Tips for a successful online campaign

Get creative with your fundraising! There are so many options available to you when it comes to fundraising, so think outside the box. In the end, the more effort you put into creating and disseminating your campaign, the more money you can earn!

Write a compelling DONATION LETTER:

- **Keep it positive!**
- **Explain why** you are passionate about your program abroad, how your academic and professional goals relate to the program, how much money you are requesting, and why it is important for people to donate.
- Make your campaign more than a need for money. Help potential donators understand why going on this trip is important to you, what you hope to accomplish while abroad, giving them a positive preview of your trip.
- **Tell them your story** so they feel a part of your adventure.
- **Think like a donor:** what would you want to know in order to give money to someone’s campaign?

Create a **VIDEO** about your program, what you’ll be studying, where you hope to travel, etc. Add **PHOTOS** of your host country and some facts about the country.

Create **INCENTIVES AND REWARDS** for donors: offer to send items from abroad, create personalized gifts or videos, etc.

**Distribute** your campaign via Facebook, Twitter, and email to friends and family. Complete strangers may even contribute to your campaign, but you’ve got to make it worth their time!

**SHARE YOUR STORY!** The more you share, the more earning potential you have. Don’t send the link out once via social networks. Make sure you send it out at least once or twice a day!

**UPDATE, UPDATE, UPDATE!** Let your audience know that you are active in your efforts to raise money and reach your goals that only can be met by going on your trip.

**Be thankful.** Let your donors know that their support means a lot to you! Send them individual thank you notes and post photos and updates while you are abroad so they can see that their support is making a difference.

**Final Thoughts**

**Any amount you raise is positive!** Also, running a fundraising campaign will help you:

- Develop communication skills and your ability to engage with diverse populations
- Gain experience in the management and use of social media
- Understand online platforms and e-communication
- Show your ability to inspire interest, network, and raise essential fundraising support
- Demonstrate that you are a hard working, determined, and motivated individual

For more information visit us at: servicelearning.missouri.edu/global

or email: servicelearning@missouri.edu

or call (573) 882-0227.
A global service or study abroad experience is an investment in your future and an opportunity to make an impact in communities around the world. We know that such an experience can be expensive. Program costs, flights, passports, and other things can add up quickly and often scare away students and parents.

But, there are many ways to help reduce the financial costs of an international experience. Fundraising is a less traditional method for paying for your experience, but it can make a huge difference! Like any other investment, fundraising for your global service or study abroad program requires planning, management, creativity, perseverance, and commitment. But the academic, personal, and professional rewards will last a lifetime! And 100% of the contributions you receive are yours to spend however you want on the program.

Before you begin:

How to get started

As you put together a fundraising campaign, it is important to keep in mind the following:

1. Understand your **PROGRAM COSTS**
2. Determine your **FINANCIAL NEEDS AND RESOURCES** you already have
3. Develop a **PLAN FOR FUNDRAISING** – tap into as many resources as you can. Some options for fundraising include:
   - Set up and online campaign
   - Reach out to community groups (Rotary, Kiwanas, Lions Club, churches, etc.) in your hometown and here in Columbia – offer to do a presentation when you return
   - Newspapers or radio stations in your hometown may be willing to contribute if you offer to write articles or submit audio stories while you are abroad
   - Connect with local agencies and foundations
   - Learn about options through professional organizations you or your family may be involved with
   - Reach out to fellow students in your clubs, organizations, fraternities, or sororities on campus
   - Hold a silent auction, raffle, or trivia night
   - Host a car wash, bake sale, or yard sale
   - Ask your family for funds instead of gifts for holidays or birthdays
   - Connect with MU alumni
   - Host a competition among your friends – most loose change donated; board game tournament; bowl-a-thon; pie-eating contest; karaoke or open mic nights
   - Compile a list of contacts you can reach out to for funding support

4. Set up your **CAMPAIGN**

Resources

Many other resources exist to assist you with this process, such as:

- Office of Service-Learning or the International Center: Obtain program descriptions and photos to spice up your campaign description
- Online crowdsourcing sites:
  - Facebook “Causes”
  - Fundmytravel.com
  - Fundforeducationabroad.org
  - Goennounce.com
  - Gofundme.com
  - Kickstarter.com
  - Projecttravel.com