

# Colorado Youth Leadership Initiative: Fundraising

By The Rev. Canon Ken Malcolm, COYLI leader

## How am I going to raise all this money?!

I think the short answer is that we started on a journey one or two summers ago and this journey is about something bigger than you. Growing together and working to change the world includes servanthood like your first year projects or more profoundly like time in Haiti, but it also includes a time of reflection and prayer as we all prepare for an uncertain future.

It's an arc (three years long) and the relationships that develop will change us all and maybe take us back to Haiti or somewhere else where people are in need. Your community wants you to complete this journey for them as much as for you. So even though it might seem selfish (especially in the third year to raise money to go to Spain) it really isn't about you at all. It's about the kingdom of God.

### **Fundraising:**

\$2200 for the second year

\$2500 for the third year

\$4700 That's a lot of money!

BUT, together we can raise it for each of us.

If you are heading into your second year, I would encourage you to make your goal \$4700 and raise money for both years at once. That shows people that they are tied together and not independent leadership trips. And with Haiti as a part of the equation it will be easier to raise the money.

The most important thing to remember is that you are not raising the money for yourself. You really aren't. You are raising the money for leadership of your church, your community, and the world. You all were selected as leaders with great potential. This trip is the further development of your servant leadership skills, which helps your communities. Keep that as your focus. **Not you.**

### **People give money to a few different things:**

- Individuals
- Physical Projects
- Ideas

The good news is you have all three!

The most important thing you can do is **Tell Your Story.**

**Tell Your Story** – What was your experience? What changed about you because of COYLI? Why is it important? How are things different now? How has your world

changed because of the experiences you have had? Do you have concrete examples of why this program matters? Your story is the most powerful fundraising tool you have. What happened last summer that was awesome? Ask others because they may see positive changes in you that you are not aware of.

### **Whom should I ask?**

- Parents
- Grandparents
- Aunts and uncles
- Longtime family friends
- Church members (Coordinate with your church leadership – in the Roman Catholic Church sometimes they will have a second collection on a Sunday for a special cause. Talk to your priest about what works for your church)

Talk to your priests or congregational leaders. **Use each other as a resource and Tell Your Stories.**

I hope everyone can raise the money necessary to cover the \$2500. I hope some of you raise more so it can be applied to help others.

**What is more important than the amount that you raise is that you make a solid, honest concerted effort on multiple occasions to raise the money.** If you come up short scholarship money will cover the rest.

Finally, remember if you are asked for support, if you are raising money, you have to **ASK**. Don't assume people know what you need. Tell them and then ask for financial support. Be really specific.

### **Helpful Hints:**

Don't target only parishioners

Coordinate your efforts with other church events

Get your Clergy and Youth leaders on board and solicit their help

Don't forget to say thank you

### **Ideas:**

#### **Create and Sell Items**

If you are selling items to raise money only sell things people already need:

Homemade pies are great. Homemade pies that you make, freeze, sell, and distribute before Thanksgiving are awesome. People need them! Christmas Tree ornaments are great, selling Christmas tree ornaments in December as Christmas presents are awesome! You get the picture.

## **Sell Stock**

Sell stock in your trip. Each share of stock costs \$20. Sell to everyone in your church. Sell to your community. What do they get for their share of stock? You send them a postcard or write a letter about your trip. You host all the shareholders for a big dinner and slideshow when you get back.

## **Fundraising Dinner**

At a church I used to work as a youth minister we hosted an Italian dinner every year at the church call Café Luigi's! Salad, spaghetti, lasagna, good bread. We sold tickets to the dinner and asked people to donate desert items (cookies, cakes, pies, etc.) which we auctioned off at desert time. Fun and we raised a lot of money!

## **GoFundMe <http://www.gofundme.com>**

Create a GoFundMe page. Tell your story, share it with everyone you know on social media. It works.

## **Auction**

This is practically guaranteed to raise big bucks. In fact, you can probably raise your entire budget (exclusive of what you get from parents and pilgrims) with this one event. Holding an auction has the advantage of involving almost the entire congregation (or community!) and is thus a great community-building event.

Families are encouraged to find different things that can be auctioned off. Also, other parishioners may donate items that can be auctioned. Here are some examples:

- Someone offers the use of a weekend vacation home
- An attorney who agrees to draft one simple will
- Various kinds of culinary items (a catered, sit-down dinner for eight, a catered cocktail party, desserts once a month for six months, etc.)
- Paintings or drawings of the church
- Someone to come take photographs of a family gathering - photos could be developed and put into a special scrapbook
- A team of teenagers who will come clean out your garage on a Saturday of your choosing
- Frequent Flier miles that can be auctioned off as a "Trip to Anywhere" - check the individual program details for restrictions
- An evening of babysitting

These are just a few ideas that might help you get started. Part of the commitment that your Rector of priest made on behalf of your community was to support you with prayer as well as financially. Have a conversation with them soon and get started!