

# Amigos

## Fundraising Toolkit

Set a goal. Form a plan. Make your AMIGOS journey possible.



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Fundraising is an integral part of the AMIGOS philosophy and training. It provides an outlet for our core concepts of service, life-long learning, and community involvement. Once you embark on your AMIGOS trip, it is possible that only a few people will know about AMIGOS. You will have to **promote AMIGOS** and yourself before you begin to promote youth leadership, community development and education. These skills, which are crucial to your success in the field, can be learned and developed through fundraising.



## FOUR KEYS TO INCREASING YOUR FUNDRAISING

### **1. Set a goal**

Begin your fundraising efforts with a clear goal in mind. Sit down with the adults in your life and map out how much money you can contribute and how much of your program fee you will need to come up with in another way. Once you have the amount, set a clear deadline. When do you need to pay your program fee by? Make an action plan to achieve this goal.

### **2. Don't hesitate to ask**

Asking for contributions can be uncomfortable but you'll never know the answer unless you do so. Come up with your pitch and practice it until it's perfect!

### **3. Be excited**

You decided to participate in AMIGOS for a reason-share your passion! Speak up and speak loud, smile and explain your personal why for wanting to become part of the AMIGOS family. Your donors will be more moved to support you when it is clear why this opportunity is so worthwhile and what you're hoping to gain.

### **4. Know what you're asking for**

Research AMIGOS. Learn our vision and mission statement. Read about what your time in country could be like and what the goals of your experience are. Your potential donors will have questions and you should be prepared to answer them.



## GENERAL TIPS AND REMINDERS

1. **All donations should be submitted via your online CauseVox fundraising page: <https://national.amigosfundraising.org/>.** It is quick and easy for all parties involved!
2. Remind your donors that AMIGOS will not accept checks and will not be responsible for lost checks.
3. ALL record keeping is done at AMIGOS headquarters to track fundraising efforts.
4. Please remember to send a thank you note to all your donors. It is also a nice touch to send a little follow up note either during your AMIGOS experience or once you return from the field. This can give donors a sense of everything they helped you accomplish!

## FUNDRAISING REFUND POLICY

Fundraised donations are not refundable. If a student fundraises for their AMIGOS experience and is later not accepted to the program or drops from the program, fundraising donations received on behalf of the student will not be returned. However, if a student is eligible to hold over funds per the Finance Policy, fundraised donations can be held to be applied to their program fee the following year. Held funds must be used in the next calendar year for a program for which the student meets the eligibility requirements, or they'll be forfeited to AMIGOS.

In the case that a student is able to fundraise to the point that, combined with the family payments, the amount has exceeded the Program Fee, they may be eligible upon request to receive a credit against their family payment in compliance with the terms and conditions noted in the Finance Policy. This refund cannot exceed the family payment contribution. For complete information on fundraising and refunds, refer to the Finance Policy in your Welcome Packet.



## I WANT TO FUNDRAISE...NOW WHAT?

### STEP 1: IDENTIFY POTENTIAL DONORS

You should strive to develop a list of 100 or more potential donors. An effective list is vital to your success and is one that includes a large number of people who are likely to give generously to AMIGOS on your behalf.

- Giving is personal. Think of people who know you or your family well.
- Involve your family deeply in preparing the list. Face it – they know a lot more people than you do who are able to give.
- Preparing your list will take some time, so give it time. **Start early.** You'll want to break up the task and look at it from different angles.
- Use your own judgment to think of people who will want to give and have the means to give.

### POTENTIAL DONORS

Family Members and Family Friends	Your extended family	Aunts, uncles, and grandparents on both sides of the family
	Everyone whom you and your friends know	Holiday greeting cards lists
		Church, synagogue, & mosque members
Professional Acquaintances	Everyone who works with you in a professional capacity	School teachers, academic advisors & coaches
		Music teachers, exercise instructors, tutors, club/organization sponsors, counselors & work supervisor
		Doctors and dentists, especially those with Latin American backgrounds (whether you know them or not)

<b>Parents' /Guardians' Professional &amp; Business Associates</b>	Who do your parents work with?	Co-workers, business clients, customers or suppliers
	Who do they know through business or professional activities?	Banking contacts and brokerage accounts, professional associations
<b>Parents'/ Guardians' Social Contacts</b>	Who do you and your parents know through clubs, societies, support groups or leisure activities?	Service clubs (ex: Rotary, National Charity League), PTA, social clubs, country club members, scouts, or sports partners (for ex. golf, tennis, racquet ball)
<b>Parents/Guardians of Your Friends</b>	Who among your friends' parents will give to AMIGOS if you ask?	School friends, work friends, extracurricular friends

## STEP 2: GET THE MESSAGE OUT TO YOUR COMMUNITY

### CAUSEVOX FUNDRAISING PAGE

CauseVox is a peer-to-peer fundraising platform that allows you to track online donations in an easy-to-use format. Emphasize that it is quick and easy for your supporters to use – so be sure to leverage the fact that the online donation option is so simple and fast to encourage your on-the-fencers to donate!

You can set up a personal fundraising page at [nop.amigosfundraising.org](http://nop.amigosfundraising.org). This is *the best way* for people to donate to AMIGOS on your behalf, thus you should share your unique URL via your letters, emails, social media (Facebook, Twitter, LinkedIn, blogs, etc.), community newsletters and anywhere else you communicate with people. A complete guide on how to set up your own page is covered in the "Resources" section.

Check out the success of past National Chapter volunteers here: <http://nop.amigosfundraising.org/>.

### SOCIAL MEDIA

Using Facebook, Twitter, or any other social media outlet can be a great way to more generally tell contacts near and far what you are doing and why you are fundraising. Make an event for your fundraising initiative and invite all your Facebook friends. You can use this to easily provide information about how to donate to your CauseVox page or advertise any fundraising events you may have planned. You can also share your CauseVox page in posts or update your status periodically to give friends and family updates on your preparations.

## SEVEN FUNDRAISING IDEAS

1. Get a part time job!
2. Make good use of your birthday and the holidays and ask for donations in lieu of gifts
3. Do artistic commissions. If you have a talent, put it to use and sell your work to family and friends!
4. Sell your old clothes or books to a consignment store or have a garage sale.
5. Host a cultural night. Host a dinner with food and music from your host country. Charge a cover for your guests. It's a great way to learn more about the country you will be spending time in, but also have some fun!
6. Offer up your time and skills! Whether it's shoveling snow, raking leaves or mowing the lawn, there's lots of odd jobs people often need help with.
7. Get moving! If you like to run, walk, or swim, ask people to pledge money towards your efforts. Whether it's a \$1 for every mile you run in a race or \$.25 for every lap you swim, your physical activity can help move you towards your AMIGOS experience.





## VIDEO PITCH ABOUT YOUR SUMMER

Make a video to include in your social media campaigns, blogs, or CauseVox page. This can be a great way to explain why you are interested in volunteering with AMIGOS this summer and why you are asking for donations. From Indiegogo here are six tips for a good video pitch:

- Keep it short- under five minutes
- Remember the five W's: Who are you? What are you raising money for? Where will this campaign take place? When do you expect to be finished? Why do we care?
- Show, rather than tell: use photos, clips, testimonials, etc. to make your pitch more engaging
- Don't hide behind the curtain: directly speaking to your audience gives a face to your campaign and makes it more personal
- Make sure we can hear you (audio is very important!)
- Have a great opening

## STEP 3: EMAIL & LETTER WRITING CAMPAIGN

Letters and emails are very effective and can personally target individuals or groups. Your objective is to describe AMIGOS briefly, including personal information about why you want to be an AMIGOS volunteer and what you hope to gain from it, and to **capture your reader's desire to help make a difference in someone's Life.**

## CRAFTING YOUR LETTER/EMAIL

Potential donors are most Likely to respond to emotional appeals. Use the following guidelines (sample letters can be found in the "Resources" section of this guide):

- Create an email for online donations and send a letter, as well. It is OK to send both to the same person.
- Use language that would appeal to the reader on an individual level. ("I am writing to you on behalf of AMIGOS because I want you to know how important your support is.")
- Write from your heart, not your head. ("Only through your donation will this experience be possible.")
- Give them directions on how to donate. Remind your donors that all donations must be done on your personal CauseVox online fundraising page.
- Include the URL for our website, [www.amigosinternational.org](http://www.amigosinternational.org), so they may learn more about the organization if they are interested.



## STEP 4: FOLLOW UP

You should follow up every letter with some form of personal contact. The best follow-up includes a phone call and/or a personal visit. Within two weeks of sending your letter or giving your presentation, call or send a letter to the potential donor and see if your request for support has been considered. If given the opportunity, talk more about AMIGOS.

You will be amazed to find out how many people will be honored to help you raise the funds to participate in AMIGOS. After all, you are devoting an entire summer, semester, or year to do something that others can only dream of doing.

## STEP 5: THANK YOU MESSAGES

The people who support you deserve a proper thank you. This means: 1) a phone call followed by a thank you note, 2) a letter from Latin America, 3) a letter and picture upon your return from the project, or 4) a personal visit.

This type of follow-up allows donors to have a connection to you and your project experience and may make them a very supportive donor if you decide to return as an alumni volunteer.

***Have any questions? Our Admissions team is here to chat!  
713-782-5290***





# RESOURCES

## CauseVox Individual Fundraiser Page Set-Up

1. Go to **nop.amigosfundraising.org**. Below is the page you will see. This is the campaign page for all National Chapter volunteers. On this page you will be able to see other National Chapter volunteers and their fundraising efforts. Once you make your page, you will show up under fundraisers. You will also see a message from our CEO and a FAQ section about donating to AMIGOS.

The screenshot shows the AMIGOS fundraising page layout. At the top right, there are buttons for "MAKE A CONTRIBUTION", "JOIN THE CAMPAIGN", and "<SHARE". Below these are navigation links: "ABOUT", "PARTICIPANTS", "UPDATES", and "DONORS".

The main content area is split into two columns. The left column features a heading "Join us to empower young leaders" followed by a "Greetings" section. It includes a paragraph of welcome text, a paragraph about AMIGOS's mission, and a call to action to "Contribute or become a fundraiser for AMIGOS today". A quote from Sara Nathan, President & CEO, is also present.

The right column contains a "Contributing to AMIGOS FAQ" section with questions like "What is CauseVox?", "How do I make my own fund raising page?", and "Can I simply make a contribution?".

At the bottom, there are three statistics: "30+ COMMUNITY PARTNERS EACH YEAR", "28% RECEIVE FINANCIAL ASSISTANCE", and "53 YEARS EXPERIENCE". A final statistic shows "28,000+ PROGRAM ALUMNI".

2. Click on "Join the Campaign" in the upper right-hand corner. This will take you to the next page which looks Like the image below where you will make your own fundraising page.

HOME SEARCH SIGN UP LOGIN

## Account Creation

Join the campaign and create your own personal fundraising page.

E-MAIL

password

Mu't be at least 6 characters in length.

PASSWORD CONFIRMATION

Enter a password confirmation

EM@:#light

Already have an account? Log in

3. Enter your email, choose a password, and click "Create My Account". You will be taken to the next page which is shown below.

HOME SEARCH PROFILE PAGE APPEAL SHARE

## Finish Your Profile

Let your supporters know who you are.

Profile

PROFILEPHOTO

Your profile will be displayed on your fundraising page.

PHOTO

UPLOAD

JPEG, GIF, or PNG, At least 400p CWx400p (HJ 5MB max)

FIRSTNAME

LASTNAME

4. Upload a photo of yourself.
5. Fill out the remaining fields of the page (picture below). When entering your name, remember that this is how your name will be displayed on your page. Set a fundraising goal for yourself. Think about how much money you would like to fundraise and how many people you are

planning to ask, as well as your timeline. An important field to note on this page is "**Choose a page URL**". This will be your unique page's URL. Since you are fundraising as a National Chapter volunteer, the suggested format will be **nop.amigosfundraising.org/[firstname-lastname]**. We recommend that you leave the URL in its present form to keep things simple and easy to remember. When you are done filling out the fields, click "Continue" at the bottom of the page.

<b>Set a Page Display Name</b> Your name is displayed by default on your fundraising page. Setting this will override other names that don't fit the first name/last name format (ex. The Wu Family).	DISPLAY NAME Valerie Carter
<b>Choose a Page URL</b> Your page URL is where you'll direct your supporters. We recommend setting it to something easy to remember like your name.	PAGE URL /valerie-carter Your URL will be at nop.amigosfundraising.org/valerie-carter
<b>Set a fundraising goal</b> Set a goal for how much you want to raise. We recommend that you set a goal for 6000 USD.	FUNDING GOAL USD 6000

< Back


1

- Now it is time to write your fundraising appeal. Guidance for suggested language is provided on this page, but the most important idea to remember is to make your pitch personal! You can save this information and come back to edit it at any time through your dashboard.

HOME SEARCH PROFILE PAGE **APPEAL** SHARE

### Write Your Fundraising Appeal

Share your motivation with your supporters. We've provided some default text to help you get started. You can always edit this later.

Normal • B U 

Welcome to the AMIGOS Fundraising Campaign!

This is where you can write a message for your friends and family. Here are tips to help you craft your message.

- State the purpose - Describe the campaign and AMIGOS clearly and note what action you want the reader to take.
- Persuade with a story - Write to your personality and fill it with passion. Don't make fundraising just about numbers. Make it about being human.
- Shine light on the donor - Show people that you appreciate their support. Update this message with a big thank you at the end of the campaign, or thank donors personally.
- Be concise - Messages that are 175 to 225 words in length work the best.
- You will receive an email today with next steps and resources to share out your campaign to your network.
- Again, thanks for joining the campaign. If you have any technical support issues, feel free to reach us at [tmartin@amigosinternational.org](mailto:tmartin@amigosinternational.org).

Thanks

AMIGOS TEAM

7. When you've written your pitch, continue to the next page. Here you will have the option to share your CauseVox page via email and social media platforms. Remember-the more people who read your story, the more potential donors you reach!



8. Once you've shared your CauseVox page, you will be taken back to your dashboard pictured below. Here you can track your process and manage all the aspects of your fundraising campaign that we discussed above. You can edit your page and continue to share on social media from the top of the page. You will also see "My Stories" listed at the top of the page. This is a blog feature that you can use to update people on your progress and share your AMIGOS experience. To create a new story, hit the "New Update" button in the upper right hand corner.

# Amigos

The screenshot shows a dashboard for a user named Meghan. At the top left, it says 'DASHBOARD' and 'Welcome, Meghan'. In the center, there is a large blue square with the text 'Lead the way! Be the first to donate to your page'. To the right, there is a progress bar showing '\$0.00 OF \$6,000.00 RAISED' and '0 DONORS'. Below this, there is a list of activity for Tuesday, Oct 17, including 'ME-ghan Ford joined the campaign.' at 3:01 PM. At the bottom right, there is a logo for 'aa11.' with the text 'imeghan-ford' above it.

9. Below is an example of what your page will look Like to potential donors. When people make a donation to your page, you will receive an email notification. The funds will go directly to the National Office and we will credit your account with the amount of the donation, which will be reflected on your next billing statement. The donor will also get a receipt via email, but be sure to follow up personally as well to thank them for their contribution to making your experience possible.

The screenshot shows a fundraising page for 'Amigos'. At the top, there is a navigation bar with links for 'HOME', 'SEARCH', 'DASHBOARD', 'MANAGE PAGE', 'MY STORIES', 'SHARE', and 'EDIT PAGE'. The main content area has a teal background with the 'Amigos' logo in white. Below the logo, there is a progress bar showing '0%' and '\$0 OF \$6,000 RAISED' and '0 DONORS'. At the bottom left, there is a profile picture of Meghan Ford and her name 'Meghan Ford' with the URL 'nops.causevox.com/meghan-ford'. At the bottom right, there is a logo for 'Eiff•M++' and a '<Share' button. At the bottom of the page, there are links for 'MY APPEAL', 'TEAMS', and 'DONORS'. The text 'Welcome to the AMIGOS Fund raising Campaign!' is displayed at the bottom.



10. Don't forget--when you share out your CauseVox page URL, make sure you share out **your unique URL!**

\*Note: AMIGOS does not require students to fundraise through CauseVox. If you would like to use a different online fundraising tool, make sure to do your own research, as many fundraising sites charge an overhead fee, and AMIGOS will only count what it receives toward your Program Fee.

## Suggested Outside Grants

AMIGOS believes in the power of young people, and of course, there are many other organizations that do as well! Finding third party donors (people you don't know who also don't know you) can be a successful way of fundraising. Receiving these type of funds often involves an application that will require you to promote yourself and AMIGOS in the same way you will have to when you ask for support from people in your community. Many of these applications have certain requirements, so be sure to read the fine print before beginning! This is just a starting point--there are lots of possibilities out there a quick Google search could yield.

- Local organizations like Rotary Club, Lions Club, Kiwanis Club
- Go Overseas Volunteer Abroad Scholarship
- All People Be Happy Foundation
- HI USA Explore the World Scholarship
- ScholarTrips
- Christianson Grant
- LivFund Scholarship
- Eva Gunther Foundation





## Example CauseVox Template

Hi Friends and Family,

I am excited to announce my latest endeavor to Latin America this summer with the non-profit organization Amigos de las Americas (AMIGOS). AMIGOS was founded on the principle that young people can change the world. For over 50 years, more than 28,000 AMIGOS alumni have come away from their experience inspired to Live a Life of purpose as critically engaged citizens and leaders in their communities. AMIGOS facilitates opportunities for youth from US and Latin America to collaboratively design and lead community projects based on the desires of their host communities.

I will spend [number of weeks] this summer working in [Location] with other youth learning about civic engagement, leadership, and community development projects in areas such as [here is a good spot to discuss your project's theme and why it is important to you and even your future]. My hope for the summer is that [2-3 sentences here about your personal motivation].

Because AMIGOS is a non-profit organization, volunteers are responsible for both fundraising for the organization and paying for their experience. Supporting AMIGOS transforms students, as well as communities in Latin America. My fundraising effort directly affects the work AMIGOS does in Latin America and the community-based project that I will be working on this summer. With your contribution, we can continue to have a positive impact on even more communities as a greater number of young people from diverse backgrounds have transformative experiences in youth development and leadership.

Thank you in advance for your support.

Sincerely,

[Name]

Add photos and videos to personalize your page



## Letter Writing Template

[date]

Dear Family, Friends, and Acquaintances,

Some of you know me, but for those unfamiliar, my name is \_\_\_\_\_. [Insert 1-2 sentences of information about yourself. What school do you go to? What extracurricular activities are you involved in? What do you do for fun? Do you do any volunteering?] My parents, \_\_\_\_\_ are supporting me in my latest endeavor to make a difference in Latin America this upcoming summer with Amigos de Las Americas (AMIGOS).

AMIGOS is a leader in international youth development, creating a world in which young people realize their full potential as leaders and global citizens. I will spend [number of weeks] this summer working in [Location] with other youth learning about civic engagement, leadership, and community development projects in areas such as [here is a good spot to discuss your project's theme and why it is important to you and even your future]. I will learn about the country I travel to, understanding more about its culture and different issues that impact communities there by engaging with local youth and community leaders. This authentic cultural immersion will allow me to make a positive impact in a community while gaining independence and real-world leadership experience, equipping me to affect positive change in my home community when I return.

I hope my participation in AMIGOS... [Write a short paragraph about your motivation for participating in AMIGOS. What are your goals for the summer? What do you hope to gain at the end of the summer?]

Because AMIGOS is a non-profit organization, volunteers are responsible for both fundraising and paying for their experience. My fundraising efforts directly affect AMIGOS work in Latin America and my experience this summer.

If your situation permits, I kindly ask that you donate any amount [or suggest a minimum donation amount] to this cause. Your donation will be greatly appreciated and will go towards promoting youth Leadership across the Americas. Donations can only be made online at [CauseVox link].

Warm regards,  
[name]