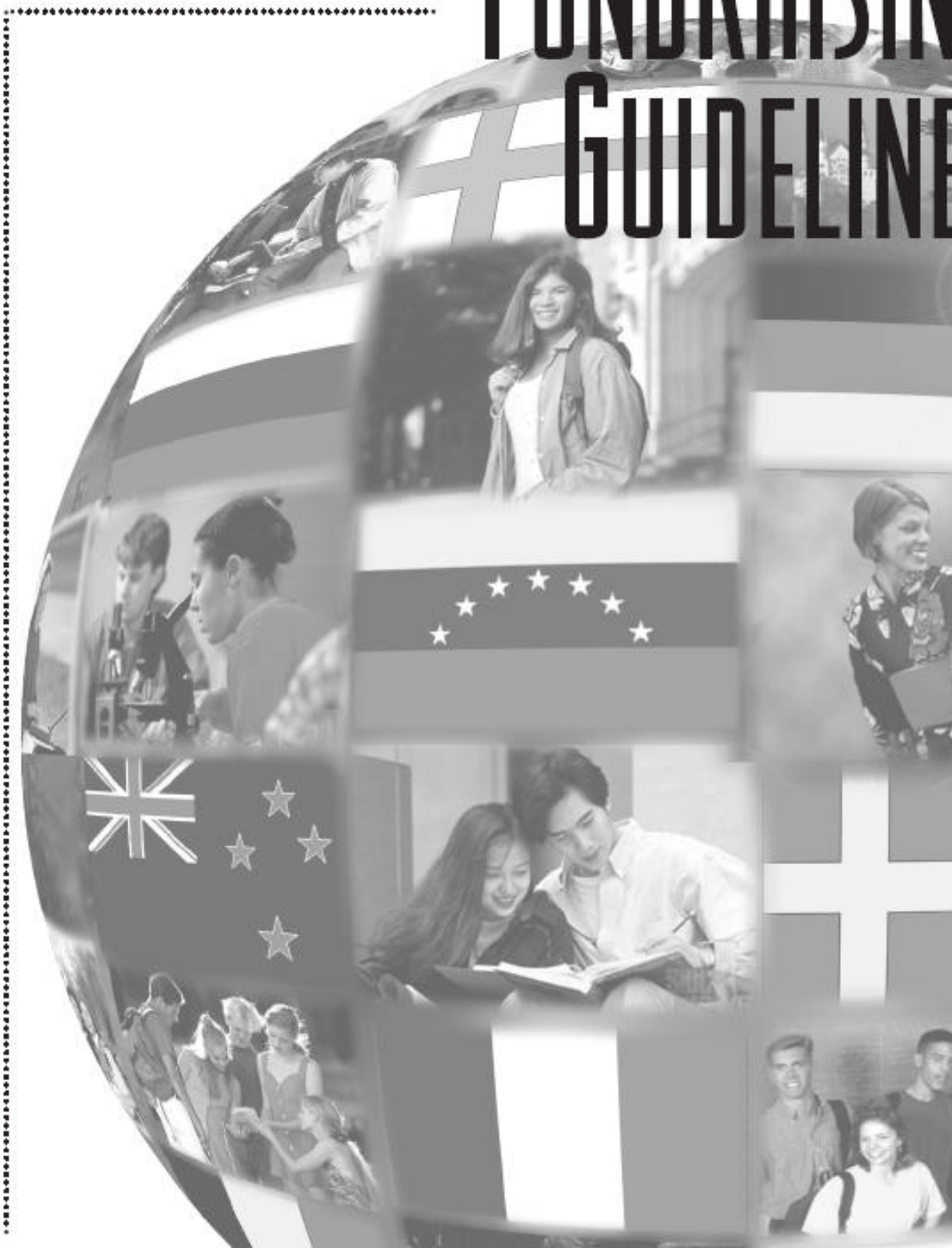


# FUNDRAISING GUIDELINES



Youth For Understanding USA  
[www.yfu-usa.org](http://www.yfu-usa.org)

## **Would you like to study abroad with Youth For Understanding (YFU) USA?**

**Need some ideas on how to raise money?** Keep reading! Students just like you have raised the money to go on a YFU exchange program. We'd like to share with you their strategies for fundraising. If you have any questions or would like to discuss your own ideas, please call your Admissions Counselor at **1-800-TEENAGE**.

### **Do You Have a Job?**

If you do not already have a job, you can get one—try responding to classified ads in local newspapers or creating a job, such as babysitting, pet sitting, lawn mowing, snow shoveling, house-keeping, car washing, catering, sewing, painting, or tutoring. Advertise your job availability with a flyer on community and grocery store bulletin boards. Check with your high school guidance counselor or local community center about possible job opportunities and teen job fairs. Tell all your friends and neighbors you are looking for ways to earn money.

If you already have a job, consider saving some of what you earn towards an exchange program. Set aside a minimum amount from each paycheck in a savings account. Consider cutting or trimming your expenses. Your parents and guidance counselor may have ideas about setting up a savings plan. Even a part-time job can amount to big savings!

Having a job is the most realistic way for you to raise money for your exchange. The more effort you invest in becoming an exchange student, the more rewarding your experience will be.

### **What Are Your Special Talents and Skills?**

What are you good at? Use your skills and talents in creative ways to raise funds. The following examples relate some of the successful ideas previously used by other YFU students:

\$\$ A YFU student who went to Switzerland for the summer program made Swiss chalet gingerbread houses for the Christmas season and sold them to neighbors before her trip.

\$\$ A YFU student to Australia for the semester program made an agreement with the local newspaper to be its "foreign correspondent." She wrote articles for the paper about life in Australia. In return, the newspaper paid for most of her program tuition.

\$\$ A student going to Scotland sold Scottish bean soup mix and Scottish shortbread that he made himself to pay for his program tuition.

\$\$ A student going to Finland made greeting cards and holiday cards which she sold to neighbors, friends, and relatives.

\$\$ A student on the YFU program to Chile asked the members of his church to give him unused and unwanted items, such as clothing, furniture, books, and records. Then he used his entrepreneurial skills to sell the items they gave him at a garage sale.

\$\$ If you are active in a sport, you and your friends or team could sign up sponsors to give you money for every mile you run, lap you swim, or basket you make.

\$\$ Another YFU student collected donations for her program tuition from her neighbors by promising to send them each a small souvenir from Sweden.

- \$\$ A student going to Australia was able to raise funds by raffling off donated items.
- \$\$ A student going to New Zealand organized a school dance as a fundraiser for her exchange.
- \$\$ If you are musically talented, organize a small benefit concert featuring the music of the country you are going to, or sing or play at weddings or parties.
- \$\$ Have an international dinner with the help of your church or local community center.
- \$\$ If you are skilled in writing, debate, speech-making, or in speaking a foreign language, participate in national and regional competitions that provide substantial cash awards to winners. The American Legion and Veterans of Foreign Wars sponsor several competitions in oratory. Such educational organizations as the American Association of Teachers of German provide awards to qualifying high school students learning another language. Your high school guidance counselor may know of some local opportunities.
- \$\$ Have an “exhibit” of your paintings, sketches, ceramics, or photography. Sell them, take orders, charge admission, or put out a donation jar.
- \$\$ Video tape weddings, birthdays, or graduations for a fraction of what “professionals” charge!
- \$\$ Coordinate a car wash or talent show with a school club or group you’re involved with and split the profits with them.
- \$\$ Ask your high school counselor and business people about opportunities and scholarships available to you in your community.
- \$\$ Read through the YFU viewbook and check the YFU Website to find scholarships for which you may apply.

## **How Your Parents and Relatives Can Contribute**

One enterprising student who was raising money for the year program to Denmark listed all the things his parents spent money on for him. When his parents realized how many of these things they would not have to pay for while he was overseas, they agreed to contribute to the program tuition. The student also let his relatives know that he would appreciate contributions to his program tuition instead of gifts for holidays.

Many students have since followed this student’s example. Expenses vary from person to person, of course, but this is a sample list for a one-year period:

Meals	365 days x \$12	\$4,380
School Activities		\$140
Family Vacations	Two Times / Year x \$500	\$1,000
Car Insurance	Yearly on Parents Car	\$500
Gas for Car	Monthly x \$40	\$480
Holiday Gift Money		\$500
<b>Total</b>		<b>\$7,000</b>

## **Consider Obtaining An Educational Loan**

You can also consider obtaining an educational loan to cover your expenses. Chances are, you will take out loans for college (and may be doing so for private high school). Studying abroad in high school is no less important. Take initiative! Your exchange experience will shape the way you view the world and open up amazing opportunities for you in the future. Shop around for the best rates! Ask your bank and others about loan programs to find the one that is best for you.

## **How to Ask Businesses and Organizations for Assistance**

A Michigan student who wanted to go to Germany for a year raised over a thousand dollars by asking local shopkeepers, stores, and restaurants to put donation jars by cash registers. She put up a sign explaining who she was and why she was fundraising.

Write a letter asking local stores, companies, and organizations for contributions (a sample letter is included). Many businesses already have funds set up to assist students. Others may be interested in starting one because of your request.

Make a list of local companies and organizations you want to contact from the phone book and from the local Chamber of Commerce. Your family, relatives, friends and their parents, and their colleagues may have some suggestions. Your local newspaper may publish a guide to businesses and organizations in the area. Here are some suggestions that may help you:

**Community Service Organizations:** Women and Men's Business Clubs, Garden Clubs, labor unions, veterans' halls, churches, and temples. Look for ethnic heritage or cultural groups in your community representing the country you would like to go to.

**Local Businesses:** Consider businesses and stores that you, your family, and friends use or shop at often. Also, ask businesses that have an international connection, such as travel agencies, ethnic restaurants, and import auto dealerships.

**Larger Companies:** Although we strongly recommend contacting local businesses first, and expect you will have more success with local businesses, you can also consider contacting larger companies that either specialize in a field you may be interested in as a career or that conduct business with or have branches in the country to which you would like to go. Currently there are many large national and international companies from which YFU solicits gifts for funding for scholarships and other purposes. **Before you attempt to contact these larger companies, it is important that you first speak with YFU's Public Affairs and Development office at 1-800-424-3691.**

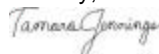
## **How to Write a Letter Requesting Donations**

Please speak with the YFU Public Affairs & Development Office before contacting larger companies.

- 1) Although it is best to always address a letter to a specific person, if you are unable to obtain that information, begin with "Dear Sir or Madam" or perhaps "Good Morning" or "Good Afternoon." You may also want to use a salutation in the language of your host country. Briefly explain that Youth For Understanding USA is a non-profit international exchange program for high school students.
- 2) Identify the country you are going to and program in which you are participating. State what you hope to gain from being an exchange student.
- 3) Summarize the cost of the program. Explain what you plan to contribute from your own sav-

ings, as well as what contributions you hope your parents and other organizations will make. Do you have a part time job? If so, tell them that. Sponsors will be impressed by the fact that you are working for this experience.

- 4) Tell them the entire amount of the program tuition and that any amount they could help you with would be greatly appreciated. Be certain to inform them that, unlike donations directly to YFU USA, donations by businesses on behalf of a particular student are not tax deductible.
- 5) Tell them what they will gain from giving you a contribution. Offer to write letters for the company's newsletter describing your overseas experiences, give a presentation about your experience, or offer lessons in the culture and language of your host country when you return.
- 6) Make sure to use complete sentences, correct spelling, and good grammar. Your letter should be neat, clear, concise, and no longer than one page. Please use the sample letter as a guide ONLY. A personalized letter written from your perspective will have more of an impact.
- 7) If you haven't received a response from a prospective donor, give them a follow-up phone call about two weeks after sending your letter.

<p>123 Main St. Bridgeport, MI 21000</p>	Date																				
<p>Ms. Ann Jones, President F. Larson, Inc. Detroit, MI 17653</p>																					
<h2 style="color: #ccc; text-decoration: underline;">Sample Letter</h2>																					
<p>Dear Ms. Jones:</p> <p>My name is Tamara Jennings and I am a Junior at Colony Hills High School. I have chosen to spend my senior year living with a family in Brazil through Youth For Understanding (YFU) USA. Since Portuguese is not taught in my high school and only in a few colleges, this is a once in a lifetime opportunity to become fluent in the language and immerse myself in the culture of Brazil. I would like to have a career in international business and believe a knowledge of other cultures is important to succeed in this field.</p> <p>The tuition for the year program to Brazil is \$6475. This includes international and domestic airfare, assistance with visas, placement with a screened host family in Brazil, language instruction, and support services 24 hours a day. If your company is able to contribute any amount possible, it would greatly aid my situation. I should let you know that although donations to YFU USA are tax deductible, a specific donation on my behalf will not be tax deductible.</p> <p>I have completed the admissions process and paid an enrollment fee of \$500. My parents can contribute \$500 in addition to the \$500 enrollment fee. I have a job as a waitress after school and on weekends and hope to save at least \$2000. I must pay the full tuition by May 1, 2002.</p> <p>My financial situation is as follows:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Program fee to Brazil</td> <td style="width: 10%; text-align: right;">\$6475</td> <td style="width: 30%;">FUNDING NEEDED</td> <td style="width: 10%; text-align: right;">\$3475</td> </tr> <tr> <td>Enrollment fee paid</td> <td style="text-align: right;">\$500</td> <td>Teacher's Contribution</td> <td style="text-align: right;">\$50</td> </tr> <tr> <td>Parents' contribution</td> <td style="text-align: right;">\$500</td> <td>Colony Hills Business Association</td> <td style="text-align: right;">\$250</td> </tr> <tr> <td><u>Earnings through May</u></td> <td style="text-align: right;"><u>\$2000</u></td> <td><u>El Jardin Restaurant</u></td> <td style="text-align: right;"><u>\$75</u></td> </tr> <tr> <td></td> <td style="text-align: right;">\$3475</td> <td>STILL TO BE RAISED</td> <td style="text-align: right;">\$3100</td> </tr> </table> <p>I would be happy to meet with you if you would like more information about YFU or my own extracurricular activities and academic achievements. I would also be eager to make a presentation to you and your company upon my return from Brazil and keep you informed throughout my year there. This is a wonderful opportunity to represent my community, country, and myself overseas and to form bonds between our two cultures. I hope you will seriously consider my request. My home phone number is (123) 555-3310. I look forward to hearing from you soon.</p>		Program fee to Brazil	\$6475	FUNDING NEEDED	\$3475	Enrollment fee paid	\$500	Teacher's Contribution	\$50	Parents' contribution	\$500	Colony Hills Business Association	\$250	<u>Earnings through May</u>	<u>\$2000</u>	<u>El Jardin Restaurant</u>	<u>\$75</u>		\$3475	STILL TO BE RAISED	\$3100
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<p>Sincerely,  Tamara Jennings</p>																					

## **What Does the Tuition Cover and What Expenses Am I Responsible For?**

The YFU program tuition differs from country to country and program to program. Refer to the website [www.yfu-usa.org](http://www.yfu-usa.org) for exact tuition amounts. Your program tuition covers your travel expenses, orientations, careful host family placement, meals, and the YFU support network.

The amount of money you will spend overseas depends on your personal spending and saving habits, the country you are going to, and the current rate of exchange for the US dollar. An average amount of spending money is \$150-\$300 per month for year and semester students and \$250-\$500 (total) for summer students. Your extra expenses include: passport fees, visa costs, and insurance. You should also budget spending money for clothes, toiletries, snacks, postage, entertainment, and any other miscellaneous expenses you think you may incur.

## **You Can Do It!**

The more you do yourself, the closer you will come to making your exchange a reality. Students have proven to us year after year that it can work if you are willing to put forth the effort. All you need is determination, hard work, some creativity, and patience. Follow as many of the suggestions as possible listed in these guidelines and don't be discouraged if you do not get responses or results right away. When you do receive assistance or donations be sure to send a thank you note immediately. Later, send a postcard while you're overseas.

In raising and saving funds for your YFU exchange experience, make decisions about your priorities. If spending the summer in Sweden means you can't go to the movies or shopping every week, which would you choose? Some decisions may mean temporary sacrifices, but long-term benefits bring a world of opportunity. The money that you were saving to buy a car could send you to Germany for a year. Ask yourself, which will take you further in life?

YFU is supportive of your efforts to raise funds for your program. The best thing to do is a combination of all the different kinds of fundraising: a part-time job, writing to companies, and special projects. Both your local YFU Representative and your Admissions Counselor are there to help you

Feel free to call us at 1-800-TEENAGE for ideas on raising money, assistance in planning your fundraising strategies, and to share your successful fundraising stories with us.



Youth For Understanding USA

**6400 Goldsboro Rd, Suite 100**

**Bethesda, MD 20817**

**Tel: 1-800-TEENAGE**

**Email: [admissions@yfu.org](mailto:admissions@yfu.org)**