

“There is a **business side** to every occupation.”
—Andrew Bexell, First Dean in the College of Business, Oregon State University



young entrepreneurs
business week
www.yebw.org



Student's Guide to Community Fundraising

IN PARTNERSHIP WITH



Exercise Your Entrepreneurial Spirit!

MONEY SHOULD NEVER BE AN OBSTACLE!

We want to HELP!! We understand paying for a summer camp can be expensive. By following this step-by-step process, you can determine how you will pay for YEBW!!

| | | |
|------------------------|---------------------|------------------------|
| If this many people... | ...each gave you... | then you will raise... |
| 25 | \$25 | \$625 |

I. DETERMINE HOW MUCH YOU NEED TO RAISE

First, figure out how much money you'll need to attend YEBW.

| | |
|--|----------|
| YEBW Tuition | \$ _____ |
| Transportation Costs | + _____ |
| Spending Money | + _____ |
| Amount You Have Available | - _____ |
| Matching Financial Assistance | - _____ |
| (based on qualifications, must apply separately) | |
| Amount You Have to Raise | = _____ |



“ This program was **ESSENTIAL** for learning the fundamentals of **RUNNING** a business. I believe this **PROGRAM** sets a foundation for a **BUSINESS CAREER.** ”

– Audrey Richmann,
Tigard High School



II. DETERMINE HOW MUCH YOU CAN CONTRIBUTE AND IDENTIFY POTENTIAL SPONSORS

Next, identify what resources you already have. Your parents or other family members may help pay for some of the program, or you may have saved some money yourself. Whatever the amount, the money you save to help pay for the program will get you that much closer!

Your next step is to identify potential sponsors who may assist. Start by brainstorming all the possible people and organizations that might be able to support your attendance.

- Make a list of every idea you have
- Ask your parents and family members for their ideas, too
- Have your parents find out whether their employer may offer financial assistance
- Don't forget to ask your teachers, guidance counselor and other adults you know if they have any ideas for potential sponsors

The list below will help you get started

| Civic Organizations | | Local Businesses |
|---------------------|---------------------|------------------------|
| Rotary Clubs | Kiwanis Clubs | Law & Accounting Firms |
| American Legion | Knights of Columbus | Restaurants |
| Elks Club | Jaycees | Local Newspapers |
| Lion's Club | Church, Temple, etc | Banks/Brokerage |
| Masonic Lodge | Youth Organizations | Clothing Stores |
| Men's Clubs | Women's Auxiliary | Grocery Stores |
| | | Doctors/Dentists |

Once you complete your brainstorming, narrow your list to your best possibilities. These will be the people and organizations that you'll personally contact.

III. CREATE YOUR FUNDRAISING CAMPAIGN MATERIALS

Then, design a fundraising packet for your potential sponsors, which should include:

- A letter
 - Our website has a sample letter that you can use as-is or adapt to your personal style.
- Personal biographical sketch
 - This should be a one-page overview that describes you – including your education (where you go to school, GPA etc), your community involvement, your extracurricular activities and your goals. Don't be shy- this is your time to present yourself in the best light!
- Information about YEBW (the attachments from your application). You can also contact our office for a copy of our promotional DVD, a Sponsor Brochure or download information from our website.
- Student sponsor forms, (which can be downloaded from our website) and a self-addressed return envelope so that if the recipient makes a donation they can mail it directly to you. It's best if you have the checks sent to you, payable to YEBW, so that you can keep track of how much you receive and ensure that your payment reaches YEBW by the stated due date.

“ **YEBW** has given me greater **PASSION** and **CONFIDENCE** for **OWNING MY OWN BUSINESS** in the future. ”

–Victoria Patton,
Wilson High School



IV. CONTACTING POTENTIAL SPONSORS

Call each of your potential sponsors and request a brief meeting (even if they are family). If you have an established relationship with an individual than it may be appropriate to simply stop by their place of work. If you secure an appointment, bring your fundraising packet along with you and use it to guide your discussion.

If you're not able to make an appointment with a potential sponsor, mail the packet.

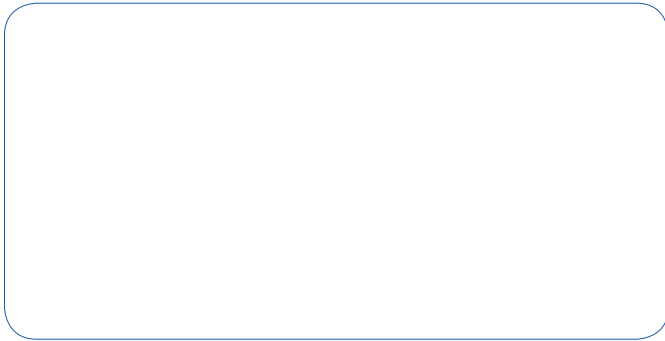
Importantly, keep a list of all the people you contacted, their phone numbers and address and the date you spoke with them or mailed the fundraising packet. This will help you with the next step—follow up.

V. FOLLOW-UP

About a week after you mail your fundraising packets, contact each potential sponsor by phone. Either speak with the contact personally or leave a detailed message. Be respectful of the person's time but also be sure that you explain your reason for calling, why attending YEBW is so important to you and how they can help by sponsoring you.

No matter what response you receive, always send a thank-you-note – either for the contribution or for just speaking with you. For those people and organizations that do sponsor you, be sure to write them after you return from YEBW. Tell them of your experience and how grateful you are for their assistance in getting you there. They will be happy to hear from you and to know that their contribution made a difference in your life.





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Leadership. Teamwork. Friendships.



www.YEBW.org