



**International Young
Professionals
Foundation**

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**International Young
Professionals Summit
2004**

www.iyps.org

29 November – 3
December 2004

Griffith University
Nathan Campus
Brisbane | Australia

Fundraising Kit

International Young Professionals Summit

29 November – 3 December 2004
Griffith University, Nathan Campus
Brisbane, Queensland
Australia

Introduction to this kit

Dear Young Professional,

Congratulations to those of you that have managed to secure your own funding! However, some delegates are not as fortunate and are discovering how difficult it can be to find sponsors and gather donations.

The Summit organising committee has worked hard to raise the money required to make the International Young Professionals Summit a reality. It has been difficult for us to find the level of sponsorship funds we need to ensure the event proceeds and, therefore, we do not have the funds to cover costs of attendance for delegates.

We have put together this fundraising guide as well as a media kit that we hope will assist delegates in finding the funds they require to attend the Summit. We understand the difficulties many of you face in raising funds locally. However, it is our experience that it is generally more effective for delegates to find support locally than it is for the Summit organisers to reach companies and individuals in your communities.

We encourage you to continue your initiatives in this area and approach local companies, foundations and government to support your attendance at the Summit.

Yours sincerely



Tamara Price
Summit Coordinator



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Creating your budget

In order to know how much you have to raise, it is important to consider all your Summit related expenses and revenues.

Some research may be needed in order to effectively identify accurate expenses, particularly for flights, visas and airport transfers. Try approaching travel agents and researching on the Internet. Remember to consider, particularly for airfares, that the later you book your flight, the more expensive it is likely to be.

Remember to ensure that you are working in the same currency the entire time – the Summit registration cost is in Australian Dollars – we have included currency conversion sites to assist in translating this to your own currency.

An example budget would be:

	\$
Registration Costs	700
Currency transfer fees	15
Airfares	1500
Airport Transfer	100
Visa Application	60
Spending Money	100
TOTAL AMOUNT I WILL NEED	2475
Less amount I can contribute	1000
AMOUNT REQUIRED TO RAISE	1475

Currency conversion Sites

www.xe.com/ucc/
africa.iafrica.com/converter/
www.africahome.com/currencyconvert.shtml

Key tips for fundraising

Believe in yourself and your cause

People react to sincerity and passion. Ensure that you communicate how eager you are to attend, and remain confident and engaged in your sponsorship process. Take every opportunity to tell people what you are doing – you never know who might be able to help you, or who might know someone who can.

Be sure that you can clearly communicate at short notice WHY you want to attend the Summit, and what benefit your attendance will have to your community – remember, if people are going to sponsor you to attend, they want to know it will be benefiting the wider community rather than one individual.

Know the fundamentals

A fact sheet on the IYPS has been included in this pack. Make sure that you know the key details of the Summit – the themes, the organisers, the dates. You will need to be able to discuss these with people at any time without referencing a document.

If you do not know something, simply say so – don't make up an answer. You can always tell the person that you will get back to them on that. Look through the Summit documents you have on hand, and contact the Summit secretariat for answers to any other questions.

Be professional

You are attending a young professionals conference – act like one. Understand that potential sponsors are busy and valuable people – set meetings, turn up on time and always respond to their questions immediately. Thank them for their time and send written letters to confirm any sponsorship offered. Dress to impress. Ask yourself what qualities you would need to see in someone if you were in a position to fund them, and then apply it to yourself.

Be a diplomat, a negotiator

Fine tune these skills, particularly if you are having face to face meetings. Always be pleasant, never burn bridges – they may assist you in implementing a project after the Summit! If people indicate they are unable to provide financial assistance, ask them if there is an in kind service they can provide – perhaps they have a network they can contact for you, or assist you in airport transfers or internet access to prepare for the Summit.

Build your network

This is a great time to get in contact with your network of peers and supporters, but make sure you don't only approach them whenever you need money. Ensure that these people receive regular updates on your activities and invitations to your events where possible. Even if they can't help you with the Summit, they may help you in some other way. Or you may be able to assist them one day.

Time your approach

Start now. Gaining sponsorship is an involved process that can take many weeks. Don't wait until November – if people come back to you a week before the Summit, you may not be able to arrange the flights, or your place at the Summit may have been offered to another young professional (remember the due date of end September!). Make sure you put a date by which you need to confirm payment in your letters.

Be relevant and specific

Approach organisations that are related to the Summit, to your employment. If possible, ensure that they are organisations that know of you prior to your funding request. A cold call is always the hardest.

Ensure that you target your application to the most appropriate person – requests for funding are numerous, and if it goes to the wrong person, it is likely to be deleted. Do your research, call the organisation if necessary, and get a name. Keep this person as your main contact unless they recommend a more appropriate person.

Expect to hear “No”

Unfortunately, that's the way the game goes. Be strong, and remember that it's not a reflection of you or your worth, but a decision made by an organisation with many demands on their resources

Celebrate every success, no matter how small.

An approach

Coordinate your campaign

It is essential to spend some time preparing your plan – a haphazard approach will generate less response than a well-coordinated campaign.

1. Make a budget of all your expected expenses and revenues (see above)
2. Make a list of everyone you know – family, friends, employers, colleagues, teachers (current and past), local business teachers, person at the corner shop or video store, anyone you have a business card for.

Put all these names in a table, and add two more columns – how much you think they would be able to give, and how likely it is that they would give it. If necessary, add a 'notes' column to record any considerations. Remember that even if people such as family and friends can give only \$5 each, that can quickly add up.

Challenge yourself to make the list as long as possible.

An example of the table:

Name	Amount	Likelihood	Notes
Mum	\$50	High	
Dad	\$50	Medium	Unlikely to give if mum does.
John (from work)	\$10	Medium	
Prof Elias	\$100	High	More likely if I can run a workshop
Mary (friend)	\$10	Low	

3. You don't have to approach everyone at the same time. Target your efforts on the people that are most likely to be receptive. I.e., in the example above, you would concentrate on Mum and Prof Elias rather than Dad, and John rather than Mary. Use your time wisely.

The approach to each of these people may be different – for people you know well, a casual email or discussion on the topic may suffice. The larger the amount, or the less well you know someone, the more formal the approach should be.

4. Ask people on your list to ask people THEY know – by doing this you can expand your 'contact list' by 3 or 4 times at least!

Targeting organisations

Make sure you include in your list above any nearby organisations that may be able to assist. You are most likely to be successful with organisations that run projects aligned to the themes and sub-themes of the Summit, and where they believe they will receive direct benefit from your attendance.

Realise that you are more likely to receive financial assistance from organisations that are NOT non-profit and community based. These organisations normally operate on a miniscule budget and cannot send their own staff to conferences, let alone community members. See if you can approach a local business that needs to do some 'community outreach', and play to their triple bottom line or good corporate citizen sensibilities.

If the organisation you are approaching has funding guidelines, ensure you read these carefully and apply within them – anything outside their requirements is likely to have your application overlooked. Research the organisations' projects and annual reports and tailor your application to their interest areas.

Where possible address a letter to someone specifically in the organisation – if you have a contact, ask them to be your advocate and give a reference if necessary.

If you are not successful

Be gracious. Thank them for their time and consideration of your application. If possible, ask them if they have any recommendations for other people you could approach, or whether they would be interested in working with you on a project after your return (they may not have a budget for conferences, but may be able to assist in a local project for instance).

When you are successful

Celebrate! (but don't spend the money!)

Make sure your sponsoring organisation knows exactly how they can arrange the details – i.e. are they paying the registration fee directly to the IYPS for you, transferring you money, or buying you an airfare? Take ALL the guesswork out of it for them.

Send a letter of thanks to the key person you dealt with in the organisation.

Follow all conditions set by the funding. If they need a report back from you within 2 days of your return, make sure you provide this.

Confirm with them if they would like you to promote them at the Summit (i.e. you can wear a t-shirt, carry information on them to distribute to other delegates).

If they would like their organisation mentioned on the IYPS website as a bursary provider, let the IYPS secretariat know as soon as possible.

If by chance you actually raise more funds than are needed by the end of your trip, it is considered well if you return the excess. This honesty will ensure you are looked upon well and it may have bearing next time you request a favour.

Writing a letter for funding support

An example letter can be found at the end of this document. Please feel free to copy this into a word document and use as necessary – with changes of course!

Any letter you write should have some key elements:

- Contain as many facts as necessary to get across the what you are planning to do (attach the fact sheet if necessary)
- Share your enthusiasm and passion for the theme topics
- Tell them why you want to attend and what benefit the local community will gain from your attendance.
- How much money you need to raise, and by when, as well as how much you have already.
- If possible, ask for a specific amount of money – it is much easier for organisations to consider than an open-ended question. Eg *"I am hoping that you will be able to make a contribution of \$50 or more to help ensure my participation in the IYPS 2004. If you are not in a position to contribute \$50, any amount will be helpful and sincerely appreciated."*
- Sometimes it may be useful to have a handwritten letter. There are many requests for resources on organisations and people at the moment – a handwritten letter will make yours stand out. Obviously this is not going to be feasible if you are considering sending letters to a large number of persons, or if your handwriting is difficult to read. In these circumstances, consider a nicely coloured paper or envelope.
- If you are doing form letters, ensure you personalise them a little. Actual names (rather than Dear Sir/Madam), and if you know the people, a sentence or two of a familiar nature at the beginning will draw them into the letter and ensure they remember you.

Follow up with an email or phone call a few days after you have sent the original letter. At this point, you can simply ask whether they have received it, and whether they have any questions. They may not have looked at the letter by this point, but they are almost certain to pull it out to check when you ask about it. Ask them whether you can set a time and date to come and meet with them. Be friendly and enthusiastic, but not overbearing. If you have to leave a message, try again a few days later.

End with a thank you letter to everyone who responds, positively or negatively.

Fund raising projects

If writing letters to raise funds isn't your thing, you may like to consider a fundraising event instead – this can work particularly well if there are a few of you looking to raise funds.

- Organise a function. This could be as simple as drinks, or a benefit dinner.
- Organising a garage/yard sale (or Ebay!)
- Coordinating a raffle in your workplace
- Contact a local organisation you work with voluntarily and see if they have any event coming up where they could contribute part of the profits to your trip.

Organising an event is a little more hard work, but often can reap rewards.

Potential Contacts

Some ideas to get you thinking:

1. Your employer
2. Your volunteer organisation (have 100 volunteers? Ask for a \$1 contribution from each!)
3. Local government bodies – city, state, federal
4. Social organisations
5. Local businesses – are you a regular at the coffee shop? Get them to set up a donation tin
6. Through your university or school, whether you are still studying or have graduated – contact your alumni organisation!
7. Transport companies – a taxi or bus company may assist with airport transfers.
8. On-line communities – do you have any Internet friends who may be able to assist?

Materials to take to an interview

1. A copy of the letter sent to the organisation
2. Your CV
3. IYPS fact sheet
4. Your Invitation letter
5. Any letters of support

Rewards for sponsors

Organisations are most likely to assist you if they know that they are going to receive some benefit in return.

Potential offerings you can make include:

1. Name (of sponsor) on the IYPS web site as a bursary donor.
2. Wear the business' t-shirt at the Summit.
3. Distribute their business cards and information to other delegates.
4. Upon returning home, offer to run a workshop for the organisation's staff based on your training at the IYPS.
5. Offer to write a promotional newsletter article or do a presentation for the organisation outlining your experience at the Summit.

Please remember that if your supporters require additional entitlements or acknowledgements, you must first discuss it with the Summit secretariat before finalizing plans.

The International Young Professionals Summit

The International Young Professionals Summit (IYPS 2004) is being held from November 29 to December 3 2004 in Brisbane, Australia. The IYPS 2004 is the international gathering of the International Young Professionals Foundation. It is an event for all young professionals who are or want to be positive change makers in their local and global community.

Summit themes and aims:

The program of the IYPS 2004 will be focused around the twin themes of **Sustainable Livelihoods** and **Science & Technology**.

Within each of these themes, there will be three subtopics, which will provide a focus for discussions:

Sustainable Livelihoods	Entrepreneurship & Job Creation Trade and Globalisation Corporate Social Responsibility and Governance
Science & Technology	Information and Communication Technologies Infrastructure Emerging Technologies

The aims of the Summit are:

1. To inspire and equip young professionals to lead and contribute to a better world for current and future generations
2. The creation and enhancement of young professional networks across the world
3. Provide an avenue for the engagement of Young Professionals in the IYPF

Who are the delegates?

The 180 delegates are talented young professionals in developing and developed countries who are committed to or interested in developing and applying their skills, knowledge, resources and capacities to be positive change makers in their local and global community. They have proven their ability and desire to effect environmental and social change through their occupations. Delegates have a good understanding of the Summit themes and typically have links to and/or the support of home country or international organisations.

Sponsorship Letter Inspiration

DATE

Mr John Brown
Marketing Manager - Sponsorship
Sponsors R Us
PO Box 8888
MILTON QLD AUSTRALIA 4064

Dear Mr Brown

My name is MY NAME, an Environmental Engineer working with the ENGINEERING FIRM PTY LTD.

My primary responsibility in this role is to assist in the necessary move away from a fossil-fuel dependent future by expanding the world's reliance on renewable energy technology to meet electricity needs, and making our lifestyles more energy efficient to reduce the amount of power we 'waste' unnecessarily everyday.

I am keenly interested in any opportunities available to me to develop a greater understanding of current developments and ideologies in this field. Therefore I write to request your financial assistance to attend the International Young Professionals Summit, being held between November 29 and December 3 2004, at Griffith University, Brisbane, Australia.

This is an event that I believe will give me an opportunity to learn from my peers about sustainable livelihoods and science and technology issues and to make a real contribution to the event and later in my community.

Sustainable Livelihoods and Science and Technology for Development are two key themes of the Summit and I believe that the knowledge I acquire and ideas developed at the event could be directly applied in my role with the ENGINEERING FIRM PTY LTD. In turn, initiatives and projects benefited by my attendance will also greatly advantage my community and other members of my organisation.

Costs associated with attendance at the Summit include:

Registration fees	AUD\$700
International airfare	AUD\$2500
TOTAL	AUD\$3200

To date, I have been fortunate to secure AUD\$150 in donations towards these expenses. However, this is only a small portion of the total cost.

I would greatly appreciate it if Sponsors R Us would consider providing me with some financial assistance to make my attendance at the Summit possible. Your support can be considered as a donation or sponsorship and the Summit is willing to offer appropriate rewards for your contribution.

I would be happy to discuss this with your further at any time and can be contacted by telephone (555-1234) or email (email@email.com.au).

I look forward to your response.

Yours sincerely
YOUR NAME