



DREAM

The Village Mentoring Organization

Tips for Fundraising
dreamprogram.org

 The DREAM Program
 @DREAMprogram

Fundraiser Examples

- Bottle Drive
- Bake sale
- Car wash
- Fun run
- Door to door DREAM notecard sales
- Selling tee's/kids artwork/food at a farmers market or other venue (i.e. outside a grocery store)

Fundraising Pointers: Never-Before-Released DREAM Secrets!

The fundamental purpose of fundraisers is to raise money. The following helpful hints really are THE DIFFERENCE BETWEEN THE BIG BUCKS AND POCKET CHANGE (not all are applicable to all the fundraisers):

- **Pre-sell Tickets:** Above and beyond everything else, pre-selling tickets (for a fundraiser with tickets) makes the fundraiser a huge success. Do not ever count on lots of people showing up at the door; from past experience, we have found that you make only about a quarter of the money at the door (even after lots of publicizing). Pre-sell tickets for a couple of weeks before an event, and you'll meet your goal before you even start the event!
- **Kids Sell Tickets:** Only heartless penny-pinchers reject children. Kids can outsell mentors 100 to 1, and it gives them salesmanship experience and also builds ownership in the activity for which they are raising money (the kids can even make the tickets the week before). It is important for mentors to accompany them for safety reasons and to give them support and advice during the sales. It is also a great idea to do some good and bad sales "skits" before hand to get everyone in the sales-mood. Here are some tips on going door to door that you can give the kids:
 - Introduce yourself and tell what DREAM is,
 - Tell what you are selling and why,
 - No matter what, say "thank you!"

- **Shamelessness:** Be shameless for your event... don't hold back trying to get people involved and/or signed up (especially for the fun-run). The more affable and passionate you are about what you are doing, the more people will respond.
- **Be Cheap:** Hold quality fundraisers, but don't blow all your earnings on making the fundraiser a four star event. Keep costs down, be economical, and seek out donations!
- **Raffles:** Although they don't bring in much money, coupling raffles with any fundraiser is a good way to bring in a little extra cash (people who have pre-bought tickets are apt to buy a ticket or two at the door).

Resources & Documents

- Website: The DREAM website (www.dreamprogram.org) is, by far, the best source of information about DREAM that we have going for us. We usually direct people to it when they want to learn more about what we do and who we are.
- Alumni: The Alumni love to help out with big projects, especially if they are trips coming into their town. For more info, contact alumni@dreamprogram.org .
- The DREAM resource database (<http://dreamprogram.wikidot.com/>) is an excellent resource when seeking in kind donations and developing partnerships. This is a database of DREAM's community partners and all businesses that have donated to DREAM. Anytime you secure a donation, you should record it in the resource database, and add any helpful hints, like who to contact, when to contact, etc. Use this link to add something to the resource database:
<https://spreadsheets.google.com/spreadsheet/viewform?formkey=dEVmVmtidDdtRnpuVG5CcThmY25oY3c6MQ>

Soliciting Local Donations

Letters and phone calls are good ways of warming people up to the idea of a donation, but if you can manage some face time then you are much more likely to secure the donation and build a lasting relationship! In your binder is an example of a donation request letter, something you can bring with you when approaching a potential donor.