



Fundraising Toolkit



Welcome

Welcome and congratulations on being accepted for a Nationally-Sponsored Trip (NST)!

Now that the application process is behind you, it's time to start planning and preparing for your trip. We know that you have a lot to think about with this trip ahead of you, and how to pay for it is a big part of that. That's why we've created this fundraising toolkit to support you. We encourage you to take your time going through these pages and take advantage of the templates and resources provided. We hope that experience you gain through fundraising helps you to prepare not only for your trip, but also for your future!

**Happy fundraising,
NST team**



TEMPLATE: Fundraising calculator

The best place to start is by understanding your fundraising target. This is the amount that you hope you fundraise. You can use this template to help you identify your target. There are examples below and a spot for you to add it your own values.

e.g. \$ 5000	• Total trip cost	\$
e.g. -\$2,500	• Minus 50% paid by GGC	\$
e.g. -\$500	<ul style="list-style-type: none"> • Minus 10% of the total trip costs to be paid out of pocket • <u>Note</u>: Exemptions are possible if there is financial need. Talk to your province if this applies to you. • This is the amount eligible for fundraising 	\$
e.g. -\$500	• Minus the sum received as a gift/contribution/bursary for this trip	\$
e.g. -\$300	• Minus the sum already saved that you will be using towards your trip	\$
e.g. -\$200	• Minus the sum that you plan on earning between now and the trip	\$
<hr/>		
e.g. \$1,000	• Equals your fundraising target	\$

Check this number twice! The last thing you want is to work towards the wrong target because of a small typo.

It's important to note that there will be some other incidental fees, such as souvenirs, vaccines, and spending money. GGC policy states that you are not permitted to fundraise for this portion, so make sure you plan includes some money set aside to cover these costs.





Goal Setting

Before you develop your fundraising plan, it's a good idea to set some goals for yourself. Of course, the biggest piece may be how much you hope to fundraise, but it never hurts to set some 'soft' goals as well, such as skills that you would like to practice or develop in the process. Maybe you can use this experience to build out your network; or Maybe you've always wanted to learn how to create a webpage¹. This might be just the perfect opportunity. Whatever you decide, you can come back to these goals as often as you like to update and re-evaluate them.

Knowing what your goals are will help you decide which activities you want to include in the My fundraising plan template.

Some personal goals I'd like to accomplish during this process include:

1. _____
2. _____
3. _____
4. _____
5. _____



¹ Online sale of Girl Guide cookies is not permitted.





Creating a plan

It's always important to start with a plan! Now that you have identified your fundraising target, take some time to consider what you want your personal fundraising plan to include. This should not only include how much you wish to fundraise, but also how you plan to do so. Below are some prompts to help you answer this second question.

("What") Consider fundraising options – what works best for you?

In this toolkit, you will find several ideas for fundraising campaigns. Of course, these only represent the beginning. We encourage you to get creative! When deciding which fundraising activities to get involved in, reflect on the questions below:



What fundraising have you done in the past? What did you enjoy? What did you dislike? What worked well? What didn't?



What fundraising have you seen others do that was effective? Might they be willing to help you?



What types of fundraising campaigns have you wanted to try but haven't had the opportunity? This is it!





("Who," "Where," and "When")

Now that you've thought about what sort of fundraising activities you'd like to do, it's time to paint the bigger picture.



("Who") Consider who can help you with different initiatives. Maybe you have a friend whose family owns a store. Will they let you sell some of your cookies there? Is there someone successful who you admire, and may be able to give you some guidance?



("Who") Who will your customers be? Whether they're neighbours to whom you plan to sell your cookies, your classmates or your unit, consider who you will be approaching with your various fundraising activities.



("Where") Where do you think your activities will have the most impact? Will there be a safe space to conduct your activities? Your school, unit and local community centres are great places to start.





(“When”) When is the best time to fundraise? Likely, it will depend on the sort of fundraising you do. Some things, such as offering your services for small jobs, can be done as needed and on an ongoing basis. If you plan to host a sale, however, you will need to think carefully about the best time and place to do so. Maybe there is an upcoming holiday or special day that you could leverage (i.e. selling homemade valentine’s day cards)

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(“When”) When do you need to complete your fundraising? You probably don’t want to be worrying about it in the days leading up to your travel or during exams. It’s often best to get started early so that you don’t feel rushed near the end. Whatever your schedule is, setting some clear timelines around your plan will help you to stay on track.





Fundraising activity options

Here you will find a list of GGC-approved activities for fundraising. Please note that this is by no means an exhaustive list. We encourage you to be creative in your fundraising!

Important: Before you begin

If you are unsure whether an activity you'd like to do would be appropriate, please refer to the [Fundraising Procedures & Guidelines](#) document and [GGC's Fundraising Policy](#). Alternatively, you can also speak with your unit Guider or NST Guider.

Remember that all fundraising plans need to first be approved by your provincial council by submitting an FR.1.

Financial support

Before you begin any other activity, it is a good idea to check with your local councils on whether they offer financial support or bursaries for travel.

Cookie sales

Cookies! The first word many people think about when they hear 'Girl Guides'. We encourage you to discuss your cookie selling goals with your unit leader so that you can order the appropriate amount of cases. Cookie sales could be door-to-door, through social media, setting up tables at local establishments or even working with companies to sell large-scale quantities. The world is your oyster! Or, shall we say, cookie box?

Buy low/sell high

Do you think you could turn a quick profit? Do you have access to popular consumer goods at a discount or bulk rate? If you think that you can purchase something and sell it within your networks for a higher price, sales could be your calling. Maybe you are buying snack packs at Costco to sell at your school in the morning (just ensure you get approval). Maybe your friend has an online store and will give you a deal on merchandise that you can sell through your networks. So long as the goods sold are approved by your council, you are free to sell whatever you'd like.

Small jobs

If you are looking for a more active way to earn money, you can think about performing small jobs in your community. Perhaps you'd like to sweat for those funds while mowing your neighbours' lawns, painting some houses or helping with other tasks. Baby-sitting, dog-walking or house-cleaning might also be up your alley. If you are looking for small jobs like this, you could approach your neighbours or distribute flyers, telling them about your trip and letting them know that you are looking for some work. You may wish to establish a set or hourly fee for various tasks at the beginning, so that people know what your expectations are. Other GGC-approved small jobs include coat check, delivering flyers, or organizing a bottle drive.





Actual jobs

While not considered a traditional 'fundraising' activity, if you already have a part-time job, or are looking to get one, this might be the best way for you to raise money for your trip. Talk to your boss about taking on some extra hours. Depending on where you work, they may even allow you to display some cookies for sale while you are on your shift!

Use your skills and talents

Are you a talented singer? Maybe you love knitting! If you have a strong skill or talent that you'd like to showcase, this is a great opportunity to do so. After all, it's for a good cause, travel! You might want to ask someone you trust for advice on how to market your goods or services. You never know what sort of reception you will get until you try. Who knows? Maybe this is your calling!

Hosting sales

Craft sales, garage sales, pizza lunches... you name it! Decide what you'd like to sell and then find the right market for it. Will your school help you coordinate a craft sale? Could you arrange to sell refreshments during a local hockey or basketball game? Think about places where there will already be plenty of people so that you will have the best opportunity for sales. And don't forget about services – like a car wash!

Host an event

Can you think of an event that people would pay an admission fee to attend? Maybe you can convince some talented friends, or local artists, to do a performance. Ensure you have a space where you can host this event before you begin to sell tickets. Bonus if you can also sell snacks, like GGC cookies, and refreshments to attendees.

Create an online page

This can be as simple as setting up a [Fundscrip](#) page, that you share through your social media networks, or it can be more complex. You can try promoting some of the other fundraising activities that you are interested in¹. If you were already planning to knit scarves to raise money, why not sell them through an existing online network, like Etsy? This way, you can send the link through your social media accounts, and encourage your friends, and friends-of-friends, to do the same! (Note that some of these platforms have age restrictions, so you may need to get the help of a parent.)

Requesting in-kind contributions²

While GGC policy states that you cannot solicit money from an organization, you can request contributions in-kind. This is a contribution of goods or services that you can then use to create profit. You may request gift certificates from local establishments, services such as providing entertainment, a venue for a fundraising event, or tangible goods, like clothing and jewelry. Try to make it a win-win for the people/companies you are approaching. If there is a new salon that could benefit from some publicity, they may be happy for you to promote them through your networks by selling a voucher. In-kind items can be sold in many of the ways that we described above, such as online, at an in-person sale, or even through a raffle or auction. If you choose to do an in-person raffle or auction, it might be a good idea to see what local events you could partner with.

¹ GoFundMe pages are not permitted.

² Donations of products or services, from a corporation and/or organization that are over \$1000 in value must be reviewed by the Provincial Commissioner and sent to the national office for approval by Sue Sheridan (sheridans@girlguides.ca), Fund Development Specialist.





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Recognizing your Supporters

It is always encouraged to follow up with your supporters to thank them and tell them about the impact their contribution had. A thank-you card or small gift (Girl Guide cookies, anyone?) go a long way, and might help you get funding again in the future.



TEMPLATE: My fundraising plan

Deciding which fundraising activities to take on (the “what” from the previous section) can be a fun planning process. This will also help you narrow down the scope of your fundraising. Below, we have provided an example of a fundraising plan and, on the next page, blank templates for you to create your own. You may wish to engage in several different activities, so feel free to make duplicates of this template! Just be mindful of your resources, such as time, support, and energy, so that you don’t end up overwhelmed with too many activities.

Example:

Fundraising activity: Craft sale

- ★ I have chosen this activity because: I love making crafts, so it will be fun
- ★ Where will this activity happen? At my school, over lunch
- ★ When will this activity take place? Valentine’s Day, because it will be more popular than a regular day and I can make themed gifts and cards.
- ★ Who needs to be contacted for me to arrange this? I’ll need to coordinate with my school and spread the word amongst my classmates. I will also let my mom and close friends know so they can help me prepare the night before.
- ★ What resources will I need for this to take place? Craft supplies, a table and chairs, a cash box with a float (small amount of money inside) for providing change
- ★ What is my fundraising target for this activity? \$100
- ★ Does this goal feel realistic? I think this is realistic if my friends agree to help me. Creating different crafts will be fun. I will charge \$3 per item. I imagine I can sell at least 50 things and will pay no more than \$50 for supplies. If it’s a success, I will try to do another one for St. Patrick’s Day (Shamrock keychains!)





Fundraising activity:

I have chosen this activity because:

Where will this activity happen?

When will this activity take place?

Who needs to be contacted for me to arrange this?

What resources will I need for this to take place?

What is my fundraising target for this activity?

Does this goal feel realistic?

Fundraising activity:

I have chosen this activity because:

Where will this activity happen?

When will this activity take place?

Who needs to be contacted for me to arrange this?

What resources will I need for this to take place?

What is my fundraising target for this activity?

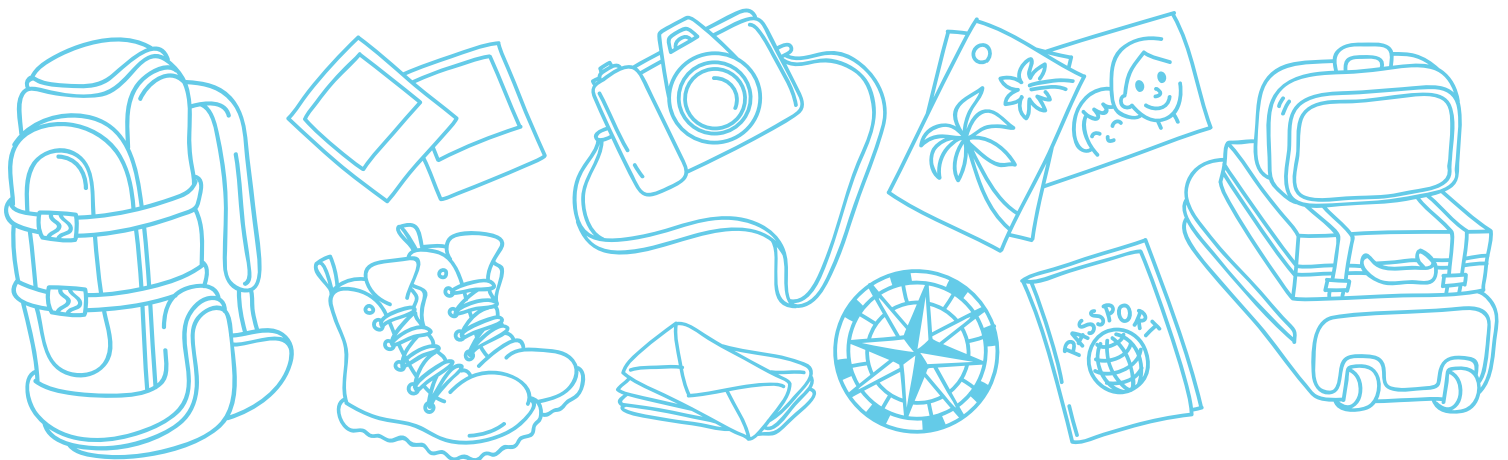
Does this goal feel realistic?





Once you've made your plan

- ★ Tap into your support network. Let your friends and family know about your plan so they can help you execute it, as well as share their advice and encouragement.
- ★ It's time to start thinking about your approach. You may want to practice a script in advance, so that you feel prepared when you approach people. Remember to always explain why you are asking for their support and highlight the impact that it will have. Underlining positive aspects of your trip (leadership development, service project component, skill building, etc.) will make people more interested and more likely to contribute. It might be helpful for you to create an ice breaker or draw a personal connection (ex. "I understand that your daughter is in Sparks. I'm also a member of Girl Guides! Did you know that they offer Nationally-Sponsored Trips to Pathfinder and Ranger-aged girls?"). And, of course, good manners and a warm smile go a long way!
- ★ Prepare for questions that you might get asked during your fundraising activities. If you don't know the answer on the spot, you can collect contact information and follow up with the individual afterward.
- ★ Be prepared for people to say 'no'. Not everyone is able to support your fundraising efforts, and that's okay. Consider whether the person is saying 'no' to supporting you, or 'no' to the particular request. For example, maybe a company is unable to make a financial contribution for your trip, but they may have some merchandise that they could donate for a raffle.





Once you've made your plan

Once you've begun fundraising, be sure to keep track of your efforts! Log your progress in the fundraising chart that we have included in this toolkit.

1. Activity completed _____
Date completed _____
Funds raised _____
Funds remaining _____

Reflection

- ★ What worked well in this activity? _____
- ★ What could be improved for next time? _____

2. Activity completed _____
Date completed _____
Funds raised _____
Funds remaining _____

Reflection

- ★ What worked well in this activity? _____
- ★ What could be improved for next time? _____

3. Activity completed _____
Date completed _____
Funds raised _____
Funds remaining _____

Reflection

- ★ What worked well in this activity? _____
- ★ What could be improved for next time? _____

Tip: If you haven't already, connect with your travel group on what has been working for them. Maybe they have some tips to share or are looking for people to work together with.





Once you've finished:

Celebrate your successes!

- o Share your success with your support network, highlighting where they helped you to reach your goals. Reward yourself with a treat, like your favourite dessert, and take a moment to be proud of your accomplishments. You deserve it!

Share your story!

- o Did you achieve your targets?
- o Is there anything you wouldn't recommend or information that might have been helpful to you in advance?
- o What were your soft goals, and did you achieve them?
- o Did you learn anything new about yourself in this process?
- o GGC would love to hear about your experience. Let us know what worked well for you by contacting nationaltravel@girlguides.ca
- o Sharing your story is a great way to help us know how we can support you better and help future NST girls achieve their fundraising targets.

