



g·e·s·i

GLOBAL ENGAGEMENT STUDIES INSTITUTE
offered by Northwestern University

FUNDRAISING TOOLKIT

Tips & Resources



OVERVIEW

Dear Student,

We have seen this program make a substantial impact on students and communities and hope to help make it possible for you. Many past GESI participants have successfully fundraised to cover all or part of the program costs.

This fundraising toolkit was created to help you in these fundraising goals. Fundraising is a lot of work, but don't be daunted. With a solid plan and a little persistence, your fundraising goal can be accomplished! Good luck and please let us know how we can help!

-The GESI Team

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Contact Us

Global Engagement Studies Institute
c/o The Buffett Institute
Northwestern University

601 University Place, Suite 8
Evanston, IL 60208
Phone: 847.467.2689
Email: gesi@northwestern.edu
www.gesi.northwestern.edu

GETTING STARTED

Tips & Fundraising Advice

Start early.

Starting early gives you more time to fundraise, and it also gives you as much time as possible to figure out which fundraising strategies will work best for you.

It's normal to feel uncomfortable (at first).

If you worry about putting pressure on people, remind yourself that your potential donors always have the option to turn you down. Think of it not only as an opportunity to ask for money, but also as a chance to tell relatives, family friends, and others about your summer plans and about something you're passionate about. Regardless of whether or not people donate, keep in touch with them about your summer by sharing your blog, photos of your experience, etc.

Think through your motivations.

If you've already applied to GESI, revisit your application and think about what motivates you to participate in the program. Maybe it is your lifelong dream to visit Uganda. Perhaps you are interested in global health and want the opportunity to do field work. Maybe you're interested in exploring international development as a career. Whatever your personal motivations, be prepared to discuss and write about your reasons for doing the program to make your fundraising efforts more compelling (and more successful).

Appeal to your audiences.

Make a list of all your relatives, family friends, and any peers you think might be willing and able to donate. List them in separate categories and decide which types of letters to write for each, how you are going to approach them, and what you want to say.

Make it personal.

If you're writing fundraising letters, find ways to incorporate your picture into the letter, and hand-address the envelopes to make the letters look less sterile. You might also consider writing or printing the letter on interesting stationary (maybe something related to the country you'll be visiting).



GETTING STARTED

Potential Donors

Make a list of all the potential donors you should contact. Many past GESI students have asked friends and relatives for donations toward their program fee in lieu of birthday or holiday gifts.

Consider asking:

Personal Contacts

- Family
- Personal Friends
- Friends of your parents
- Supervisors/coworkers from any organizations you've volunteered or worked with

Organizations

- Religious Organizations
- Civic Groups
- Service Clubs
- Alumni Associations

When speaking with organizations ask if you can make a presentation at one of their meetings. Describe the GESI program and what you will be doing. You should also offer to give a presentation about the trip and what you learned upon your return.

Information for Donors:

If someone would like to contribute to your program fee through our office, please have them contact us for instructions, 847-467-2689.

Since its founding GESI has:

- Hosted over 460 undergraduates from over 75 colleges and universities.*
- Grown from a single site in Uganda to six sites in Bolivia, Dominican Republic, India, Kenya, Nicaragua, and Uganda*

COMPANIES & UNIVERSITIES

Matching Gift Programs

Many companies have matching gift programs which allow for you to double the amount of money you raise through company sponsorship. Check to see if the company a family member works for has this type of program. If the company does offer this program, obtain the gift form from the Human Resources department and follow their instructions to apply for a matching gift program.

Even if you have no connection to a company that offers matching gift programs, sometimes opportunities are advertised online or in the newspaper, especially around the holidays. Be on the lookout for matching gift programs for those not affiliated with the company. Applying for a matching gift program can make donors more likely to donate since their donation will be doubled, and can make the fundraising process much quicker.



University Funding

Northwestern Students (particularly juniors and seniors)

Summer Grant Assistance through the Office of Undergraduate Financial Aid:

Be aware that summer grant assistance is need-based and very limited. Not all students qualify, even those who demonstrate financial need. Some students may be offered loans instead of grant, or a mixture of both. For more information, please contact Krista Buda Bethel (krista@northwestern.edu), Senior Assistant Director of Study Abroad Financial Services. Additional information about summer financial aid—including policies and application procedures—can also be found on the financial aid website at: http://ug-finaid.northwestern.edu/topics/current/summer_session_aid.html.

Options for Non-NU Students:

Students need to check with their institution's Financial Aid office to determine their eligibility for Financial Aid. We encourage students to begin these conversations as early as possible, and we are happy to supply any documentation or written materials needed. Additionally, it can also be beneficial to check with the Study Abroad Office at your institution, as some schools offer scholarships that are transferrable. In the past, some students have used their GESI course credit to allow them to graduate early or be part-time students during the final quarter/semester at their home institution.

SCHOLARSHIPS & FELLOWSHIPS

The following is a list of funding opportunities--many of which past GESI participants have successfully been awarded. Deadlines come quickly. If you know you need to apply to scholarships, we encourage you to check scholarship deadlines as soon as possible. Please be sure to verify the deadlines and eligibility on each scholarship's individual website, since these are subject to change without our knowledge.

GESI Scholarships

<http://www.gesi.northwestern.edu/logistics/financial-aid>

Description: This scholarship exists to give qualified Northwestern undergraduates the opportunity to gain international and community development experience, regardless of financial constraints. Scholarships are only available for the Summer program.

Deadline: Submit with GESI Application. There are no added steps to apply for GESI scholarships--just complete the regular application including an upload of your current Financial Aid Award letter, and we will consider NU students for a scholarship, so long as application is submitted by December 15 or January 15.

Eligibility: Northwestern student with financial need (must be on financial aid).

Average Amount: Award amounts vary and are based on financial need, essay quality, and merit. If scholarship awards do not meet a student's full need, GESI may work with the student and NU's Financial Aid Office to help provide the student with a loan. Please note that we may adjust the amount of your scholarship based on any external scholarship funds you may receive.

Benjamin A. Gilman International Scholarships

<http://iie.org/en/Programs/Gilman-Scholarship-program>

Description: This award provides study abroad scholarships for U.S. undergraduate students who are receiving Federal Pell Grant funding at their college or university. If you are a Northwestern student interested in applying for the Gilman Scholarship, please contact us before submitting an application.

Deadline: October 6, 2015 (Early Application); March 1, 2016 (for Summer 2016);

Eligibility: U.S. citizen receiving Federal Pell Grant; enrolled in credit-bearing program (like GESI); at least 4 weeks studying abroad; cannot be traveling to country on State Department travel warning list.

Average amount: \$3,000

Diversity Network Summer Scholarship

<http://www.diversityabroad.com/partner/diversity-abroad/scholarships>

Description: Provides scholarships toward travel costs for summer study abroad

Deadline: Check

Eligibility: Awards given to economically disadvantaged students, first generation college students, African-American/Black, Asian, Hispanic/Latino, Multiracial/ethnic or Indigenous/Native-American students; applicants must attend a Diversity Network member institution (NU is a member institution); minimum 3.0 GPA; must complete weekly blog.

Average amount: \$750

Fund for Education Abroad

<http://fundforeducationabroad.org/applicants/>

Description: Provides scholarships (up to \$10,000) for students studying abroad; preference is given to students traveling to non-traditional destinations and to students participating in programs with a sustainable service-learning component (GESI students, that's you!).

Deadline: January 18, 2016 (12 PM EST)

Eligibility: U.S. citizenship or permanent resident; undergraduate; studying abroad for at least 4 weeks.

Average amount: up to \$10,000

STA "Start the Adventure"

<https://www.fgscholars.org/sta-start-the-adventure-scholarship/>

Eligibility: Study abroad program should begin between January - June 2016.

Deadline: Nov. 6, 2015

Eligibility: U.S. citizenship; enrolled as an undergraduate, graduate, or professional degree program; enrolled in a U.S. college or university where transfer credit from an academic program abroad will be applied to your U.S. degree being earned; minimum 2.5 GPA; studying abroad for at least four weeks.

Average amount: \$2500

GO! Overseas Study Abroad Scholarships

<http://www.gooverseas.com/study-abroad-scholarship-application>

Description: Study abroad scholarships awarded based on the quality and creativity of writing samples and/or video submissions.

Deadline: December 1, 2015

Eligibility: Must submit essay application and/or video samples; pre-departure and post-return interview required.

Average amount: \$1,000

Phi Kappa Phi Study Abroad Grants

<http://apply.phikappaphi.org/Awards/>

Description: Scholarships awarded to both members and non-members for study abroad experiences that relate directly to a student's academic preparation, potential career choice, or commitment to the welfare of others.

Deadline: September 15, 2015 (2016 application likely to open in July 2016)

Eligibility: 3.5 GPA

Average amount: \$1,000

Sara's Wish Scholarship Fund

<http://www.saraswish.org/scholarships/>

Description: Study abroad scholarships awarded to young women who are committed to making the world a better place by fully participating in it.

Deadline: October - January

Eligibility: Young women with a commitment to public service, history of leadership, and strong record of scholarship; sincere interest in the work of Sara's Wish Foundation and willingness to join with Sara's Wish Foundation on its ongoing efforts to improve safety awareness.

Average amount: \$1,000

Tortuga Backpacks Study Abroad Scholarship

<http://www.tortugabackpacks.com/pages/study-abroad-scholarship>

Description: Awarded biannually to passionate students who want to explore the world. Currently open to only Fall term programs.

Deadline: May 20, 2015 (2016 application likely to open in spring 2016)

Average amount: \$1,000

Allianz Scholar Trips

<http://www.scholartrips.org/>

Description: ScholarTrips is a national scholarship contest designed to reward creativity and the desire to learn through international travel. Students participating in volunteer/study abroad programs eligible.

Deadline: November 13, 2015

Average amount: \$2,500

Study Abroad.com

<http://www.studyabroad.com/scholarships.aspx>

Description: A list of scholarship opportunities for study abroad.

Study Abroad Funding

<http://www.studyabroadfunding.org/>

Description: A database of scholarships for study abroad and internship abroad experiences.

College Scholarships

http://www.college-scholarships.com/free_scholarship_searches.htm

Description: A database linking to more than 40 college scholarship search sites.

Golden Key Study Abroad Scholarship

<https://www.goldenkey.org/scholarships-awards/overview/>

Eligibility: Must be Golden Key member

Deadline: Dec. 15, 2015

Average amount: \$5,000

Joan Nelson Study Abroad Scholarship

<https://www.goldenkey.org/scholarships-awards/overview/>

Eligibility: Must be Golden Key member

Deadline: Dec. 15, 2015

Average amount: \$7,500

ONLINE & EVENT FUNDRAISERS

Online Fundraising

An online home to your fundraising efforts can be beneficial. It can be helpful to create a personalized fundraising web page. One such platform that is specific to students trying to raise money for travel is Project Travel. Other personal fundraising platforms include GoFundMe, Razoo, and Give Forward. Equipped with this type of personalized page, you can publicize it widely (Facebook, Twitter, personal emails, etc.). Near holidays or your birthday, you might consider asking friends and relatives to donate toward your summer program in lieu of other gifts.

On your fundraising page, you should post a version of your fundraising letter, information and links about GESI, pictures, and anything else you think is relevant for donors. Look through the websites mentioned above to find examples of success stories!

Fundraising Events

A fundraising event is great way to raise money for your GESI experience while also telling people about what you will be doing this summer. Planning an event can take a lot of work, so it is important to make sure the outputs will be worthwhile after monetary and time costs.

Some event ideas are:

- Bake Sale
- Craft Sale
- Concert
- Marathons
- Sports Tournaments
- Movie Nights
- Trivia Nights

Steps to plan a successful event:

- Decide the type of event you want to have by deciding what will be the most cost effective.
- Secure a date and a location. Be sure the date you choose gives you enough time to plan.
- Seek donations for the goods and prizes you need. In order to do this, you should write a letter (similar to your fundraising letter) asking for the item you need. Then, go into the store or restaurant and ask to speak to the manager. Explain the event you're having and what it benefits, then leave them with the letter and a way to contact you.
- Advertise the event on Facebook, listservs, newspapers, and on bulletin boards. Prepare all of your materials in advance.
- Host the event! Make sure you talk to as many people as you can at the event!
- Send a letter thanking participants, letting them know how much money you made and where further donations can be sent!
- Consider partnering with other GESI students to host an event together.

As you are making progress toward your fundraising goals, be sure to thank everyone who donates! Keep in touch with them during and after your GESI experience so they can see how their donation impacts you and the community where you will be working!



Good luck!