the course of our education, this conflict has been a prominent issue in our lives and in the lives of many in the MIT community. The conflict is a defining one for our generation. Despite its central role in international politics and the long shadow it casts on events here, it is for the most part distant and abstract to members of the community. An onsite research trip would be invaluable to our own research efforts; additionally, by presenting and sharing our recorded, firsthand experiences of Israel and the Occupied Palestinian Territories with the MIT community, we would bring a new perspective to public discussion.

Our interest in and concern for the conflict has grown steadily during our time at the University, beginning as a mere matter of conversation and heated debate and shifting towards increasingly formal study in classes at MIT and at Harvard; throughout, forums, protests, lectures, teach-ins, and other events have enriched our examination of the matter. Now, we are both preparing to write senior theses relating to different aspects of the conflict: Kevin is focusing on the changing roles of NGOs and peace groups at different stages of conflict; Ken is studying the political and economic preferences of the Arab-Israeli minority, especially in times of increased violence. Both of us would benefit hugely from the opportunity to interview participants in these processes firsthand, and our findings would directly shape our theses.

Working in consultation with professors at MIT, we have formed initial plans to travel to Israel and the occupied territories with the dual intentions of both furthering our own research as well as collecting impressions in multiple media (including journaling, audio, and photography) to present to the MIT community.

Preparations for the trip, currently underway and set to continue through the semester, include finishing background research on the history and context of the conflict, continuing to speak with Middle East scholars in this region, finalizing Israeli and Arab interview contacts in Israel and the Occupied Territories, planning methods of recording our experience for presentation to the community in conjunction with the List Visual Arts Center, and continuing research on our respective theses. The trip is scheduled for December 9-20, 2002. We will present the results of our work during the Spring semester.

**Budget:**

Global Exchange program fee (hotel, transport, etc.):  
     \$1650/per person x 2 =     \$3300  
 Airfare: ~\$800/per person x 2 =     \$1600

**Total cost:                             \$4,900**

**Funding requested:**

Kelly-Douglas Traveling Fellowship     \$3000  
 Political Science Department             \$1500  
     (approval pending)  
 Personal Savings                             \$400

We are working with Professors in both the MIT Department of Political Science and the Harvard Department of Government with contacts in Israel and the Occupied Territories to plan additional events pertinent to our thesis topics.

Thank you,

*Sina and Kevin*

## Donation Form

I will make a tax-deductible contribution of:  \$35  \$50  \$100  Other \$ \_\_\_\_\_

to the Global Exchange Reality Tours Scholarship Fund in honor of

(Participant Name) \_\_\_\_\_

Reality Tour (location and date): \_\_\_\_\_

Name \_\_\_\_\_ Please charge to my credit card:  VISA  Mastercard

Address \_\_\_\_\_ Card # \_\_\_\_\_

City \_\_\_\_\_ Expiration Date \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Signature \_\_\_\_\_

Phone \_\_\_\_\_ Name on Card \_\_\_\_\_

**Please make checks out to Global Exchange and return along with this pledge form to the tour participant.**

Contributions are tax-deductible (in the U.S.) in accordance with section 501c(3) of IRS code. (Exemption 94-3066686)

*“Never doubt  
that a small group  
of thoughtful,  
committed citizens  
can change the  
world; indeed,  
it’s the only thing  
that ever does.”*

GLOBAL  EXCHANGE

www.globalexchange.org  
800-497-1994

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