

The Traveling School

Student Fundraising Toolkit



The
Traveling
SCHOOL

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Part 1: Nuts and Bolts

The Traveling School Mission

To empower young women academically, physically, and culturally through an experiential overseas high school semester.

The Traveling School Vision

To cultivate engagement, leadership, and confidence in young women.

The Traveling School builds female leaders with powerful voices and widened perspectives who are inspired to learn, able to adapt and take risks, and ready to engage with the world. Our students, from across the globe, share a common desire to redefine high school, engage in a global community and make positive change.

Financial Aid

<http://www.travelingschool.com/admissions/affordability/>

Financial aid funds are distributed to students with verified financial need via the financial aid application process. Students applying for financial aid must commit to raise a portion of their tuition. **Financial aid applicants must develop and submit a fundraising plan to The Traveling School by the financial aid deadlines below.**

- **Financial Aid Statistics:**
 - Financial aid awards range from 10% - 60% of tuition
 - Awards are dependent on financial need
 - Approximately 40%-50% of students receive financial aid
 - Since 2003, we have awarded over \$903,690 in financial aid awards
- **Financial Aid Application & Fundraising Plan Deadlines:**
 - Financial aid applications can be completed any time after January 1
 - Completed financial aid applications (and fundraising plans) are due February 15

Merit Scholarship

The Traveling School may offer limited merit-based scholarships for those families who do not qualify for need-based aid. These scholarships will not exceed \$3500 and are reserved for applicants who demonstrate that they are excellent candidates for the school.

To qualify for the Merit Scholarship:

- All applicants must apply for Financial Aid via FACTs
- Students are required to submit a Merit Scholarship Application & Fundraising Plan

Managing Tuition Contributions

You are responsible for keeping track of the contributions toward your tuition. Contributions made on your behalf will be applied to your student account balance.

Options for collecting tuition contributions:

- **Option 1 – Checks payable to *The Traveling School***
 - Some contributors may not be comfortable writing a check to you personally and prefer to pay The Traveling School directly. Contributors may make checks payable to *The Traveling School* **with your name and TTS semester in the memo line.**
 - Checks are sent to you and then you send them to The Traveling School at regular intervals **OR** contributors send checks directly to The Traveling School, PO Box 7058, Bozeman, MT 59771.
- **Option 2 – Contributors make checks payable to you**
 - You collect the checks, cash them and then you send total contributions by **check**, payable to *The Traveling School* (never send cash through the mail).
 - Send these contributions to The Traveling School at regular intervals.

Are the contributions toward my tuition tax-deductible?

Contributions made toward your tuition/expenses **do not qualify** as a tax-deductible donation.

For a donation to be tax-deductible, it cannot be made on an individual's behalf. Donations to The Traveling School general financial aid fund are tax deductible but cannot be distributed to an individual student.

What happens if I can't go on my semester?

Tuition contributions are refundable per the Terms of Agreement.

Breakdown of expenses

2018-2019 School

- Tuition: \$29,500
- Application fee: \$75
- Enrollment deposit (refundable upon completion of semester, less outstanding balances): \$1,000
- Airfare:
 - Southern Africa – from US Orientation & Departure City: approximately \$2,100
 - South America – from US Orientation & Departure City: approximately \$1,000
- STA insurance: \$25 – \$199
- Immunizations/prophylaxis: Dependent on semester and personal insurance plan
- Passport: \$110
- Personal spending money: \$425
- Personal gear/equipment: Dependent, ranges from \$200-\$600
- Supplemental travel or tuition insurance (optional): \$500 – \$900

TOTAL ESTIMATED EXPENSES: \$32,835 - \$34,909

Timeline

Use the following dates to create your fundraising timeline.

Fall semester: Semester dates August 20 – December 5

- Enrollment Deposit Due – 30 days after acceptance
- Financial Aid Applications, Merit Scholarship Application & Fundraising Plans Due – February 15
- Tuition Due – July 1
- Payment Plan Enrollment Due – June 15
- Payment Plan Completion – December 5

Spring semester: Semester dates February 1 – May 15

- Enrollment Deposit Due – 30 days after acceptance
- Financial Aid Applications, Merit Scholarship Application & Fundraising Plans Due – February 15
- Tuition Due – December 1
- Payment Plan Enrollment Due – November 1
- Payment Plan Completion – May 5

Forms of Payment: The enrollment deposit must be paid by check (not credit card) to The Traveling School by the due date.

Payment Plan for Tuition: The Traveling School offers a monthly payment plan for tuition through FACTS Tuition Management. Families utilizing the payment plan option must enroll by the tuition due date. FACTS accepts payments from bank accounts and credit cards. Payments can be budgeted over five months beginning the month tuition is due. Payments can be made on either the 5th or 20th of each month and must be completed by the semester end date. The Traveling School strongly urges all families to purchase a tuition refund plan.

Part 2: Your Story & Elevator Speech

Your Story & Elevator Speech

Before you begin asking people to contribute to your dream of a Traveling School semester, you need to be able to talk about why you want to spend a semester with The Traveling School. Know why you are raising money and where the money is going.

As part of your plan, you should be able to tell people who you are and why you want to go to The Traveling School within the time it would take to ride an elevator (30-45 seconds). Memorize this speech and be prepared to give it as you ask people to contribute to your dream—either face to face or on the phone. Make it fun, exciting, and inspiring.

What other students have said...

"I want to spend the second semester of my junior year of high school traveling through Ecuador, Bolivia, and Peru with a program called the Traveling School. I want to grasp the idea that 38% of Ecuador lives on less than \$2.00 a day, which is recognized internationally as the line of poverty. But no discussion, article, or book I read will compare to what I will experience first-hand overseas."

"I know that each new experience will teach me something that I can use in life. I am excited to meet both the people going to the school and the people of South Africa. I think it will be very interesting to learn about the dress, attitude, and roles in each culture I visit. I hope that when I come back this experience will help me have a better understanding of the world and events around me. While I am there I hope I learn to be more respectful, responsible and worldly. I hope this can help me be even more accepting of those who are different from me."

Part 3: Support and Giving Thanks

Your Team: Getting Help

Create a 'fundraising committee' by asking your family and friends to give you a hand. They can help you create your fundraising plan and brainstorm creative ways to fundraise. They can also ask for money on your behalf from their work or school groups and help you spread the word.

Saying Thank You & Creative Thank You Ideas

The most important thing you need to do after you receive a donation – is to say thank you.

Make sure you give thanks in a timely, sincere way. If you are creative – there are many different ways to



thank your supporters, but **at the very least, send a thank you card/letter right away.** Let them know how meaningful their gift or donation is. In advance, draft some thank you language to use over and over. Other ways to thank people: on your fundraising page, at your fundraising event, send postcards during your semester, send a follow up thank you card after your semester sharing your experience, etc.

Part 4: Goal Setting

SMART Goals: How to make your goal achievable

Before you jump into your fundraising efforts, take the time to make a good plan with goals, strategies and timelines. Set high goals but ensure they are realistic. Use the following to help you create SMART Goals: **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, **T**imely.

- **Specific:** Your fundraising goal should be clear and specific. When drafting your goal, try to answer the five “W” questions: What do I want to accomplish? Why is this goal important? Who is involved? Which resources are involved? Where are these resources located?
- **Measurable:** You should be able to measure your progress towards your goal. How will you track your progress? Will you have a chart in your bedroom? Get creative and keep it visible. Assessing your progress regularly helps you to stay focused, meet your deadlines, and feel the excitement of closing in on your goal.
- **Attainable:** Are you able to achieve your fundraising goal? How much effort will it take? Do you have the resources and support you need to meet your goal? If not, readjust your goal so that it is attainable.
- **Realistic:** Do you have a realistic goal within the availability of resources, knowledge and time? \$4,000 in three months might be a realistic goal, while \$10,000 in the same timeframe may not.
- **Timely:** Every goal needs a target date. Try to answer these questions: When do I need to have completed my fundraising goal (see Timeline section above for tuition payment deadlines)? What can I do in the next six months? Six weeks? Today?

Part 5: Create Your Plan

1. **Brainstorm** multiple ways you can raise money to meet your goal
 - a. Narrow your options to your best 3-4 ideas
2. **Write out your Fundraising Plan: *View & download from this link:***
<http://bit.ly/TTSFundraisingPlanTemplate>
 - a. List events/activities, timeframe, & projected money you will raise
 - b. Use a calendar to plot out your steps to success
 - c. Complete the excel document ‘Fundraising Plan’
 - d. Send a copy of your Fundraising Plan to info@travelingschool.com
3. **Track Your Progress**
 - a. Update your plan as you receive donations
 - b. Send regular updates to info@travelingschool.com
 - c. Revise your plan as needed

A few things to remember:

- **Incorporate variety.** Use a variety of fundraising methods to have the most success
- **Use your time wisely.** Certain activities take more time to plan before you will receive any contributions, so make sure you get started on these first (letter-writing, contacting local media, etc.)
- **Be organized.** You will need to stay on top of a few different activities, so make sure you have organizational strategies in place!
- **Pick activities/ projects based on your skills, passions and resources.** Are you a skier? Plan a ski-a-thon for a winter weekend. Invite your ski team to join you. Live in a neighborhood with lots of dandelions in the spring? Start a weeding business. Know someone who owns a restaurant? Ask them to let you host an event/ meal.

EXAMPLE FUNDRAISING PLANS

Simrill S.		
Goal: \$14,000 Actual: \$23,000+		
Group/	Activity Number	Amount
Sponsorship through church newsletter	10 @ \$100	\$1000
Family Grant	1 @ \$2000	\$2000
Major sponsorships	2 @ \$1000	\$2000
Letter donations from out-of-town	30 @ \$100	\$3000
Car Wash	30 @ \$20	\$500
GoFundMe	60 @ \$100	\$5000
Yard sale	20 @10	\$200
Bake sale	40 @ \$5	\$200
Mom's office collection	50 @ \$4	\$200
Total expected:		\$14,000

Meghan Q.			
Goal: \$6,000 +			
Group/	Activity Number	Amount	Dates
Letter + Follow up call	50 @ \$10-50	\$1,500	06/01-11/20
Garage sale	1	\$300	Jun/Jul
Hike-a-Thon pledges	25 @ \$1/mi X 8mi.	\$200	06/01-07/15
Article in TVN (local paper)	1	\$0	Sept/Oct
Grant from Rotary Club	1	\$500	06/01-11/20
Brandon Goodman Scholarship	1	\$300	06/01-11/20
Teton Valley Education Foundation Scholarship	1	\$500	06/01-11/20
Table at Grocery Store	2@ \$30 ea	\$60	09/01-11/20
Table at Farmer's Market – baked goods	8@ \$100 ea	\$800	06/19-08/28
Car Wash	30 cars @ \$5	\$50	Jul/Aug

Cards	250 @ \$2	\$500	06/19-11/20
Donate a Dollar Day	50 people @ \$1	\$50	Sept/Oct
<u>Collect \$1 from high school students</u>	<u>250@ \$1</u>	<u>\$250</u>	
Total expected:		\$5,485	

Kate H.	
Goal: \$2,500	
Group/	Activity Amount
15 years of savings including 4H fair auctions	\$700
Birthday gifts	\$350
<u>Garage sale profits</u>	<u>\$576</u>
Total Raised	\$1626
Future fundraising projects:	
Commissioning portrait sketches of friends & family	\$150
Soliciting donations from extended family (providing photojournalism tour of experience upon return)	\$250
<u>After school jobs (babysitting, local restaurant)</u>	<u>\$500</u>
Total Expected	\$1000

Part 6: Who to Ask

FRIENDS AND FAMILY

These are your biggest supporters. Your friends and family may be able to generously donate to your fundraising efforts. They may also be able to help you organize events and spread the word. The more helpful hands the better. No donation is too small. Every little bit adds up!

COMMUNITY GROUPS

Local service-minded groups like to support young people pursuing their educational dreams. If you know someone in a local group, ask them to host you as a guest to present about your Traveling School opportunity. If you do not have a contact, you can still ask for an invitation to attend. Oftentimes, groups will let you make your *Elevator Speech* during the meeting.

Possible groups to contact

Contact community groups, businesses, entrepreneurs who care about: education, girl's education, travel, global leadership, and/or girl's leadership. Research local business organizations, especially if their focus relates to women's issues, education, or travel. Consider: Rotary clubs; Business and Professional Women; and League of Women Voters. If you have a college or university nearby, consider contacting Sorority groups, American Association of University Women (AAUW) and Study Abroad/International departments or faculty.

- Ask to be invited to a meeting by writing a clear and direct personal letter that includes your *Elevator Speech* and explains why you want to speak to their group
- Emphasize The Traveling School is a non-profit, educational program for high school girls
- Also offer to give a follow up presentation about your experience when you return

YOUR HIGH SCHOOL

You can seek support from your teachers and school groups. Plan an event within your high school. Get students and teachers to pledge towards your fundraising events. Meet with a reporter from the school paper to write an article about your upcoming semester or advertise your fundraising events.

LOCAL BUSINESSES

Local businesses may be willing to support your fundraising efforts as a sponsor, partner, or donor. Businesses may help with cash donations, particularly if you can give them something in return – such as, a certificate of thanks to hang on their wall. If a business gets a lot of requests for fundraising, instead of cash, they might be able to contribute an item for a silent auction. Make a list of businesses to approach in the travel and outdoor/sporting goods industry or those catering to women and girls. Think

of family friends who own businesses who may be willing to help support you or businesses you frequent. Also, consider asking local travel agents to support you by providing free or discounted airfare to your destination. When you visit local businesses:

- Bring a letter that includes your *Elevator Speech*
- Discuss ways the business may be able to support you - go in with ideas to share
- If you collect an item for a silent auction, ensure you record what you have collected
- Always follow-up with a thank you
- Make sure to collect the money/ silent auction items immediately, otherwise you will end up spending lots of time and energy tracking people down

LOCAL MEDIA

No matter where you live – local media love to know about cool things local people are doing. Contact your local paper, radio stations and magazines to see if they can help get the word out about your semester and your fundraising plans. Local newspapers or magazines might write an article about you. A local radio station might help you advertise an upcoming fundraising event. You can send the Press Release from this toolkit to local newspapers, high school newspaper, magazines, and radio stations.

TRAVELING SCHOOL COMMUNITY

Do not be afraid to approach The Traveling School community. Traveling School alumnae, families, staff, and members of the Board of Directors are pulling for you and will be positive contributors to your fundraising efforts. Check in with The Traveling School office to help you connect with TTS alumnae in your area.

Part 7: Fundraising Techniques

CREATE AN ONLINE FUNDRAISING PAGE

Find a crowd-funding source to share your story and collect donations.

- Note that you will be charged credit card fees from every crowd-funding company. It's important that you do your research and understand the hidden fees.
- We recommend you don't use a platform that also charges an additional 'platform fee.' At this point in time, GoFundMe is a good option as it does not have any platform fees.
- Be sure to double check whose name is on the account and who's bank account the money will be sent to. You want to make sure this is all in the student's name. Reach out to the company ahead of time with any questions. Check out these TTS alumnae pages as samples:
 - **Simrill's:** <https://www.gofundme.com/simafricasemester>
 - **Alaina's:** <https://www.gofundme.com/alainamedjotts>

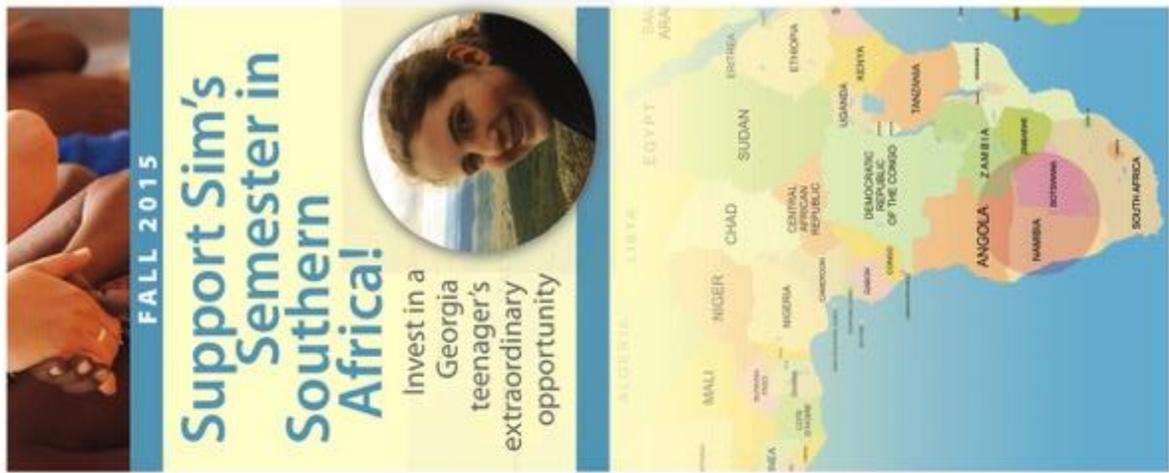
Steps:

1. Pick a crowd-funding site and set up your page
2. Set your fundraising goal
3. Develop your *Elevator Speech* and use it on your page
4. Incorporate pictures
5. Update your page frequently
6. Get people to share your page
7. Come up with creative ways to say thank you

WRITE LETTERS

- **Make a list.** Make a long list of people you know: family; friends; acquaintances; neighbors; co-workers; friends' parents; teachers; your parent's friends; owners of local businesses; friends on your sports teams; people at your church, temple, mosque; people on your parent's holiday card list; your family dentist, doctor, lawyer, accountant, etc.
- **Draft your letter.** Use the computer: you want to have a template of a letter you can personalize, and you will need to print multiple copies. In the letter:
 - Explain The Traveling School, why you want to go, and your fundraising goal
 - Keep your letter short
 - Set a clear deadline
 - Be very clear with how people can donate:
 - Enclose a donation form and consider including a self-addressed, stamped envelope
 - Provide an online link to your crowd-funding site
 - Ask for a specific amount and let folks know you would love it if they could give more
 - Provide a list of costs that your donors can help you cover as a sponsor (see Simrill's brochure as an example)
 - Promise an additional incentive for their contribution – a postcard, a souvenir from overseas, an invitation to a presentation when you return, etc.
- **Follow-up.** You will be surprised at how well letters work, especially when you combine the letters with a follow-up phone call. You can also send out a follow-up email or post/share on social media.

Sample Brochure for Letter Writing Ask



FALL 2015

Support Sim's Semester in Southern Africa!

Invest in a Georgia teenager's extraordinary opportunity

How to give.

ONLINE:
Sim's Semester in Africa
gofundme.com/tkup9sc

BY CHECK:
Checks should be made to
The Traveling School
with memo "Simrill Smith tuition"

MAIL TO:
Sim's Semester in Southern Africa
2042 Desmond Dr
Decatur, GA 30033

BY PHONE:
404.281.4751 (Michelle's cell)

EMAIL CONTACT:
simrill@travelingschool.com

MORE INFORMATION:
travelingschool.com

THANKS FOR YOUR HELP!

"It always seems impossible until it's done."
NELSON MANDELA

Why a semester school?
I was inspired to apply because my cousin attended a semester school and really loved the academic challenge, experiential learning and small community.
To learn more: semesterschools.net



What girls who participated in this program have said:

"The Traveling School inspired and instilled in me a sense of fearlessness and unwavering motivation to go after what I want and to succeed. I was taught and reminded not to be afraid of my power as a young woman and to use it."

"How didn't The Traveling School impact what I'm doing today? I will be moving to Senegal, learning French and Wolof, and working as a rural agriculture volunteer for the Peace Corps. TTS teachers challenged me to think critically, but to balance that with an open mind and a kind heart."

My name is Simrill Smith.



I am 15 and live in Decatur, Georgia. I always strive to challenge myself to go "above and beyond" in school and life. I plan to become an engineer and work on projects in developing countries, so why not go as early as possible?

Next fall, with your help, I will spend fall semester of 10th grade in southern Africa. I am one of 16 girls from around the country accepted into **The Traveling School**, which has the motto, "Changing the world one girl at a time."

We will take accredited classes with four teachers who guide us from the tip of Cape Horn, to the ghostly Skeleton Coast in Namibia, to the massive elephant herds in Botswana's Okavango Delta, to a trip down the Orange River between Namibia and South Africa.

I will get to stay with local families outside of Cape Town, hike Table Mountain, and meet with freedom fighters that helped to bring an end to apartheid. We will rock climb, listen to African drums in ancient villages, and help with service projects.

I need you to help me get there!

There is no way that I could have even dreamed of doing this without having family, friends and a great community that I knew would get behind me. I strongly believe that this challenge could change the way I look at life.

I committed to this adventure by paying the \$1,000 deposit from my own savings.

A foundation is donating at least that much, and I have also applied for financial aid.

Hopefully, you are sooooo inspired that you want to know how you can help! The cost for tuition, travel, and everything is about **\$28,000!** Two-thirds of this is **due by June 30**. Any amount you can donate before I leave August 15 will help me reach my goal!



Please consider helping me out in any of the following areas:

- \$10-\$50 Meals and e-mail fees
- \$25-\$300 Immunizations
- \$75-\$95 Passport
- \$100 Personal spending
- \$350 Textbooks, internet, computer fees
- \$250-\$500 Equipment, gear
- \$2,000 International plane fare
- \$1,000+ Tuition

To sweeten the deal, I'm offering:

- \$100 African fabric
- \$500 3 postcards from Africa
- \$1000 Special souvenir
- \$5000 up Extra special souvenir

Other ways you can help:

- Prayers for safety and health
- Donating frequent flyer miles
- Spreading the word:
facebook.com/simrillacasemester
or
gofundme.com/tkup9sc

Please see back panel for giving instructions!

THROW A PARTY

This can be a great way to kick off your fundraising. Invite people to come to a party at your house or a local gathering place.

- Create an event on Facebook and share with all your friends (in and out of town)
- Send an invitation with details about your event. Evite invitations are free:
<http://www.evite.com/>
 - Include information about your upcoming semester and an enclosed envelope for a donation for those who are out of town or cannot make the event
- Before the party, make reminder calls, texts or posts on social media
- Plan for no more than two hours
 - Start with about 15-30 minutes for folks to mingle
 - Give a short presentation (*your Elevator Speech*)
 - End with an “ask” for people to get involved by contributing and writing a check to help sponsor your semester
 - Leave time for questions and conversation

Ways to GO BIGGER with your party:

Include a silent auction: Our students have found you can put together a successful silent auction without a ton of work. When you can gather donated items from local businesses and friends, everyone leaves your fundraiser happy – you will make money because of your efforts and bidders leave with a gift in return for supporting you. Students have made over \$500 on this event depending on the items for auction.

- Ask: local restaurants for gift certificates, movie theaters for tickets, golf courses for tee times, salons for pedicures, etc.
- Silent Auctions work best at community centers or a place with a lot of tables
- Set up tables with the items donated and a sheet for each item (see template included in this toolkit)
- Try combining this event with music, food, or a game to give people time to bid for items
- During the event, share your *Elevator Speech* to encourage people to bid higher and set a time to “close” the bidding

Group meal: Depending on where you live, having a group dinner where you sell a plate *and share your Traveling School aspirations* can be very successful.

- Find a venue to host the get-together
 - Local restaurant owners may be willing to give you a percentage of the money brought in (minus their expenses) for your fundraising efforts
- Potlucks, BBQs, and pancake breakfasts are inexpensive to host
- Feature International/regional cuisine: create a South American or African menu

- Give your *Elevator Speech* between courses
- Market your event on social media and flyers around town. See sample below:

You can help make a dream come true!



OCT 24 Dinner! A South American Feast
 Sat 5:30 PM · The Livingston Food Resource Ce...
 6 people interested · 19 people going

★ Interested

Details

A South American Feast:
 Three Countries=Three Courses
 A Benefit Dinner to raise funds for tuition and expenses for Livingston high school students:
 Isabel Davis & Kate Helin-Burnett in their quest to attend The Traveling School spring semester 2016

Tickets are \$25--- confirm a reservation by 10/23, please!
 Silent auction
 Cash bar
 All donations support students

For more info on the program: travelingschool.com

MAKE or SELL SOMETHING

Students have been successful creating items to sell in their communities, farmer’s markets, and schools. Past students have handcrafted jewelry and greeting cards, roasted coffee, and commissioned artwork to sell. They have also taught music lessons, performed concerts, mowed lawns, washed windows and more.

- Malia baked homemade pies to sell prior to Thanksgiving and Christmas
- Kathryn offered babysitting service for all the parents of her swim team during the holidays. She reserved the community center, asked her friends to help supervise, rented a holiday video, and played games while the parents had a night off to go Christmas shopping together
- Liz mowed grass, ran errands, house and dog sat, and did chores for her family, friends and neighbors. See her sign on the right

Babysitting, Errands, House-Sitting, Dog Walking

Hi! My name is XXX. I live in XXX and I'm going into my junior year at XXX High School. I was recently accepted into a program called The Traveling School. This coming Fall I will be traveling and studying abroad in South Africa, Namibia, Botswana, and Zambia. I am working this summer in order to raise money for my tuition. I am able drive kids to day camps, take them out for ice cream or to the beach club, to the zoo, run errands, grocery shop, house-sit, dog walk, etc. If you need a regular nanny for the weekdays, I am available. I have access to Volvo station wagon for driving.

My rate is 10 dollars/hour plus reimbursements for kids' food or activities that I pay for and gas if I will be driving far away.

FIRST & LAST NAME
Babysitting, Errand Running, Odd Jobs
PHONE NUMBER EMAIL ADDRESS
FIRST & LAST NAME
Babysitting, Errand Running, Odd Jobs
PHONE NUMBER EMAIL ADDRESS
FIRST & LAST NAME
Babysitting, Errand Running, Odd Jobs
PHONE NUMBER EMAIL ADDRESS
FIRST & LAST NAME
Babysitting, Errand Running, Odd Jobs
PHONE NUMBER EMAIL ADDRESS

- Kira designed and painted five pieces of artwork that she turned into cards. She gave the cards as thanks yous and also sold them to raise money. See her sample cards below:



- Katie designed a logo she printed on t-shirts, created tattoos, & used as her *Save the Date* card for fundraising events. See below:



Ask local business for help.

Students have partnered with local artists, businesses, and small manufacturers to raise money.

- Chloe and her sister Ruby partnered with a local hat company run who donated the proceeds of a hat designed for them – Hats with a Cause. See link below:
<https://www.sauceactive.com/shop/sauce-with-a-cause/>



Where do I sell my merchandise?

- Sell online via your Facebook page
- Send items to The Traveling School office
- Set up a table: at malls, farmer's markets, grocery stores, college campuses, high school lunchrooms, churches, high-traffic stores, etc.

How can I creatively market/display my products?

- Create brochures and flyers as a way to share your message: explain why it is important for you to go on your semester. Consider using maps/country flags from the region to keep with your theme. See Isabel's creative coffee labels on the right:



ORGANIZE A GARAGE SALE

Garage sales work well. People can help you out knowing their old stuff will be reused. You can make a couple hundred dollars in one day by holding a neighborhood garage sale.

- Pool your resources: convince your supporters to scavenge their closets, attics and garages for unwanted household items
- Locate a high traffic location, such as a school or church parking lot
- Advertise: put up signs around town, share on social media and in the local newspaper
- Have a good mix of items: popular items include furniture, tools, clothing, and toys
- Get friends and family to help
- Start early in the morning
- Make sure all your customers understand why you are raising money
- Provide a jar for donations and pledge forms

APPLY FOR GRANTS OR SCHOLARSHIPS

Some foundations give grants or scholarships to individuals for international travel and educational purposes. These have a variety of application processes and may take some research to find one (or several) that fit you. Ask the counseling office in your home high school for additional local, regional and national resources.

Examples of Scholarships/Resources

- Kid for the Wild Scholarship:
http://walkinjim.com/index.php?pr=About_Kid_for_the_Wild_Scholarship
- Studyabroad.com: <https://www.studyabroad.com/>

ORGANIZE HIKE-A-THON (SKI, SWIM, DANCE)

This is an easy event that you can replicate anywhere. Using the appendices in this toolkit, create your own day and itinerary to hike. Then, gather pledges of an amount for each mile you hike. Some students have hiked anywhere from 6-10 miles in a day. The amount you raise depends on the number of sponsors you gather. If you get 50 people to sponsor you for \$2 mile and you hike 10 miles, you will raise \$1,000. Students usually raise between \$700 - \$1,000 with a hike-a-thon. If you would rather organize a swim/ski/dance/ _____ (fill in the blank) -a-thon, you can easily do so. All you need to do is determine how you will measure your activity – is it distance (laps, vertical feet, kilometers), hours of sustained activity, or some other measure.

NOT EVERYONE CAN GIVE MONEY

If people cannot pledge financial support, ask them for other encouragement. Can they cook something for a potluck or bake sale? Do they have frequent flyer miles to cover your airfare? Do they have outdoor gear you can borrow for the semester? Can they tell their friends and family about your fundraising efforts? Can they volunteer at one of your events (garage sale, house party, silent auction)? Can they hike or dance if you are planning a hike-a-thon or dance-a-thon? If nothing else, ask for their moral support and any contribution of ideas toward your fundraising effort.

Part 8: Traveling School Style Guidelines

The Traveling School Logo

- You are welcome to use The Traveling School logo in web and print fundraising. Logos are attached to this fundraising toolkit.
- **Anytime you use The Traveling School logo – you need to include the mission and the website somewhere on the same brochure/site.** *See below for both of those.*
- Other logo uses: if you want to use the logo for merchandise printing, you need to contact the home office first. Ex. Printing the logo on t-shirts, other clothing, water bottles, etc. Contact info@travelingschool.com to inquire about merchandising use of logo and any other questions related to use of the TTS logo.

The Traveling School Mission, Vision, Tagline

- Always include The Traveling School mission in any print/web fundraising. You may only use The Traveling School mission/vision/tagline in fundraising related to your semester (not any other use outside of The Traveling School).
 - **MISSION:** The Traveling School empowers young women academically, physically, and culturally through an experiential overseas high school semester.
 - **VISION:** The Traveling School cultivates engagement, leadership, and confidence in young women.
 - **TAGLINE:** Changing the world, one girl at a time.

The Traveling School Website

- Always include The Traveling School website in your print/web fundraising. This provides your donors a chance to find out more information about the school.
- **WEBSITE:** www.travelingschool.com

Social Media Channels

- Follow/Like us on our social media channels
- Feel free to tag our social media channels in your online fundraising
 - Facebook: <https://www.facebook.com/thetravelingschool>
 - Instagram: <https://www.instagram.com/thetravelingschool/>
 - Twitter: <https://twitter.com/thetravelschool>
 - YouTube: <https://www.youtube.com/channel/UCPH74J2aBqLfERAgWmazScQ>

DISCLAIMER:

- The Traveling School reserves the right to request any reference to our organization removed from any use that is not in alignment with the mission and values of our organization. References could include: name, logo, website, mission, vision, tagline, social media channels, etc.
- The Traveling School reserves the right to report abuse of social media mentioning The Traveling School.
- If you have questions about the following – ask before you act: info@travelingschool.com or 406.586.3096

Part 9: Samples

Below are links to a variety of samples for you to gain inspiration from.

Fundraising Plan Excel Document *Use this as your fundraising plan template you will submit to The Traveling School:* <http://bit.ly/TTSFundraisingPlanTemplate>

Sample donation form: <http://bit.ly/2Nsoe7F>

Sample silent auction bid sheet: <http://bit.ly/2xL2BF9>

Sample fundraising letter: <http://bit.ly/2NVwn40>

Sample pledge sheet for “A-Thons”: <http://bit.ly/2NuoWRI>

Press release for Fall Semester: <http://bit.ly/2NuD0uz>

Press release for Spring Semester: <http://bit.ly/2xrUApc>

Traveling School Logo: <http://bit.ly/2MSbSAu>