

# Shad Fundraising Tips

Welcome to Shad! We're so happy that you've been accepted. This year was the most competitive in Shad's 39-year history. You can be very proud of your accomplishments.

This piece will connect you with fundraising ideas and methods which have helped other Shad Fellows in the past. Fundraising doesn't have to be a daunting task and doing it successfully is not an exact science. In most cases, success is equal to how much effort and determination you put into it.

What is absolutely crucial is support from family, friends, and people who can contribute their time, advice, skills, and ideas. Think of them as partners in your fundraising efforts.

## Getting Started

You already know how much your Shad experience will cost. Now you need to determine how much money you will need to raise, how you are going to do it, and how you will keep track of it all!

Sit down to review your resources and assess what money you already have including personal savings, contributions from parents/family/legal guardians, and any bursaries Shad offered you.

Once you know how much you already have, it's easy to determine what you will need to raise. We strongly recommend involving your parents/guardians in this process.

### Who to ask:

Here are some ideas to get you started – you'll likely think of other possibilities as well!

- Family (parents, grandparents, aunts, uncles, cousins)
- Friends, parents of friends, and neighbours
- Organizations (athletic clubs/teams, Scouts/Guides, musical affiliations, places where you volunteer)
- Educational community (Board of Education, principal, teachers, classmates)
- Religious community (religious leader, congregation)
- Work contacts (supervisor, coworkers)
- Businesses (local merchants, banks, supermarkets, law firms, realty firms, insurance companies, auto dealers)
- Organizations (Rotary Clubs, Lions Clubs, Kiwanis Clubs, Optimists Clubs, Civitan Clubs, school board, your school)



## Making Contact:

1. Rehearse your “ask”. You should be very comfortable with approaching people and your case. Be able to explain why they should support you. To help, try practicing answering these questions:
  - Why you applied to Shad
  - How you felt when you were accepted
  - What you hope to learn at Shad
  - How you believe Shad will support your future
  - How you'll be able to make an even stronger contribution in your community as a result of Shad
2. Research Shad. You may need to answer a number of questions about the program, and you should be as prepared as possible.
3. Prepare a letter requesting a donation. You can leave this behind as a reminder and it can be used when you are unable to speak to someone in person, or you can mail it. (Note: the best way to contact people is always face-to-face.)
4. Be presentable. It is important you make a good impression.
5. Follow up! If you have not heard back within a week (9 times out of 10 they won't call you), call to see if there has been any progress. Follow up a mailed letter with a phone call asking if you can come in to meet them in person.

We respectfully request that you check with us first before connecting with Shad's donors. In most cases, they can only flow funds to a registered charity like Shad (not to an individual). We can likely save you some time!

## Tips and Tricks

1. Keep track of the money you raise: You should always be aware of how much money you've raised and where the money came from. Remember that you are now responsible for every penny of the raised funds.
2. Have fun: Raising the money will be hard work but it should also be fun. You should feel good about what you are doing and be proud of your efforts.
3. Be brave and bold: Asking for financial contributions can be intimidating and difficult. Practice your ask and make sure you are comfortable with your message.
4. Help comes in many forms: Not everyone you approach will be willing or able to donate, but they may be willing to help in other ways.
5. Believe in what you are doing: This is perhaps the most important tip. If you do not believe in what you are doing, how are you going to convince others?
6. Keep motivated: Fundraising is hard work and there will be bumps along the way. It is important to always keep your goal in mind. Remembering why you are doing this work will help you stay focused and motivated!

