



FUNDRAISING GUIDE

A GUIDE FOR YOU TO REACH YOUR GOALS & MAKE AN IMPACT WITH US!



*a proud program of the 501c3 non-profit Global Brigades
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**18+ YEARS OF EMPOWERING
SCHOOL GROUPS TO IMPROVE
HEALTH AND EDUCATION
OUTCOMES ABROAD!**



THANK YOU!

Thank you for joining Squads Abroad and make an impact with us.

Volunteers like you provide much needed support to our initiatives and projects to empower communities around the world. As a volunteer, you can help ensure the smooth running of your chosen project, share your skills and add an extra pair of hands! Your contributions through fundraising will help us to continue our work, supporting those most in need.

We understand if fundraising sounds like an intimidating challenge, but it is a journey that you don't have to embark on alone. Not only do you have our support, but fundraising also presents a wonderful opportunity to connect with your friends, family, and even meet new people along the way.

This guide serves as a starting point, providing a wealth of tips, tricks, and examples of what you can accomplish. Take your time to read through it, select any strategies that resonate with you, and feel free to refer back to it whenever you need. If you have any questions, don't hesitate to reach out to us. We are here for you and thrilled to have you on our team!

CONTENTS:

- [Tips for success](#)
- [Important considerations](#)
- [How to organize your fundraiser](#)
- [Our top fundraising ideas](#)
- [Helpful resources](#)

Some Statistics

+ 91,110
Volunteers



1,588,535
Patient Consultations



51,115
People with Access to
Clean Water



\$ 5,983,913
Invested in Businesses &
Community Banks



TIPS FOR SUCCESS



1 - SET YOUR GOAL: Know how much money you need to raise. Determine how many people you'll need to ask to make your goal feasible. For example, if your goal is \$1,000, you will ask 10 people for \$100 or 100 people for 10? By understanding your strategy, you can figure out how the time you need to make your goal a reality! Don't be afraid to ask for stretch amounts; you are playing an important role in communities abroad!

2 - IDENTIFY YOUR ALLIES: Involve adults and friends! Give trusted grown-ups some of your business cards to pass out at work or friends. Be sure to ask them to forward all donation-related emails to you. Some employers offer matching gifts, meaning that they will double (or sometimes triple) the donation made on your behalf. Ask your relatives to help you make your dreams a reality by inquiring at their place of employment about Gift Matching or sharing your Fundraising page.

3 - BE CREATIVE ON SOCIAL MEDIA: Use social media as a marketing tool; get people's attention and generate buzz! Use Instagram, Twitter or Facebook as a way to speak directly to the public about what you're trying to achieve. As always, include a link to your MyBrigades fundraising page.

4 - SPREAD THE WORD: Use the local newspaper and send them a brief blurb about your plans to travel with Squads Abroad to volunteer. Speak out at assemblies, spread the word in your sports/art/church group, and share your enthusiasm about going on a Squad.

5 - GET EMPOWERED: By communicating to others (social media, assemblies, etc), remember why you are doing this, people can get inspired by your enthusiasm and commitment to supporting our mission. Get empowered in knowledge about who we are and what we do, and how your support helps us thrive and achieve sustainable impact in our partner countries.



IMPORTANT CONSIDERATIONS

CHECK - IN WITH YOUR SCHOOL

With the lead of your teacher, check-in with your school for permissions and support to your initiatives. The money you raise through your personal fundraising page on our website, will come straight to us. Any money raised offline should be submitted through our donation platform or by check



DO YOUR RESEARCH

Check local regulations for bigger events. Depending on where you are, you may need a licence for certain activities in public/private places



CONTACT US

Email your Program Associate if you ever need support with your fundraising activities with letters, administrative information, marketing materials, etc



HOW TO ORGANIZE A FUNDRAISER

1

DETERMINE YOUR FUNDRAISING GOALS

Setting realistic goals ensure you can track and measure your fundraising success. It's important to quantify exactly how much revenue you want to bring in.

2

DECIDE ON A FUNDRAISING ACTIVITY / EVENT

Work out what you want to do to raise money. It might be an individual activity, participation in an organised event. It's important that you understand both your donors and your fundraising goals: How do your supporters prefer to get involved? Where do your donors live?

3

GET ORGANIZED + CREATE A TEAM, INCLUDE BUDGET

Determine who'll be in charge of the different components of your fundraising event: sponsorships, marketing, venue settlement, event follow up, etc. Do not forget that you'll have to invest some of your own capital in order to make the event happen.

4

SPREAD THE WORD + SHARE YOUR FUNDRAISING PAGE

Promote your event to friends, community, and on social media with the fundraising page link. Utilize email, face-to-face communication, and local newspaper ads for wider reach and personal engagement.

5

PREPARE FOR THE BIG DAY

Consider conducting a practice run with your team to ensure that your fundraising event proceeds smoothly. This way, all participants can gain confidence in the event's execution, and any potential challenges can be addressed in advance of the main day.

6

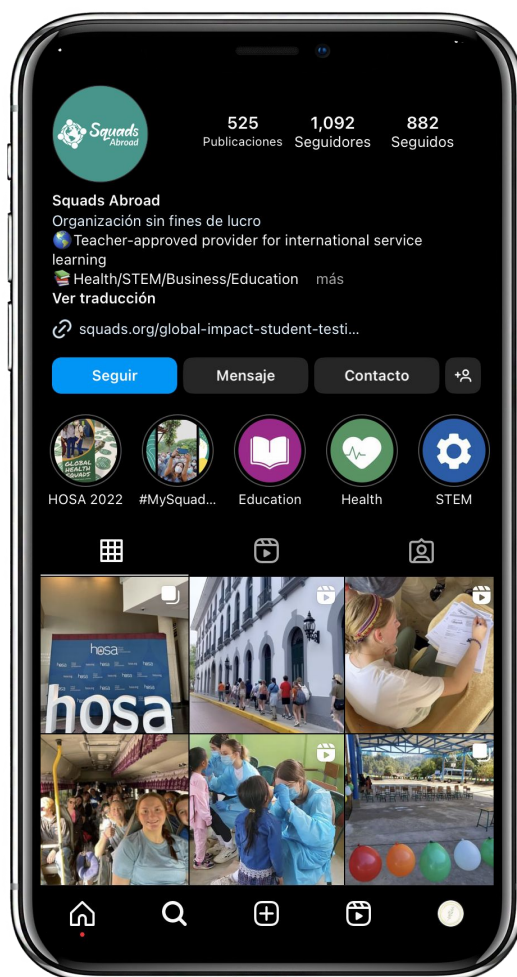
HAVE FUN AND SAY THANK YOU!

Show your donors your excitement by sharing the remarkable success of your FUNdraising event. Highlight the event on online platforms, inform them of the total amount raised, and express heartfelt gratitude to all contributors with a well-deserved THANK YOU.

FUNDRAISING IDEAS

SOCIAL MEDIA

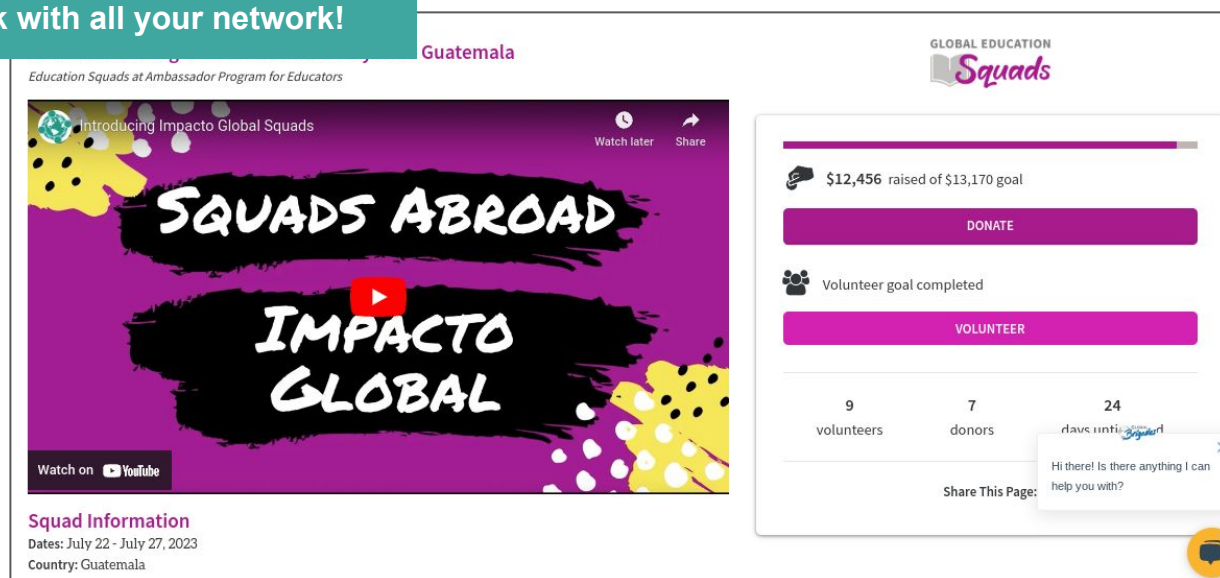
- Share your MyBrigades page on Facebook, Instagram, Snapchat, etc. so that friends and family can donate
- Send emails (template on next page) with a link to your MyBrigades page to immediate and extended family, friends, neighbors, highschool teachers, advisors, your church, mosque, temple, etc
- Inform your potential donors! Let everyone know what you are fundraising for and share your passion for the organization
- **Engage with Squads Abroad social media accounts. Make sure to share interesting posts from your social media accounts and the official Squads Abroad accounts!**
- Share your story after your Squad so your donors can see what their funds went towards!



Tag us and interact with us through our official social media accounts @squad sbaroad



A unique Fundraising page will be created for your Squad, share the link with all your network!



Dear [Name of Prospective Donor],

<Begin with a warm and friendly opening to this specific donor so that it will not read like a impersonal letter >

I'm writing because I need support and I hope can count on you! This (insert month/season) I will be traveling to (insert country) with my (insert name of school) group to volunteer in an underserved school. Our team will be working on small infrastructure projects, educational workshops, and cross cultural exchanges with students at the school. In addition we'll be learning about the local culture by engaging in cultural activities each afternoon.

Our team is fundraising over the next month to help cover the project and program costs. 100% of your donations will go toward our Squad group, so please donate to show your support and empower me to participate in this important program. Donations are 100% Tax Deductible and many employers will even match your gift!!

We need to raise _____ by _____ so please visit <insert hyperlink to MyBrigades page> while this email is still open! Thank you!

Also, attached is more information about the community we are working in. (attach community/school profile if available)

Thank you so much in advance for your generous support; I cannot wait to share my experiences with you!

Sincerely,
[insert your name]

P.S Please share this email with friends and family who might want to help me accomplish my goal and help me make a difference for the the people of (insert country). Every gift can go so far and make such a difference!

PRO TIP: Remember to follow up with a phone call 3-4 days after to confirm receipt of your email and share your enthusiasm and gratitude.

FUNDRAISING IDEAS

CORPORATE MATCHING GIFT PROGRAMS

- Companies with Gift Matching Programs will match the donations their employees make to nonprofit organizations.
- Thousands of companies offer these programs. In fact 65% of Fortune 500 companies have matching gift programs. Typically, a corporation will promise to match on a dollar ratio. For example, if an employee donates \$500 to Squads Abroad, the company would also donate \$500, effectively doubling the donation.

Squads Abroad has partnered with [360MatchPro](#), an organization specializing in matching donation support.

- Utilize your network. Reach out to friends, family, and others and ask them if their workplace offers matching donations
- Search for applicable companies. When donating to US groups on the Global Brigades website, donors can use the "Employer Matching" search tool during checkout to see whether their employer is in 360MatchPro's database of companies
- Make a donation and complete the matching donation submission information. After the donor makes their donation, a web page will appear showing the donor the information they will need to complete their matching donation submission with their company
- Follow-up. After a donor makes a donation and submits for a matching donation, follow-up with the donor/employer to see if there are additional steps they may need to take



FUNDRAISING IDEAS

DONEGOOD FUNDRAISING

- DoneGood will donate 20% of any purchase (including taxes & shipping) made during your fundraising period directly to Squads Abroad to apply towards your group's fundraising goal
- Each Squad is provided a unique code that must be applied to the cart at checkout, in order for donations to be counted
- The Squad will be provided a landing page and URL that can be shared with the students family and community and help track fundraising progress

To get started, complete [this](#) form to request a code and landing page for your Squad!



DoneGood

Use your purchasing power for good

FUNDRAISING IDEAS

SALES

It's always worth the effort of connecting with local businesses and share your story to get sponsors for in-kind donations you can sell and fundraise.

FOOD: A WAY TO GET TO PEOPLE'S HEART ♥

Food sells are always a great way to fundraise money. Here are some ideas of food you can sell:

- Brownies
- Popcorn
- Cupcakes
- Cookies, rice krispies
- Pizza
- A typical dish of the country you are visiting
- Coffee from your destination



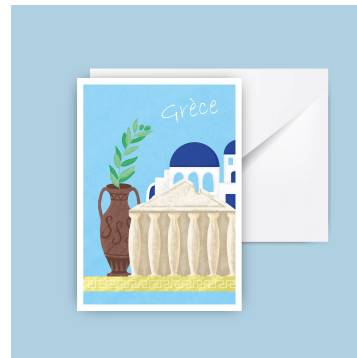
Orejitas are a classic in Panama



Atol de Elote in Guatemala

SWAG SALES

- T shirts
- Stickers
- Keychains
- Postcards signed with thank you notes (you can use photos from the country you'll visit!)



The Quetzal is the national bird and currency in Guatemala!

FUNDRAISING IDEAS

PENNY WAR

- Declare a competition amongst sections of a class or among volunteers
- Decorate and set up your containers in an accessible location. Could be jars, water bottles, milk jugs, food cartons, etc.
- Promote your event: create flyers or posters



BOTTLE DRIVE

- After a school event/ concert / stadium clean up - collect plastic bottles
- Do your research beforehand on where is the closest place to sell your bottles and how many bottles you need to reach your goal



RAFFLES

- Get a prize, could be a mystery box, food basket, etc.
- Set a price for your raffle tickets (\$3, \$5, or \$7)
- Offer bundles for even more sales (3 tickets for \$7 or 10 for \$10 etc.)
- Sell! around school, to volunteers' family and friends
- Have a public drawing and pick your winner!



FUNDRAISING IDEAS

TRIVIA

- Could be in-person or online. Invite teams of 3-4 people to compete in a massive trivia contest
- Sell tickets for attendance and participation
- Secure a venue or platform
- Advertise with posters, flyers, and social media
- Prepare the quiz: Design a set of trivia questions and an answer sheet. Mix in a few that relate to Squads Abroad and/or international development.



BENEFIT TALENT SHOW

- Come up with a proposal for the kind of talent show you want- think about the size, genre of music, potential venues, sponsors, and a date and time (start planning 1-2 months in advance)
- Have a variety show using local talent- Promote this as an opportunity for artists to market themselves and encourage them to invite their fans
- Sell tickets- Ask around to find out what friends and family would want to pay and set a reasonable price. Sell in advance to get an idea of what your turnout might be.

FRIENDLY SPORT /VIDEO GAME TOURNAMENT

- Sell tickets in advance.
- Get a prize for the winner
- Hold a bracket-style soccer, basketball, or capture-the-flag, volleyball, etc. tournament on campus.



FUNDRAISING IDEAS

ONLINE BINGO

- Post your bingo online.
- To make it more fun and interactive you can add friendly challenges for each box: tell a compliment to a stranger, do 10 pushups, randomly yell BEANS! Keep it friendly



SAY THANK YOU ONLINE

- Make it public that you are receiving donations! You can use online thank you notes or give them out in person.
- The more people see you are actively receiving donations, more likely they will support!



SPONSORSHIP FOR VOLUNTEERING LOCALLY

- Get sponsors for \$15, \$20 to participate in a local volunteering activity: cleaning the park, visiting a local NGO, running a marathon, etc.



THEME PARTY / DRESS UP AT SCHOOL

- Special holidays like Halloween, Christmas or valentines day can be great days for this initiative



FUNDRAISING IDEAS

YOU HAVE A TALENT? USE IT!

Personalized drawings, Handmade painting, pro makeup session, photography session, personalized jewelry (or friendship bracelets using the country colors) are great alternatives to fundraise!

Example: \$5 for face painting



FUNDRAISING IDEAS

RESTAURANT PARTNERSHIPS

Work with a local restaurant, or coffee shop to get a percentage of sales or the cover charges on a slower night of the week (usually Wednesday or Thursday)

- Use [GroupRaise](#) to help organize fundraisers with restaurants
- The more people in the door, the more money you raise!
 - Get the word out to potential volunteers, family, and friends
 - Make use of your social media accounts and post flyers
 - Organize a dinner for future students to hang out and get to know each other better
- Let donors know about the requirements: some fundraisers require customers to present a flyer in order for your group to get your percentage.



[Organize a meal](#)

[For Restaurants](#)

[Help](#)

[Sign Up](#)

[Sign In](#)

Over 10,000 Restaurants that Fundraise Choose GroupRaise

Organize delicious restaurant fundraisers for non-profit groups online!

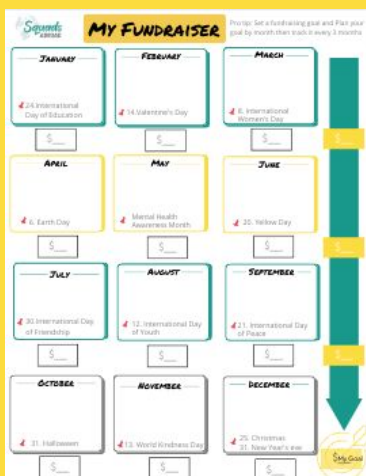
Search near your address





HELPFUL RESOURCES

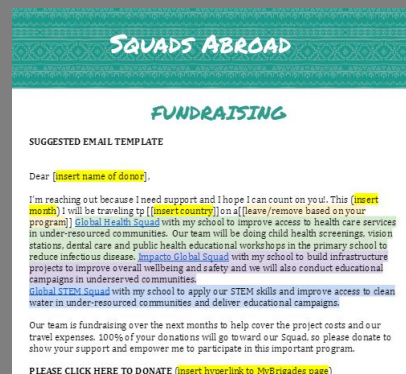
Fundraising planner



Flyer templates



Letter/email templates



COLOR CODES AND ICONS

HEX CODES FOR DIGITAL

Squads Teal #18988B

Squads Gray #7F7F7F

Squads Yellow #FDC32E

Education #A81B8D

STEM #135EAB

Health #04955F

Business #f16624



Check out some scenery pictures you can use for fundraising or pamphlets

SmugMug



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