**GETTING STARTED**
How will you approach raising the funds needed to cover your project? The resources below will help you get started, stay organized, and achieve your fundraising goals. You may know of other resources. Remember that for each activity you plan to undertake, it is important to clearly state how you will share the profits among the project team members (i.e., will only those who participate in the event be funded or will everyone on your team benefit?)

**TOP FIVE REASONS TO FUNDRAISE**

1. Every net dollar you earn through your fundraising efforts will help offset your participation costs.
2. Fundraising doesn’t just raise money – it also raises awareness of global issues that are important to you, such as environmental sustainability, women’s health, and food security, and promotes the work of your Community Partner(s).
3. Fundraising allows you to develop career experience and transferrable skills, including networking, interdisciplinary teamwork, interpersonal communication, leadership, and project management skills.
4. Organising group fundraisers is a great team-building activity that develops the cohesion your team will need to succeed abroad.
5. Fundraising for a community service activity, such as a volunteer trip, can help build your Co-Curricular Record.

**Networking**
Everyone has personal and/or professional networks. They include:
- Friends and family
- Places of worship
- University groups or clubs
- Past or present employers
- Small business owners
- Professional associations or workplaces
- Social justice organizations and community groups
- Volunteer alumni

Before you start, determine whether enough of your network members will be participating in the event (depending on the event chosen). Remember, members of your networks can do more than give money!

If you have questions, need clarification, or want to brainstorm ideas, we want to hear from you! You can reach us at servingothers@uOttawa.ca or 613-562-5945. Updated May 2017.
FUNDRAISING TIP SHEET

Online tools and resources
You can use online resources to get your friends and family to donate to the project. Do you want to run an online campaign? Here are four websites that provide tools and allow individuals (as opposed to registered non-profit organisations) to raise money online:

- Indiegogo website
- GoFundMe website
- GoGetFunding website
- MySojo website

You can also apply for community engagement scholarships through the MJCGCE. They are competitive and open to those who intend to carry out local or international service learning projects and/or volunteering activities. Go to servingothers.uottawa.ca/scholarships

Events
Planning events, and using the event to generate revenue, is one of the most common ways to fundraise. If you choose to organize an event, be sure to plan the event well and find inexpensive ways to make it the best it can be. To increase your chances of success, try partnering with an existing event or gauge interest among your peers for the event you have in mind. Here are several ideas:

- Recycling: bottle, cans or ink cartridge sales
- Special dinner or event night: Spaghetti or pizza dinner, host a wine and cheese, pancake breakfast, BBQ, comedy/karaoke, movie or pub night
- Used book sale, calendar sale, garage sale
- Selling fair-trade products such as chocolate, coffee
- Make and sell crafts, i.e., jewellery, paintings or celebration cards
- Host a sports tournament, car wash, or bag groceries Raffle off in-kind donations, or hold a 50/50 draw

Finding an organization to sponsor your event can offset your activity costs and increase your net income.

Asking for support through a letter-writing campaign
Writing letters to members of your networks can be a very good way to fundraise and spread awareness of your cause or specific project.

When it comes to asking people for money, through personalized letters or other means, the way you ask can heavily influence their decision to contribute. Consider answering the following questions:

- Who are you?
- What are some of the details of your community service activity?
- How is your participation going to benefit you and/or the community?
- Why do you need help? What are you asking for, what can be contributed?
- What can you offer in return (if anything)?

You should make sure to follow up with every person you contact, either in person or by phone.

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