



# ORCA FOUNDATION FUNDRAISING GUIDE

## Helping you get to your volunteer experience with the ORCA Foundation





# Fundraising Guide for your ORCA Foundation Volunteer Trip

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# INTRODUCTION

Congratulations! You have decided to make a difference in your own life, other's lives and our precious environment by choosing to volunteer with the **ORCA Foundation**. While you are with us you will have a once-in-a-life-time opportunity to observe some of our magnificent marine species while doing important conservation and educational work.

Our mission is to change the way you think and behave in your life relating to sustainability of our environment in order to achieve intelligent coexistence. In other words you will leave here a changed person and what you learn here will stay with you forever. You will leave your mark on our oceans, in our rivers and with our children. That mark will be one of learning, of conservation and of love for our precious environment.

Now, in order for you to make your dream a reality you need a little help getting some funds together so you can ensure nothing stands in the way of your dream. That's where we come in and why we have compiled this "**ORCA Fundraising Guide**". To help make sure that you get to us as soon as possible!

In this guide you will find helpful tips, fundraising ideas, templates and checklists. The most important thing to note is that you will have to get creative – use your imagination and resources all around you. With the right attitude and a little bit of effort you could raise enough money to fund your whole adventure (and possibly even your airfare)!





# GETTING STARTED

- Gather as much information about the **ORCA Foundation** and our volunteer program as you can find. Visit our website [www.orcafoundation.com](http://www.orcafoundation.com) to get better acquainted with us and what we are all about. This way, when you start your fundraising and people want to know more about us you will have all the information at your fingertips.
- Get organised. Make a list of all the equipment that you will need and keep it together in one place.

## Helpful Tip:

- Equipment you will need:
  - ✓ ORCA Fundraising kit, poster, brochure
  - ✓ Chart paper (for brainstorming ideas)
  - ✓ Colourful markers
  - ✓ Scrap paper
  - ✓ Pencils and pens
  - ✓ Scissors
  - ✓ Calculator
  - ✓ Envelope/tin/lock box/money jar
  - ✓ Positive attitude
  - ✓ Imagination
- Let as many people know before you even start fundraising about your trip of a life time and the easiest and quickest way to do this is...



## SOCIAL MEDIA

### Facebook:

- Create your very own Facebook Page which is dedicated to your volunteer trip. Visit: <https://www.facebook.com/pages/create.php> (choose cause or community).
- You can also use this page while you are on your trip to share with family, friends and your sponsors and donors.



- You can also use your Facebook page to invite people to events that you are organising to raise money

### Helpful Tips:

- Choose a catchy but short title for your page
- Add a nice picture and cover image that shares the right message about your volunteer trip
- Create fun eye-catching statements and images that keep people interested in your page
- Ask all your friends and family to like your page and share it with their family and friends
- Reply to comments and posts and always make a point of thanking any donors, volunteers and sponsors via your page
- Ensure there are links on your page with clear information on how people can donate.

### Twitter:

- Twitter is effective for reaching a lot of people and has also been known to be especially effective for fundraising
- You must be dedicated to posting multiple tweets a day or week to keep your message out there

### Helpful Tips:

- First be clear about your reasons for doing the trip and the program before asking for anything
  - Create buzz and excitement by using catchy taglines and hash tags (#)
  - Recognise follows, donations and volunteers that help you along the way
- 
- As is the case with Facebook you can continue to tweet during your trip
  - Keep your contributors up to date with your fundraising progress
  - Set up your profile here: <https://twitter.com>
  - Read more here: <https://support.twitter.com/articles/49309-what-are-hashtags-symbols>



## Blog:

- Set up your own personal blog which can also become your very own webpage
- The best one to use is Wordpress. Go here to start: <http://wordpress.com/>
- Blogs are a great way to give a lot more background on you, why you are doing this trip and the ORCA Volunteer Program
- You can create numerous pages, choose a cool theme that shares your personality as well as the purpose for your trip
- You can set up a specific donation page where you can give clear and precise information on how people can donate money for your trip. PayPal is one of the easiest ways. <https://www.paypal.com/za/webapps/mpp/home>

## Helpful Tips:

- You can post stories about your fundraising events and efforts and share these posts from your blog via your social media channels.  
<http://en.support.wordpress.com/publicize/>
- Let us know as soon as you have set up your blog so we can share it through our followers and social networks





# FUNDRAISING IDEAS

## 1. Create an Email/Letter Campaign

This is as simple as it sounds. Write a letter or design an email which you can send out to as many people as you know telling them about your dream trip to the **ORCA Foundation Volunteer Program** and explain that you are trying to raise money to pay for it. Make the email or letter professional and polite but make sure it sounds as though it is coming from you and that it is a personal request for sponsorship or donations. Send this to as many people as you can.

### Helpful Tips:

- When using the letter format provide stamped return envelopes to make it easy for people.
- In an email campaign make sure there are clearly indicated links to the relevant pages for people to read more or donate money.
- Ask friends and family to forward the letter/email on to their friends and family.
- Create an email distribution list so that you can keep track of who has replied. (this will also help during your trip as you can send them updates)
- Send thank you letters and replies within 24 hours of receiving a donation.
- Go and see community organisations and ask for their contact lists or offer to do a presentation before and after your trip. Examples are: Rotary International, Churches, and sports clubs.
- Find a sample sponsorship letter in the **ORCA Fundraising Sample Pack**.

## 2. Create a Press Release

Let the whole community know about your dream and life-changing experience. A press release can create a lot of interest from many people in your community and your local paper might even be willing to do a short article on your venture.

### Helpful Tip:

- Find a sample Press Release in the **ORCA Fundraising Sample Pack**.



### 3. Do it for the Planet/Dolphins/Turtles/Whales/Conservation Education

Pledge to do something challenging and good for yourself or community. You can then get people to sponsor you for every kilometre/mile that you run or every bag of litter you collect.

#### Helpful Tips:

- Run a race that supports a cause such as the environment or breast cancer and use it to raise money for them and your trip.
- Pledge a number of hours spent picking up litter in your local park or neighbourhood.
- Use our generic pledge form in the **ORCA Fundraising Sample Pack**.

### 4. Fundraising Events

The two most important things about organising fundraising events are: think outside the box and be organised. Think about things that you are good at and how you could use those talents to raise money. For example: dancing, playing sport, playing a musical instrument or even teaching a skill.

#### Helpful Tips:

- Decide on a number of events and what they are going to be.
- Figure out who you are going to invite to these particular events.
- Use all your contacts, friends and family to source volunteers to help you with your events.
- Find a suitable venue well in advance for your event:
  - Make sure the venue meets all your needs by checking it thoroughly first
  - Check your contact list for people who may have venues that will suit your needs (they might even be willing to donate it)
- Set a date and time.
- Decide on how you will be accepting payments – how, what, where – e.g. if you are accepting cash make sure you have enough change in your lockbox.
- Advertise the event as much and as affordably as you can. E.g. inexpensive posters and homemade flyers, events on Facebook, local radio.
- Draw up checklists to help you with getting everything ready.
- Always give yourself enough time to prepare.





Here are some events ideas that we feel are easy to organise and can bring in a good amount of money:

- Raffles – make a basket of goodies and raffle it off, set a small cash prize, get prizes for raffles donated from local businesses.
- Bake sales/Cake sales
- Coffee House music events – get your school band or friends with talents to play at a local coffee house and sell tickets
- Host a dinner with a theme and invite friends and family to buy tickets
- Fashion Show
- Auctions
- Car wash
- Movie nights – you can sell popcorn and cold drinks
- Jellybean counts – fill a jar with jellybeans get people to pay to guess the right amount
- Carol singing
- Art sale – get local artists to donate
- Guest speaker – book a guest speaker and advertise and sell tickets
- Dance-a-thon
- Bag groceries at your local supermarket for donations
- Coin drives
- Sporting event tickets – most stadiums or teams have extra tickets for family ask them to donate them to you so you can sell them
- Book sale – get friends and family to donate old books
- Bowling nights
- Sport themed events – beat the goalie for a prize
- Bingo or quiz evenings

These are just a handful of the many ideas that can help you raise funds for you dream trip. If there is anything you need help with or don't understand please feel free to send us an email and we will try to help you as best we can.

Most of all we are looking forward to welcoming you as a volunteer on our program and we know that all your hard work will be worth it as you will have the experience of a lifetime!





# SCHOLARSHIPS AND GRANTS

Scholarships and grants are a great way to get a part of your volunteer trip paid for. Here are some ideas to consider applying for, and also remember to research scholarship and grant opportunities in your local community:

- **Volunteers For Prosperity (VFPServ)**

VFPServ provides grants to assist skilled Americans wanting to volunteer abroad. VFPServ grants (ranging from \$500 to \$1000) are individual, non-renewable and are designated to offset travel, insurance and local living costs of short-term international volunteer assignments. Successful candidates are current working professionals and will be volunteering abroad in a project in their professional field.

- **National Geographic Glimpse Correspondents Program**

The Glimpse Correspondents Program is for talented writers and photographers with a passion for storytelling. Supported in part by National Geographic Society, The Correspondents Program is for especially talented students specialising in writing or photography. Correspondents receive a \$600 stipend, a professional editor, career training in writing and photography, guaranteed publication on Glimpse.org, and potential publication in National Geographic platforms. The program is open to anyone between the ages of 18 and 34 who will be volunteering for at least 10 weeks.

- **Travelocity Travel Grants**

Travelocity gives away a \$5,000 travel grant every quarter for people wanting to pursue a volunteer travel placement abroad. All you have to do is send in a video made by you explaining why you should receive the grant.

<http://www.travelocity.com/TravelForGood/travel-grants.html>

- **CIEE**

The Council on International Education Exchange offers the \$1,000 Bowen Travel Grant for students who participate in selected study-abroad programs. The application requires that you write a 500-word essay that details your trip objectives, along with why you cannot finance your trip. You can use the funds



for an academic year, a semester or summer travel. CIEE also has scholarship funds for studying abroad. It restricts some scholarships to special groups, categories of study and specific countries or regions. Students who attend a CIEE Academic Consortium or member institution (listed on the CIEE website) are eligible to apply for this grant. All CIEE grants and scholarships are need-based; you will need to submit a financial aid form with your application.

<http://traveltips.usatoday.com/grants-volunteer-travel-14164.html>

- **University Funds and Scholarships**

Your university or college may be the best place to start looking for scholarships to help you realise your dream of volunteering abroad. Get in touch with the Financial Aid and International Offices on your campus and tell them your plans - they may offer stipends, grants or scholarships to help you raise your Quest fee. United Planet is happy to provide you with any material or information your school requires in order to qualify for available scholarships or grants.

- **Matching Gifts**

Employers often offer a matching program which can be a great resource for employees wishing to dedicate their vacation to volunteer work. Inquire at work to see if your company provides this service.

- **Mach25 Scholarship Search**

This is a simple and free scholarship search database. In a Keyword Search, try entering the name of a language you are interested in and browse through the results to find anything you qualify for.

<http://www.collegenet.com/mach25/app>