



# FUNDRAISING **MANUAL**



# WELCOME TO GVI

Welcome to the start of your fundraising journey with GVI!

We are so excited to help you begin. To assist you along your way, we have put together some great ideas, advice and resources for you to use to get started.

Most importantly, we want you to realise that fundraising can be fun and is not as hard as you might think. A great motivator is to remember why you are doing this and to focus on the amazing life changing experience that awaits you.

Before we dive in, the first thing you should think about is the original reason that made you want to volunteer. Once you know this, we can then start to create your fundraising story, which will help to form the basis of your entire fundraising platform.



GoAbroad.com

TOP INTERNSHIP ORGANIZATION

NOTABLE MENTION

2016

GoAbroad.com

TOP YOUTH TRAVEL PROGRAM

2016

## QUESTIONS TO CONSIDER

- What do you want to achieve?
- How do you think this will contribute to your future?
- Could this possibly assist you in starting a career in conservation or community development?
- Are you ready to commit to spending time abroad?
- Are you ready to explore some of the most breathtaking countries in the world?
- What is your mission or purpose statement, which will assist you throughout your fundraising venture?



# TIPS TO GETTING STARTED

## DEFINE YOUR BUDGET

It is important to create a budget so you make sure you are covered for the duration of your visit. [Numbeo](#) is a helpful site that gives a rough idea of living expenses across various territories and should be able to assist you with the region you are visiting.

## HOW TO LOOK FOR FLIGHTS

There are a couple of great flight search tools available, including Skyscanner and Kayak. Both platforms allow you to check for the best round-trip fares so you can plan your visit most efficiently. Other options to explore include [Momonondo](#), [AirFare Watchdog](#), [JetRadar](#) or [Matrix Airfare Search](#).

The most affordable flight options usually have a layover or two. Make the most of the extra time by catching up on your reading about the territory you are about to visit.

## FINDING ACCOMMODATION

For weekends away, try using Hostelworld or Hostelbookers for affordable options for your stay. If you've allocated a bit more to your accommodation budget, also consider AirBNB, as this is a great way to get to know the city, meet locals and feel more at home during your travels. For the best possible rate, make sure you book a couple of weeks in advance.

## CHOOSE A PLATFORM

- Volunteer Forever
- Just Giving
- GoFundMe

South Africa  
Wildlife Research  
[www.gviworld.com](http://www.gviworld.com)

## WHEN TO START FUNDRAISING

The sooner you start, the better! It is never too early to start. Allocate at least four to six months to raise between \$3000 and \$4000, and be sure to set monthly targets for yourself to keep things on track and to measure your progress.

Don't hesitate to ask your GVI Country Expert for advice as they are available to help guide you along your journey.





# HOW TO FUNDRAISE: WHERE TO BEGIN

Fundraising can be done before, during and even after your program. Keep this in mind before you've left for your trip. Be realistic about your timeframe and your goals regarding the amount of money you want to raise. The further in advance you begin, the better your chances of achieving positive results and reaching your goals.

Have a look at a few of our ideas to help get your creative juices flowing:

- Slumber Parties
- Dinner Parties
- Host a Carwash
- Bake Sales
- Sports Events
- Fashion Shows
- Talent Contents
- Sponsored Silence
- Charity Runs
- Presentations
- Conferences
- Karaoke Contests

# INITIATING A FUNDRAISING CAMPAIGN

- Choose a platform.
- Create your personal statement, which outlines your motivations and goals, while also considering a mission statement for your trip.
- Research the country and culture extensively, keeping an eye out for possible hurdles you will need to address throughout your visit.
- Spread the word about the positive impact you will be making in the community you are visiting; tell friends, family and everyone you know!
- Use GVI's website to find helpful statistics that could assist you in providing more compelling arguments in your fundraising ventures.
- Explain why you are paying to go abroad and volunteer. Use the 'Where the Funds Go' graphic to reiterate that most of the funds go back into the local community.
- Blogging is a great way to highlight your work and a great opportunity to hone your writing and photography skills in the process. These skills are transferrable and could assist you in finding employment post-project.



# ALTERNATIVES TO FUNDRAISING

You might be surprised to find assistance for your fundraising ventures in places you weren't necessarily expecting it, especially considering you are doing it for such a good cause! Make sure you have a pitch ready in case you get approached by someone who may be willing to get involved, detailing how supporting you will be to the benefit of both parties. Talk to them about how they can support and what you hope to achieve from the partnership.



To get you thinking about this, here are a couple of ideas:

- Talk to individuals known to support volunteer activities, like philanthropists or social entrepreneurs.
- Approach a local organisation or business in your community who could perhaps contribute and donate to your cause.
- It is a good bet to always approach people who can appreciate the work you will be doing and who have an interest in giving back.
- Perhaps you want to take part in a project as part of your university course, so have you explored scholarships or funding opportunities from your institution? GVI is happy to provide necessary documents to support you.
- Look at applying for a government grant or loan where possible.
- Chat to family members about matching what you manage to raise and save every month, to help you get a step closer to your goals!

**Please remember your payment schedule when planning your fundraising.** Use the below as a reference when setting your fundraising goals.

## Programs under 12 weeks

- Deposit to confirm your spot.
- First installment is due 16 weeks before your start date.

## Programs over 12 weeks

- Deposit to confirm your spot.
- First installment is due 12 weeks before your start date.



# COMPLETE LIST OF RESOURCES

- Numbeo (<https://www.numbeo.com/cost-of-living/in/La-Paz-Mexico>)
- Skyscanner (<http://skyscanner.com/>)
- Kayak (<https://www.kayak.com.mx/?ispredir=true>)
- Momondo (<http://www.momondo.com/>)
- AirFare Watchdog (<http://www.airfarewatchdog.com/>)
- JetRadar ([www.jetradar.com](http://www.jetradar.com))
- Matrix Airfare Search (<http://matrix.itasoftware.com/>)
- Hostelworld ([www.hostelworld.com/Hostels](http://www.hostelworld.com/Hostels))
- Hostelbookers ([www.hostelbookers.com/](http://www.hostelbookers.com/))
- AirBnb ([www.airbnb.com/](http://www.airbnb.com/))
- <http://www.gvi.co.uk/blog/16-best-fundraising-ideas-volunteers/>
- <http://thriftnomads.com/booking-cheapest-flight-possible-anywhere/>





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