

Personal Fundraising Guide



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Sacred Heart UNIVERSITY

GLOBAL HEALTH PROGRAMS

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Before you begin...



Set a goal:

Decide how much money you want to raise and a deadline for raising it.

Don't be shy:

What networks do you have? How can you best reach them? Pursue every lead and every contact you have. Don't be afraid to ask. Believe in what you are doing and believe in yourself. You never know unless you ask.

Show Enthusiasm:

Be proud of what you are doing and show your enthusiasm for the people you will be helping. Speaking from your heart will capture people's attention.

Know What You'll be Doing:

Be proud of what you are doing and show your enthusiasm for the people you will be helping. Speaking from your heart will capture people's attention.

Fundraising Ideas

Crowdfunding

Start a GoFundMe campaign. This is a great way to passively and actively reach a wide audience. Utilize your social media accounts and email to connect with family and friends.

Organize an event

Showcase a special talent or the talents of friends and charge admission to raise money and awareness for your mission. Host a dinner party and charge per person or karaoke night and charge per song!

The Basics

A good old car wash, bake sale, tag sale, or raffle can raise money for your trip.

Hold an “a-thon”

Run, bike, walk, or swim your way to raising dollars for your cause. Ask people to donate per mile.

Community grants

Many towns and communities have scholarships for community service travel. Check with your local Rotary Club for travel awards.

Scholarships

Look online for community service scholarships. A few websites are: dosomething.org, findaid.org, starbucksfoundation.org, and studyabroadfunding.org

Write Letters

Create a list of everyone who might donate including friends, family, professional acquaintances, church or other religious group members, sports team members, and anyone else who you think might give. Use the sample letters on pages 5 – 6 as a guide. Be sure to include a self-addressed stamped envelope and remember to thank all contributors! Donations are not tax deductible.

Tips & Reminders

- **Be intentional.** Create a list of everyone you know: Family, Friends, Friends' parents, Neighbors, Teachers, Coworkers, Coaches, Family members' coworkers... Reach out to 5 people every day.
- **Be personal.** Don't just send a mass text or Facebook post. Take the time to write individual emails or messages. Even better – make phone calls!
- **Be specific.** Share exactly why you are participating in this program. Give facts about the country you will be visiting. Explain the work you will be doing and why it is important.
- **Be engaged.** Follow up with leads. Don't just post on social media and hope people pay attention. Following through will help you reach your goal!

Questions?

Contact Molly Higbie, Assistant Director of Global Health Programs

higbiem@sacredheart.edu

203-396-6578

Sample Letter 1

Dear _____,

I hope this letter finds you well and enjoying a happy holiday season. I am writing to you because during the week of _____, I will be traveling with a group of _____ students and _____ professors to Guatemala – a developing country in desperate need of help. Our purpose in traveling there is to volunteer our nursing/OT/PT skills and services; and donate medical supplies, medications, toys and other supplies to the people of the town and surrounding areas. We will be running a clinic in the greater Panchoy Valley, in the central highlands of Guatemala. The clinic will be focused on providing health care to the local populations, as well as providing important teaching about their health so that they can continue to care for themselves even after we leave.

In Guatemala, there is very little available health care and the care that is available is incredibly expensive, with a single doctor's visit potentially costing an entire week's pay and medication costing up to a month's pay. Because of high prices and low availability, most people do not receive adequate care, especially pregnant women, new mothers, and infants. The infant mortality rate in Guatemala is 27.48%, as opposed to only 6.94% in the United States. The need for adequate, affordable, and available health care in Guatemala is great, and even in the week we spend there we will only be reaching a few of the many who are so desperately in need.

Sadly, the people of Guatemala do not have the benefit of government help in subsidizing their needs. They depend on people like us, and you, for help. As future nurses/OT/PT professionals, we are compelled in mission and practice to help others in need whenever we can, and we are asking you to do the same by donating to my travel. In donating to our program you are also donating to the people of Guatemala - people who are desperately in need of our help and your help. Any amount is appreciated and will go far to help us help people in need.

The deadline for receiving donations is _____ (input the date of when your balance is due).

Thank you so much for your time in reading this letter and your consideration.

Sincerely,

Sample Letter 2

Dear _____,

I hope this letter finds you well. I am writing to you because during the week of _____, I will be traveling with a group of _____ students and _____ professors to Jamaica. Our purpose in traveling there is to volunteer our nursing skills and services; and donate medical supplies, medications, toys and other supplies to marginalized people without access to affordable healthcare. We will be running clinics in the most rural areas of the country. The clinic will be focused on providing free health care to the impoverished communities of Kingston and St. Elizabeth's counties, as well as providing important teaching about their health so that they can continue to care for themselves even after we leave.

Jamaica has a high unemployment rate that limits access to adequate health care. Water and sanitation needs are lacking in many rural areas. The prevalence of noncommunicable diseases now account for more than 50% of fatal disease outcomes (World Health Organization, 2009). The need for adequate, affordable, and available health care in rural Jamaica is great, and even in the week we spend there we will only be reaching a few of the many who are so desperately in need.

Sadly, these people of Jamaica do not have the benefit of government help in subsidizing their needs. They depend on people like us, and you, for help. As future nurses, we are compelled in mission and practice to help others in need whenever we can, and we are asking you to do the same by donating to my travel. In donating to our program you are also donating to the people of Jamaica- people who are desperately in need of our help and your help. Any amount is appreciated and will go far to help us help people in need.

The deadline for receiving donations is _____ (input the date of when your balance is due)

Thank you so much for your time in reading this letter and your consideration.

Sincerely,