



Program Director Fundraising Packet
2019–2020

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Why is Fundraising Important?

Fundraising is a fundamental way to share our work with the people around us. Not only does it make it possible for you to work as a Program Director for five to thirteen months, it also helps us build networks that enable us to continue our work long-term. By fundraising, you give friends and family the opportunity to participate in our work. As any person who has ever had to raise money can tell you, successfully fundraising can be challenging and at times daunting. The key to fundraising is to think creatively and approach it from several different angles. This manual aims to share with you some fundraising basics, and to give you some ideas for possible fundraisers.

A Note About Online Giving Platforms

If you decide to host an online fundraiser using one of the Internet’s numerous online fundraising platforms, we strongly advise the following:

- Compare service costs of each option. Some services charge more than others.
- In order for your donors to receive a tax deduction, your fundraiser must be linked to Manna Project International. Make sure the platform you select provides the option to connect with a registered nonprofit.
- When setting up your fundraiser, select the option that asks donors to provide their mailing address so you can send them a thank you card. MPI will also send a thank you.
- Past volunteers have had the best user experience with MightyCause.com.
- Facebook has a new fundraising platform that links directly to Manna Project’s page. If you are using this option, please inform lori@mannaproject.org.



Timeline & Financial Breakdown

Program Directors raise funds to cover living expenses, travel insurance, professional development, and operational costs. Since expenses are distributed across the committed timeframe, the monthly cost varies according to the volunteer commitment length. The following monthly expense breakdown is an average across sites. Specific monthly breakdowns vary by international site and number of Program Directors on site each semester.

Financial Breakdown

| Monthly Expense Breakdown | Semester (5-7 months) | Full Year (12-13 months) |
|--|--------------------------|-----------------------------|
| Living Expenses (room & board, transportation, visas) | \$600 | \$500 |
| International Travel Insurance | \$50 | \$50 |
| Professional Development | \$100 | \$50 |
| Operational expenses related to the volunteer position | \$150 | \$100 |
| Monthly Total | \$900/month | \$700/month |

Fundraising Timeline

| | 5-month (July 2019- December 2019) | 13-month (July 2019- August 2020) | 7-month (January 2020- August 2020) | 12-month (January 2020- December 2020) |
|---|--|---|---|--|
| Contract and \$500 deposit due | Three weeks after acceptance | Three weeks after acceptance | Three weeks after acceptance | Three weeks after acceptance |
| Minimum funds raised | \$2000 by July 14, 2019 | \$4500 by July 14, 2019 | \$3000 by Jan 4, 2020 | \$4500 by Jan 4, 2020 |
| International site arrival* <i>(followed by language school and orientation)</i> | July 14, 2019 | July 14, 2019 | January 4, 2020 | January 4, 2020 |
| Minimum raised | N/A | \$6500 by Dec 1, 2019 | \$5000 by April 1, 2020 | \$6500 by July 15, 2020 |
| Winter break for personal travel | N/A | December 14, 2019 - January 4, 2019 | N/A | N/A |
| Total raised/pledged | \$4500 by Oct 1, 2019 | \$9100 by Feb 1, 2020 | \$6300 by June 1, 2020 | \$8400 by Oct 1, 2020 |
| Group contract ends* | December 14, 2019 | August 13, 2020 | August 13, 2020 | December 12, 2020 |

*Exceptions to dates must be presented to the MPI office for approval.



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As you begin to plan your fundraising approach, **take advantage of the timeline**. Since half of your fundraising commitment is due at the time of your departure, utilize the fact that you are on campus surrounded by your friends and peers. It may make sense to focus your initial efforts on **hosting an on-campus event** before you graduate. You may also consider asking for donations as **graduation gifts**.

Before your departure is also an opportune time to begin **letter writing** and **online fundraising**, since your departure date acts as an implicit “deadline” by which people are encouraged to donate. Online fundraising should be targeted at the individuals you know would prefer to give electronically. Letter writing should be used for the potential donors who may not be as comfortable giving online, or who may feel that a letter is more formal. MPI’s website or sites like MightyCause are an easy way for you to collect donations online. After every donation, be sure to follow up with a personal thank you note to each donor.

Once you are in country, this is the perfect time to engage your current supporters, as well as new potential donors, by starting a **blog**. Use this opportunity to share cultural experiences, challenges and successes with your audience. Once people understand the work you’re doing and what you’re gaining from this experience, they’re much more likely to want to get involved. Place a link on the sidebar of your blog where people can donate at any time.

When you return to the U.S. during the December break, this is a great opportunity to share your experiences, photos, and stories with friends and family. You might consider asking for donations as **holiday gifts**. This is also a good time to **host a dinner party** or have friends over to learn more about your work and ways they can support you.

Throughout your fundraising, it is a good idea to continually **update donors** on how much you’ve raised to-date, and how much you have left to raise. Consider **offering something in return** for each donation, like regular updates on your work, and always give potential donors the option of **pledging a recurring donation**. You might be surprised at the willingness of people to support your work, and you never know if you don’t ask.

Letter-Writing Campaigns

Letter-writing campaigns are a great way to spread Manna Project’s name and mission to the general public, while simultaneously helping you meet your fundraising goal. In a letter-writing campaign, you send out letters or emails asking for donations from all of your contacts, including friends, family, professors, parents’ friends, and other connections.



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Contact the people you know and build a network of supporters. Our volunteers are continually surprised at how many people are excited to get involved. While email is more common than letters, personal handwritten notes are still an important piece of the fundraising strategy. They should especially be used with donors who may make sizeable donations, and with older recipients who may not be comfortable making donations online. Be sure to write a personal message to each recipient, and include commitment cards and/or self-addressed envelopes.

Conducting a Letter-Writing Campaign

- **Make a List of Potential Donors**

Potential donors are all around. Write down names from your parents' holiday card list, coworkers, classmates, local organizations, foundations, and companies in your area. Make it bigger than you think is necessary. Past MPI volunteers have found that people they never expected to donate actually did. Everyone is a potential donor, and although not everyone on your list will respond, it never hurts to ask. Create more opportunities for people to say yes!

- **Write Your First Newsletter**

MPI encourages PDs to write and send a monthly newsletter to their networks using a free template from Word or a platform like Canva. You can easily pull information from MPI's social media to provide updates from site. Include a personal update with each month's newsletter, as well as a monthly "project" to show the impact of donations. Newsletters are a PD's #1 fundraising tool, and are a great way to encourage monthly giving.

- **Offer a Matching Gift**

Will you be paying for a portion of the total yourself? Offer these funds as a match. If you are contributing \$500, include that information in your fundraising materials. "I will personally match the first \$500 donated. Donate today to make your gift go twice as far! Thank you!" Do you know someone you know is going to donate to your fundraiser? Before you publicize your fundraiser, reach out to this contact to find out if they are interested in offering their gift as a match to incentivize more people from your network to give.

- **Establish "Mini Deadlines"**

Break down the total you need to raise according to how much time you have left before the deadline. Is it 4 months away? Set the goal of \$100 a week. Try to stick to your target, and publicize the mini-deadlines. For example, post to Facebook, "I have 24 hours left to raise my first \$100!" This is a great opportunity to utilize those matching funds, as well: "Donate by 8:00 - up to \$100 be doubled!"



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- **Recurring Donations Add Up**

If a friend gives \$5, ask them if they would consider setting up a monthly donation for \$5. This can be done at www.mannaproject.org/give.
- **Segmentation Matters**

Know who would prefer email vs. who would respond more to a letter. Segment your list into separate audiences and approach potential donors in the way they would most prefer.
- **Know the Program**

Potential donors want to know exactly what program and type of organization you are representing. Come prepared. Take time to review Manna Project's website, and ask our Staff or Program Directors any questions you have.
- **Ask for a Set Amount**

Many donors are unsure about the appropriate amount to give. Some may think \$10 while others think \$100. Prospective donors are much more likely to give if they are presented with an option of how much to give rather than a simple "yes" or "no."
- **Connect Donations with Outcomes**

People generally want to invest in your work as much as they want to invest in you personally. Tell them what their donation is allowing you to do. For example, if you are working on an education program, let them know that their donation will enable you to teach literacy to 40 children, and that you are excited to gain the teaching experience.
- **People Give for Different Reasons**

People are motivated to give for a wide range of reasons. It's important to think about your audience and what motivates them to donate. If your aunt is a teacher, tell her about the education programs taking place at your site. If your roommate cares a great deal about business, talk up the small business development program.
- **Follow Up**

Just because people don't donate the first time you ask doesn't mean they're not interested. Sometimes they're busy; sometimes they forget. Ask them again. The second time around, change your approach. If you sent a letter the first time, follow up with a call or a personal email. Rule of thumb is to contact people three times before ruling them out as being uninterested in giving.



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- **Know What Happens Afterwards**

When someone agrees to make a donation, let him or her know that they can give online or send a check. Checks should be made out to “Manna Project International,” with your name in the memo, and mailed to:

Manna Project International
PO Box 536144
Orlando, FL 32853

Once checks are received and processed by our Orlando office, donors will receive a receipt and thank you letter from MPI.

- **Acknowledge Your Supporters**

In addition to the thank you note from MPI, you should personally acknowledge your donors for the difference they have made. Donors will want to know about your experience and the impact their donation has made on and through you, so be sure to share your experiences with stories and pictures regularly, throughout your time on site. Encourage them to sign up for MPI’s monthly email newsletter at <http://www.mannaproject.org/newsletter>. This is also a good way to start a long-term interest in MPI, and hopefully they will be motivated to donate again in the future.

Questions to Ask Yourself When Writing a Letter

- **Why Me?**

There are millions of organizations asking for donations. Make your story attention grabbing, compelling and personal. Tell a story with vivid imagery.

- **Why Now?**

Most charitable donations come in during year-end giving in November and December. Stress your deadline, the start date of a new program or the school year.

- **What For?**

What will they get out of it? Giving is a two-way street. Commit to providing a return on the investment of your donor. This may mean sending a follow-up impact story upon your return, sending weekly emails during your time on site, or bringing them a small gift from Latin America. Explain tangibly what their gift will accomplish and where it is specifically going. You may be the one working on the ground, but you can only accomplish your mission with your donors’ help. You might include phrases such as, “together we can...” or “with your support...”



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- **Who Says?**
Only 6% of people believe a marketer's claims, but 90% of people believe their friends/acquaintances. Talk about your personal connection to MPI.

Structure of a Letter or Email

- **Cut to the chase.**
Your appeal shouldn't waste time talking about lots of things. Open with a quick introduction to MPI and what the letter is regarding. Any deadline should be included here, too.
- **Include your ask early on.**
Let the reader know what you are looking for within the first two paragraphs. Include how their attendance or donation will further your cause.
- **Convince with your story.**
People don't want to hear poverty statistics alone; they've been asked for money that way plenty of times. They want a narrative they can get caught up in. MPI has a great story to tell, so share it! Let them know what is going on at our international sites, on campus, and in the local community. Give them a progression, a journey, a part to play in the story you're weaving. That's the kind of thing people get excited about.
- **Include a deadline.**
Mention the date by which potential donors should respond. If you are including a donation form or can pick up donations in person, include these details.
- **Contact Information.**
Include all of your contact information in the letter. Let the recipient know they can call with any questions or to get more information.
- **Signature.**
Sign your name in ink above your typed signature.

Hosting an Event

Events can be a great way to both fundraise and spread the word about MPI. Though time consuming, a well-planned event can generate a large portion of your fundraising goal.

When hosting an event, it is important to keep in mind that it should be organized down to the smallest detail. If you're hosting a large event such as a fundraising dinner or silent auction, aim to get as many materials donated as possible: use volunteers, get local restaurants to donate food or sell it at cost, ask businesses for gift cards, and ask friends to donate their time and talents (art, musical ability, etc.). Remember that your event isn't just about charging money for admission; you want to create



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awareness about the organization once guests arrive, and give them plenty of opportunities to donate during the event. Have materials to hand out, prepare a slide show, and set aside time to make remarks and to invite others into the work, story and impact you will be having.

If you're hosting a smaller event such a dinner or cocktail party, or a small gathering of friends in your home, you still want to ensure you can keep your costs low and keep production value high.

Three Important Factors for an Event

- **Publicity:** Publicity is huge. Don't assume that news will spread via word of mouth. Let people know about your event through a variety of different channels (email, written invitation, flyers, academic departments, campus listservs, speaking at the beginning of your classes, making announcements at fraternity and sorority chapters, etc.). If you are hosting a large event, publicity not only has a direct impact on turnout, but it has the potential to boost MPI's presence on your campus and in your community, as well.
- **Production Value:** You will probably be working with a limited budget when you are preparing for an event. However, remember that the quality of the event is extremely important. Great events don't need to cost a lot of money but should remain high in quality so that those who attend the event enjoy themselves, have a positive impression of your work and MPI, and talk about the event afterwards.
- **Cost-effectiveness:** Try to spend the least amount of money as possible by thinking of creative and innovate ways to get what you need for your event. Look for different local businesses and people to provide donations for materials or food, ask students groups to provide entertainment, etc. This will get more people involved and invested in your event as well as ensure that you raise the greatest amount of money possible.

Tips for a Successful and Profitable Event

- **Publicize to the max.** If you are hosting an on-campus event, familiarize yourself with your campus's regulations on publicity and then publicize as much as is allowed. For example, if there is a maximum number of places where you can post fliers, make sure that you post everywhere you can. For a smaller gathering, mail invitations, and follow up via email or phone to encourage guests to come.



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- **Look for free entertainment.** Paying for entertainment can take a large chunk out of the funds your event generates. Instead, ask people to contribute to your cause by entertaining for free. Think about student a capella groups, bands, or dance groups.
- **Ask about matching gifts.** Many companies offer matching programs, in which businesses match all funds donated (sometimes up to or beyond a certain point). Ask big businesses if they'd be willing to match gifts, and encourage donors to find out if their companies having matching programs. A list of employer matching companies is available at www.mannaproject.org/give.

Additional Ways to Fundraise... Get Creative!

Get Sponsored

Ask friends and family to sponsor you to **run a 5k**, **compete in a contest**, or **shave your head!** Whatever you're willing to do, advertise to friends, family, and your community. Be sure to set your goal high to make it worth your while. Google fundraiser ideas to get inspired.

Personal Scholarships

Below are several third-party sites that offer scholarships to volunteers. Each scholarship has different requirements that might fit a certain individual. Please note: MPI is not affiliated with any of these organizations, and applications must be completed independently.

All People Be Happy: The *AllPeopleBeHappy* Volunteer Service Award enables impassioned young people to give of their time and talents while expanding their understanding of people and communities living in poverty. Several MPI Program Directors have been awarded scholarships each year!

Christianson Grant: The Christianson Grant is awarded to individuals who have arranged their own work abroad programs.

DoSomething: DoSomething puts money directly into the hands of young people through community action grants to help turn dream projects into a reality.

Go Overseas: Two scholarships available for volunteers to travel abroad in the spring and fall each year. The award is (most often) distributed directly to the volunteer organization itself, which ensures that the funds are used entirely for the project.



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Krista Foundation: Recipients join an ecumenical Christian mentoring community and receive a \$1000 Service and Leadership Development Grant. Funds must be used to explore vocational interests and develop leadership and service skills while on assignment or shortly thereafter.

The Samuel Huntington Public Service Award: Provides a stipend of \$10,000 - \$15,000 for a graduating college senior to volunteer for one year, either alone or with an established organization anywhere in the world.

Volunteer Forever: Participants in volunteer abroad, study abroad, intern abroad, teach abroad, and work abroad programs are invited to apply. Scholarship winners directly receive the proceeds and may use their scholarship for their program fee, airfare, travel insurance, or other trip expenses.

Questions?

Please contact Manna Project at:

info@mannaproject.org

Thank you – we look forward to your arrival on site!