



EXPLORING EUROPEAN CULTURAL DIVERSITY SINCE 1988

FUNDRAISING

FOR SUMMER UNIVERSITY

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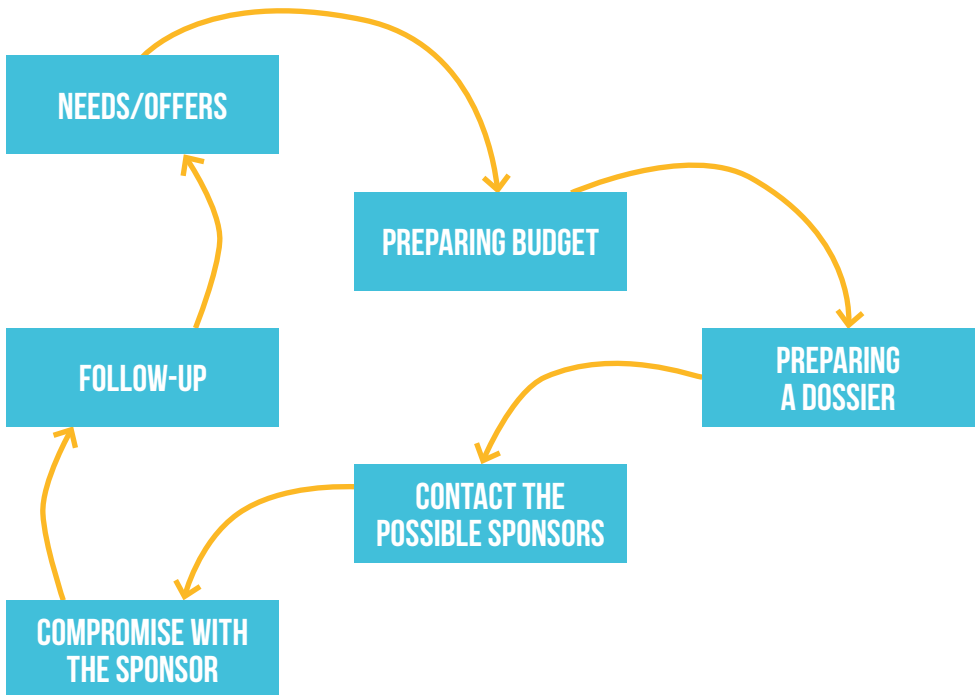
FUNDRAISING: AN INTRODUCTION FOR SUMMER UNIVERSITY PROJECT

1. WHAT IS FUNDRAISING?

Fundraising (FR, from now), is the process of soliciting any kind of resources or support (financial or in kind one) for a non-profit cause, in our case, for a project of a student association.

In this booklet we will go through of this process focusing on the Summer University Project.

In summary, we will follow this path:



2. TYPES OF FR

Basically, there are two kind of possible supporters who can be supporters of your project by giving you any kind of support.

2.1 Public/Institutional

From Institutions and Foundations that offer grants or other resources.

Usually, the easiest one should be your Local/Regional Government. They would be able to offer you:

- Grants.
- Accomodations in the city.
- Spaces for the workshops.
- Professionals in some kind of topic to deliver a session.

2.2 Private/Corporate

Basically, are the resources got from companies. You can get:

Money (you receive money directly)

Other resources (you receive goods for free, e.g. milk, bread, you don't have to pay rent for rooms, or you get a transport discount, etc).

We will go more through this, when we will later talk about “while fundraising” and, specifically, preparing the contact list.

3. GETTING KNOW YOU PROJECT: SUMMER UNIVERSITY PROJECT

As first step for Fundraising, you need an excellent knowledge of your project and about the organisation. In this part, we will describe a bit the project so you can have a basic concept of it, and you can keep going through all the process or better, to use it - translated in your local language(s) and/or english - for your own advantage step by step.

The Summer University Project is the oldest and longest running program of mobility of AEGEE (European Students' Forum).

Each young European from more than 161 different university cities join to organise around 70 Summer Universities all over Europe. The Summer Universities lasts from two weeks to four weeks long taking place during summer. The project is coordinated entirely by young European volunteers, members of the European Students' Forum (AEGEE). It works on a voluntary basis and takes months of project management and preparation, including activities that range from purely academic (such as intensive language courses), to cross-cultural ones and activities preparing you for the working life. Exploring and understanding the multi-cultural dimension of the European continent, removing national borders, fighting for tolerance, and becoming open minded citizens are some of the reason why 15 to 50 young European from all over Europe come together in each Summer University to taste the diversity of interculturalism. Each Summer University provides accommodation during the whole time, two meals a day and all transportation fees as well as a comprehensive activity program every day at a very low cost level due to the fact that it is performed by volunteers.

The Summer University Project is based on two simple ideas; bringing people together and peer learning. What Erasmus+ exchanges offer during university year, AEGEE Summer Universities provides in the time of student's vacation. Thousands of young people discovered their european identity for the first time during those trips and gain a network of international friends.

BEFORE FUNDRAISING

1. PREPARING BUDGET FOR SUMMER UNIVERSITY

The budget is, basically, a financial prospect of your event, in this case, of your Summer University. It's something essential, because you will include there, the resources you are receiving (incomes) and the resources you are expending (outcomes), so you will be able to have an overview of how sustainable is your event. We will go through the different parts of the budget and we will finalise with an example of budget that you can use while organising your Summer University.

1.1 Incomes

In this part you have to include the resources you are receiving. Basically, the incomes will be used to support the costs and expenses of your event.

- Participants fee
- Financial support (from Institutions, European Union, AEGEE-Europe, University, Partners...)
- Include also money you might have raised in other activities and lended here from antenna's budget
- Material Support (flipcharts, markers...)
- Divide them in materials you already have and what you fundraised, so that you have a better financial dimension of the use of previous leftovers and you have a better knowledge of your current financial situation
- Sales (clothing, beverages, food...)
- Crowdfunding
- Come up with local crowdfunding for the project in exchange of goods. Like Europe on Track Project in 2017.
- Other incomes (here you can include other kind of incomes that are not include in the rest of the fields).

1.2 Outcomes

In this part you'll include all the costs you are expending.

- Mailing
- Printing
- Workshop Material
- PR Material
- Accomodation

- Food
- Transports
- Shirts
- Security

etc...

1.3 Unforeseen costs

This is something very important to include in the expenses part. In order to have a more realistic budget, you should add a certain percentage of unforeseen costs, because it is very very normal to have some costs that you didn't expect in the beginning. So now, you can count with them and see if the (possible) final balance it's acceptable or not.

In AEGEE, the percentage used approved by EQAC and Audit Commission, amounts to 10% of the total budget.

1.4 Budget Template

Here you can find two different templates that you can use for your Summer University.

Financial Report SU template. This is the one you will have to fill and send to SUCT after the Summer University period to occur also for the Criteria required by SUCT for SUs evaluation. It would be good to start to use it from the beginning in order to have provisional costs first and then seen the final financial outcomes.

Budget template. This one is the general one used by AEGEE-Europe. You can also ask for this document to Comité Directeur (CD), SUCT or Audit Commission.

You can find both templates [here](#).

2. NEEDS AND EXPECTATIONS

In this section we will talk about getting know which resources are the most helpful ones for a Summer University and which kind of things you sponsor would expect from you.

2.1 Needs for Summer University

Supermarkets	<ul style="list-style-type: none"> • Discounts in supermarkets • Gift cards in supermarkets (money to spend just there) • Smart shopping (spend less in special days to save money, see food which is discounted because soon to expire)
Food and drinks companies	<ul style="list-style-type: none"> • Any kind of drinks for free or getting discount, contacting directly with the company (Coca Cola, Water, Beer...) • RedBull and energy drinks (in this case, is very very common that they give Redbull for free in any AEGEE local) • Traditional spirits (to connect with local tradition and giving an international promotion to local companies)
Accommodation (ADVICE! this task could be shared with the logistics team).	<ul style="list-style-type: none"> • Discount in hostels (after a negotiation) • Accomodation for free. • A house owned by some member. • Churches and related organizations.
Welcome Packs	<ul style="list-style-type: none"> • Your university or local government will give you a small bag with information. • Red Cross, Hospitals, sexual health centres or associations will give you condoms for free to put in the welcomes packs and information about healthy and responsible sexual relations. • Cultural local associations / organizations • Small villages municipalities
Transports (bus, train, flight companies...)	<ul style="list-style-type: none"> • Discounts to use DURING your Summer University (basically, for all organisers and participants and the way of transport they use to move from one city to another) • Discounts to use BEFORE and AFTER your Summer University (basically for your participants during the arrivals and the departures)
Activities	<ul style="list-style-type: none"> • Discounts/free entrance for museums, food or drinks factory, city guides, activities such a surf, kayak, swimming, etc).

2.1 Needs for Summer University

Other kind of sponsors. Private companies. This ones can give you just money, visibility, prestige or even using their locations to do activities	<ul style="list-style-type: none"> • Gyms • Any kind of associations regarding the topic you are covering • Malls • Banks • University • Schools Academies
Social Activities	<ul style="list-style-type: none"> • Discounts in bars, pubs, clubs

But now, what sponsors expected from you to make a deal? What can you offer?

VERY IMPORTANT! You will make them see that this collaboration is an unique opportunity to publicize their company, foundation or association, not only locally, but also nationally and internationally. They will be able to be promoted in a young and dynamic public capable of extending their name.

2.2 Expectations and offers

Promotion in our social media (Facebook, Twitter, Website...) - pictures with their logo, rendering thanks to them.
VERY IMPORTANT: NO MORE THAN ONE SPONSOR IN EACH POST
Promotion during the event
Include their logo in the SU merchandising
Conferences and workshops about them (they can be invited to give a workshop about something that fits both you and them)
Audiovisual promotion (include them in the after movie, possibly at the beginning (this project have been funded by - at the end is hard to see it)
Activities to do (like volunteering in exchange for something, some kind of activity to do)
Ask for a banner or roll-up with their logo and put it somewhere visible. Take pictures that look natural of your participants and not fake while they enjoy the Products and stand next to the banner

3. PREPARATIONS

3.1 What is a Dossier

A Dossier is the document you will send to the potential sponsors. It will go attached to the email you are sending to them and in there you will explain all the necessary information to make them know what is our organisation and what is the project you are carrying and asking resources for.

3.2 Dossier structure

What is AEGEE?

General description of the organisation.

Who are we? AEGEE-Local

Here you can describe a bit your local. How many members do you have, how big in the impact in your university, which kind of activities do you usually organise in your city...

What is Summer University Project?

General description of the Summer University Project.

What is YOUR Summer University Project?

Here you will make the description of your Summer University: The thematic, the activities you are going to do, the aim of your Summer University, what do you expect to transmit to the participants and how tailored can be the contribution from such company/institution for the realization of the project...

Private funding

Here you make know to the sponsors that we are a non profit organisations, that we are working basically through the compromise and the dealing with differents sponsors, and that any kind of help or resources is very welcome.

Sponsor opportunities

Here you will describe all the opportunities you can offer to your sponsor.

Contact Data

At the end of the document you add the contact data of the main responsibilities of the project and the fundraising tasks in order to give a face and a name of a real person to the possible sponsor. At least you should add **Name, email, phone, image (professional) of the:**

- Main organiser
- Treasurer
- FR responsible/s

OPTIONAL: You can also add the picture and the address.

You can find a template of a Dossier [here](#). You can translate to your own language.

3.3 SU standard letter

When you are contacting someone, in the email you should make a summary of what you want to say, but don't explain too much, this is the reason you are including the dossier, to give them a bigger information. In the email you should mention a brief explanation of:

What is AEGEE.

What is the Summer University Project and how are you going to implement it in your local.

What you ask. (ADVICE: Let them know you are sure what do you want and the amounts of it; examples: 20 boxes of cookies, 40 L of milk...).

What can you offer..

You can find a template of a standard letter [here](#). You can translate to your own language.

3.4 Contact list

To be sure you are having a good track of the possibles sponsors you are contacting with, here you have a document that can be very useful for you: The contact list spreadsheet.

In this spreadsheet you will have the different companies, divided in the kind of resources they can offer to you (bread, beverages, supermarkets, milk, coffee, transports...) and in each company you will add:

- The contact person (name, phone, email)
- Who (from the organisers) are the responsible of contacting that company
- If you have contacted or not
- The answer they give you
- What we ask
- What we get
- Additional comments

Also you can use colors to indicate if you have to contact again, if they deny the offer, if it's accepted.

In the document attached [here](#), you can find a template to use for your Summer University and also, you can see some examples about how to fill it. You can add as many sections as you want, this is just an example you can start with.

WHILE FUNDRAISING

Now you know, how to start with fundraising, and if you have everything ready from the preparation point you just should follow the next tips:



DON'T STOP LOOKING FOR NEW POTENTIAL SPONSORS

(You can go to a supermarket and note all the possible companies, ask other locals near you about their past sponsors...)

SEND EMAILS ALL THE TIME AND KEEP TRACK OF THEM

USE THE CONTACT LIST GIVEN IN THE LAST POINT

It will be very useful to follow all the process and the companies' answers.

ORGANIZE FR MEETINGS (REALLY IMPORTANT)

CALL THEM (AND IF YOU HAVE ACCESS TO A PHONE NUMBER)

Either because they don't answer to emails or to give better information

TRY TO ESTABLISH A LIVE MEETING WITH THE PERSON IN CHARGE IN THE COMPANY

DON'T GIVE UP!

It's very normal receive a lot of negative answers or even not receive them.

AFTER FUNDRAISING - FOLLOW UP

After the event, follow up. Send them a thank you note with some pictures of the event.

And don't forget to do the things you promised (add their logo in your website, facebook page, aftermovie...)

Also after the event, stay in contact with them, update them about projects of your organisation, keep up a good relationship, send them christmas wishes and invite them to subscribe to Newsletters if you have, etc. In this way you can establish a short or long term cooperation for future events.

Make sure you store information about the partnership, information about the company and all useful additional information as well as all related documents somewhere where it is easily accessible for your successors, and where they know they will find it, so they can make use of it in the future!

Also, before you leave your organisation, make sure you introduce your successor to the person you have been working with in the company.

**NOW YOU ARE READY TO DO THE BEST FUNDRAISING
FOR YOUR SUMMER UNIVERSITY!!!**

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