

Fundraising Your Way to Midwest Spring Convention 2020

Shalom!

This guide has been put together with the goal of helping Jewish teens fundraise in order to attend YJ's Midwest Spring Convention 2020 program. We hope that some of these fundraising ideas will allow you join us at Midwest Spring Convention without straining your family's finances and give you some independence.

One of the central portions of this guide is setting up a personal fundraising page, similar to a "go fund me" page. If you set up one of these pages, you can raise as much as you need for the program and flights. Once you are finished fundraising, YJ will put the funds towards your Midwest Convention registration cost and send you a check for the rest.

If you have any questions, please be in contact with Young Judaea at yjconvention@youngjudaea.org or by phone at (917) 595-2100 ext 219.

Shalom, good luck and see you at Midwest Spring Convention!

**This guide is meant specifically for internal use for Young Judaea only and is not to be distributed or used outside of Young Judaea



Classy is an innovative, easy to use personal fundraising website. Through the website teens can create a profile and solicit their friends on Facebook, and other social media sites, to contribute to their fundraising effort.

HOW DO I USE CLASSY?

It's super easy! If you can create a Facebook page, you can create a Classy fundraiser!

HOW DOES MONEY GET TRANSFERRED FROM CLASSY TO AWB?

When you fundraise through CLASSY, as long as the cause for your fundraiser is listed as "Young Judaea Global Inc," the money (minus a small processing fee) will be directly transferred to Young Judaea in your name.

HOW DO I SET IT UP? IT'S SIMPLE...

PART 1: SIGN UP FOR CLASSY

1. Go to <https://donate.youngjudaea.org/MidwestSpringConvention2020>
2. Click on the blue button that says "set up a personal page"
3. Click on the option "As an individual" and click on create an account
5. Put in your email and choose a password that has at least 8 characters, 1 letter 1 number and 1 special character (%\$!)
6. Complete your sign up by putting in your first and last name
7. Once you have done that it will ask you to name your page and choose a goal. It will all you to make your own URL and you can write something like joejudaeawb. You will also be asked to choose an end date. You can fundraise up to convention start date, March 5th, 2020.
8. It will take you to your page. You will be able to copy the link there, but you are NOT done. Make sure you personalize your story: tell why you want to go to Midwest Convention and create a thank you to your donors and...

VOILA, YOU'RE SIGNED UP ON CLASSY!

You can then send your link to all of your friends and family.

And finally... SHARE ON FACEBOOK, TWITTER & EMAIL AND GET THE WORD OUT!

If you are serious about fundraising for your trip, you need to do a bit of research and really think about why you want to go.

GENERAL SUGGESTIONS TO GUIDE YOUR FUNDRAISING EFFORTS

Getting Started:

- ⇒ **SET A GOAL.** How much money do you hope to raise?
- ⇒ **BE CREATIVE.** Use these ideas in this packet to get you started, but don't limit yourself solely to these suggestions.
- ⇒ **BE SMART.** Make sure your fundraising effort does not require you to invest more money than you are likely to raise.
- ⇒ **MAKE A PLAN.** Break down your project into separate tasks and create a timeline. Remember that some people or organizations will take some time in writing and mailing checks to you.

Your Outreach Efforts:

- ⇒ **COLLABORATE.** If you know of other teens in your community who are also attending Midwest Convention, you can work together to create a program, send group solicitation letters, etc.
- ⇒ **KNOW YOUR AUDIENCE.** Highlight the aspect of the experience that would be interesting to your supporters and create a 'pitch' appropriate to sell your cause.
- ⇒ **PROVIDE INFORMATION.** Make sure you have information about the organizations you are working with
- ⇒ **BE SPECIFIC.** Explicitly describe why participating in the Midwest Convention program is important to you and those around you
- ⇒ **FOLLOW UP.** Outline what you will do in your community upon your return (i.e. speaking to other groups, running a program about what you learned, etc.)

Following Up on Support:

- ⇒ **Acknowledge contributions immediately.** You may want to prepare a template thank you note, so you can send this to any person(s) or organization(s) that support your experience.

Some Helpful Fundraising Ideas

➤ **Better World Books** – <http://www.betterworldbooks.com>

Better World Books is a social venture organization that provides fundraising opportunities to students and campus groups who organize literacy book drives. The book drive benefits one of 3 literacy non-profit partners: Books for Africa, Room to Read, or The National Center for Family Literacy-Hurricane Relief Effort. Students receive a scholarship based on the number of books collected, and the funds are completely unrestricted. You can use the money earned by collecting books for literacy to fund your attendance at the YJ's AWB. By collecting used books you can save books from the landfills, promote literacy, earn a scholarship, and support a socially conscious enterprise. All donated books are sold online, donated directly, or at least recycled. Please contact reps@Betterworldbooks.com for more information on how you can use our book drive as a fundraiser for your AWB.

➤ **Candy Sales – Various websites (i.e. <http://www.gatewayfundraising.com>)**

There are national and regional companies which already have products packaged to sell as a fundraiser. These companies have prizes and profits for the group developed into a system. Many campus groups already have some sort of pre-developed fundraiser; therefore, you may be competing with other groups as you offer similar products to the campus over and over. This might inspire product sales or it might make it more difficult.

OTHER IDEAS

Change Bottles: This is plain and simple; collecting change donations for your participation in Midwest Convention. Have participants cut water bottles in half to collect that loose change. Place one at school, at your parent's work, at the local JCC, etc.

Collect cans, bottles & newspapers: Get friends to sponsor you for every can, bottle or 10 lbs of newspapers you collect. Contact a local metal/paper merchant and collect these items to sell them by weight. Keep aluminum & iron cans separate.

Dog Walk: Organize an interesting route for dogs and their owners. Have each dog sponsored. Have local businesses have water bowls and treats for the dogs along the route.

Money Tree: This is where a "tree" is set up in a well-trafficked part of your school, JCC, etc. A table is set up next to the tree where people can donate \$1 to place a "homemade buck" on the tree. As the tree becomes more decorated people will be able to see an actual goal and be more motivated to donate money.