

Fundraising Guide



Explorica Fundraising Guide

We aspire to give every student the opportunity to explore the world, and understand that cost is a major factor for students when joining a tour. To make it easier, Explorica offers affordable prices and low monthly payment plans, but most student groups also use fundraising to pay for their trips.

Fundraising is not only a helpful tool to make travel more affordable for your students, but it's also a great way for students to bond before the trip, while engaging their families and the local community in the educational travel experience. This packet offers a number of ideas we've compiled from our most experienced group leaders, as well as information about our fundraising resources.

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Have an idea? Feel free to share any of your own fundraising tips as well, so that we can continue to use your feedback to help students experience the world.



Getting started

Fundraising may seem daunting at first, but if you break it down into a few manageable steps, you'll reach your goal in no time. Here are a few general steps to follow when you're kicking off your tour fundraising program.

1. Begin fundraising as soon as possible.

The sooner you start, the longer you have to raise the money you need to minimize your tour fees. Also, the more time your students have to pay, the lower their monthly payments. Here are a few initial questions you should ask yourself at the start:

How long do you want your fundraiser to last?

When is a good time to hold your fundraiser?

What do other groups and clubs in your school do to fundraise?

2. Set a goal.

What are your fundraising goals? Setting a goal will help you choose the best fundraiser to meet your needs. And keep in mind that each participant will also have access to a personal fundraising page on explorica.com so they will be able to set individual fundraising goals as well.

3. Hold a meeting.

Gather together everyone who has signed up for the tour to discuss possible fundraising ideas and come up with a plan to raise money for your tour. To jump-start the brainstorming process, you can use the fundraising ideas on page 4 of this document.

4. Put your plan into action.

Get out there and start raising money! To keep your students engaged and mindful of their goals, create a visual map of your progress, with markers of different milestones toward your overall goal. The image could be a thermometer, the Eiffel Tower, or whatever you like. As your class reaches the milestones, reward them with small prizes, like candy or a movie, then give them a larger reward at the end, like a pizza party.



Explorica fundraising support

Personal fundraising pages

We give every paying tour participant their very own fundraising page on explorica.com. The simple, user-friendly interface puts the fun back in fundraising by enabling students to solicit and accept online donations using their favorite social communities. Participants can set their own fundraising goal, write a message about why the trip is important to them, and share their page using built-in sharing functionality. Click here to earn more about Personal fundraising pages.

<https://www.explorica.com/teachers/affordability/fundraising/personal-fundraising-pages.aspx>

Webinars

One of the best methods for learning how to start your own fundraising program is to join one of Explorica's fundraising webinars. You can see the most current updated schedule at [explorica.com/webinars](https://www.explorica.com/webinars).

If you're interested in joining, just click on the day that works for you and register to join the webinar. You will be contacted shortly afterward with a confirmation.

Teacher to Teacher mentorship program

Sometimes the best teaching is done peer-to-peer. At Explorica, we embrace this philosophy through Teacher to Teacher (T2T), our training and mentorship program for new program leaders. This vibrant community connects experienced teacher-travelers with teachers who are traveling with us for the first time. This exclusive program, connecting you with teachers from across the country who have years of experience leading educational tours, to offer you additional guidance alongside the Explorica staff. Some of our most seasoned group leaders, the members of the Teacher to Teacher program are a wealth of knowledge for fundraising tips and ideas to get you started.



Fundraising ideas

In addition to more tried-and-true ideas such as bake sales, car washes, sponsoring school dances, rummage sales, or running concessions stands at sporting events, past Explorica groups have come up with some creative ideas for raising funds. Here are just a few ideas to get your fundraising initiatives started. Contact your Teacher to Teacher mentor for more inspiration.

1-Day Fundraisers

These easy fundraisers can generate funds in a day or less. Many of them can be implemented with little planning

- › Organize a community yard sale in the school parking lot and rent spaces to families and vendors. Sell concessions to boost profits.
- › Host a bake-off bake sale. Charge participants a small fee to enter the contest, give the winners a small prize, then sell the baked goods.
- › Hold a board game tournament and charge a small entry fee.
- › Sell carnations or candy grams on or near Valentine's Day (can be customized for many holidays).
- › Clean up around your community and have friends and family pledge for each bag you fill with trash.
- › Ask parents who are instructors of enrichment classes (like art, cooking, yoga, or dance) to volunteer to teach a class and charge participants a small donation to attend.
- › Sponsor a pancake breakfast at a local restaurant that is normally open only for lunch or dinner (like Applebee's) and charge for tickets.
- › Offer a drop-in babysitting night at school. Students (under adult supervision) can entertain the children for a few hours while their parents grab dinner or run errands.
- › Work as cashiers or servers at a local restaurant in exchange for some of the night's proceeds.
- › Wrap gifts during the holiday season at a local retail store and collect tips.
- › Bag groceries at a local supermarket and collect tips.
- › Manage the coat checks for formal events at area hotels and collect tips.
- › Clean up your local sports stadium following a game in exchange for a donation towards your trip.
- › Work the concession stand at school or local athletic events and collect tips and/or a portion of the proceeds.
- › Hold a car wash. Many groups report raising thousands of dollars in a single weekend with this proven fundraiser.

Ongoing Fundraisers

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- › Sell candy or homemade baked goods during lunch breaks or after school.
- › Hold a 50-50 raffle; your group splits raffle proceeds equally with the raffle winner.
- › Write letters to local businesses requesting donations.
- › Ask local businesses to invite customers to round up their bill to the nearest dollar, with the difference going to your group.
- › Sponsor a competitive coin drive at school. Every penny adds points to the jar and silver coins subtract points. Even teams ending up with negative points are sure to have collected a lot of cash!

Special Events

These fundraisers require considerable planning and organization, but have earned some groups \$10,000 or more!

- › Sell tickets to a “Battle of the Bands” or talent show.
- › Host a Dance-a-Thon where students form teams and must dance for 24 hours.
- › Coordinate a coffeehouse at the school and invite student acoustic bands, jazz acts, interpretive dancers, and poets to perform. Sell hot beverages and baked goods to raise funds.
- › Plan a school dance or carnival and sell tickets and refreshments.
- › Organize a drive-through spaghetti supper or barbeque dinner and sell meals to busy parents on their way home from work.
- › Sell meals at school before evening events (like PTA meetings) for parents that didn't have time to get dinner beforehand.
- › Ask local businesses to donate valuable prizes and host a silent auction. Serve dinner to raise even more funds.

Creative Fundraisers

Even if your school has multiple groups that hold fundraisers, you can certainly find a creative fundraiser that hasn't been done yet at your school.

- › Sponsor a Flamingo Flocking: community members can pay to have a pink flamingo stuck in a friend or foe's front yard, and recipients can pay to have it moved.
- › Organize a dodgeball tournament and charge participants an entry fee.
- › Collect pledges for your group to participate in a community service project that benefits the local area, like trail clean-up or painting.
- › Sponsor a “Rock-a-thon.” Students collect pledges to rock in a rocking chair during a lock-in or after-school event.
- › Contact the community relations office of a nearby national sports team and ask if they will sell you a block of seats at a discounted rate. Sell the tickets to your school at face value and have a fun “night at the game” spirit event.
- › Ask teachers to participate in a good-natured “Teacher Torture” day where they volunteer to do fun stunts, like color their hair or wear pajamas to school, and students pay for each vote of which stunt they want most to see.
- › Apply for scholarships from youth, education, and travel organizations, such as the SYTA Youth Foundation Road Scholarship, which gives groups a chance to be awarded up to \$1,000 per traveler.
- › If you are interested in learning more, one of the best resources is Edutopia's free, online PDF that not only walks you through the process, but also compares different fundraising sites available: <http://www.edutopia.org/crowdfunding-fundraising-resource-guide>



Corporate fundraising

Many corporations offer fundraising programs specifically for student groups. Past Explorica group leaders have recommended the following as their top picks.

Boston's Best Coffee

One of our groups sold 1-pot packets of flavored coffee at \$1 each. They made \$.50 per packet. Coffee is an easy sell in parents' workplaces, to neighbors, and to local businesses. With such a low price per unit, people don't feel obligated to donate more than they want. The packets are also small, light and easy to distribute. There may be other coffee companies willing to offer a similar fundraising opportunity.

Website: <http://www.bostonsbestcoffee.com>

Yankee Candles

Candles are great to sell during the holidays, or any time of year. Groups earn about 40% of the total sale price on Yankee Candle products.

Website: <http://www.yankeecandle.com>

Phone number: 1.800.351.1533

Krispy Kreme Donuts

Who doesn't love donuts? "Fundraising in a box," Krispy Kreme offers an easy sell for students...as long as they don't eat all the donuts themselves.

Website: <http://www.krispykreme.com/Fundraising/How-It-Works>

Phone number: 1.866.KRI.SPYK ext. 638

Cherrydale Farms

"America's fundraising company," Cherrydale Farms offers a wide variety of items you can sell, from cookies and candy to science project kits.

Website: <http://www.cherrydale.com>

Phone number: 1.800.789.5018

ESPN Magazine

Great for sports teams or any student group, ESPN magazine is a great option. Students receive 60% back on all sales.

Website: <http://www.coaches.espn.com>

Phone number: 1.888.530.3776

Little Caesar's Pizza

Students can sell pizza or cookie dough to raise funds with Little Caesar's.

Website: <http://www.pizzakit.com>

Phone number: 1.888.452.5478.

Hershey's chocolate

The largest chocolate manufacturer in North America, Hershey's chocolate is always a popular choice for fundraising.

Website: <http://www.hersheysfundraising.com>

Phone number: 1.800.803.6932

Applebees, Outback Steakhouse, Max and Erma's and Uno's

Contact your local Applebee's, Outback, Max and Erma's, and Uno's directly to see if they will allow you to distribute fundraising flyers. For every party that dines and presents a flyer, the restaurant will donate 15% of the check to your group. Depending on the location, the restaurants may offer diners a 10% discount on their meals to boot.

Heart of the Sky Fair Trade

With Heart of the Sky Fair Trade, student groups can sell jewelry, scarves & other crafts handmade by women in Guatemala at local events. Students can sell wares in person for 50% of the profit, or direct customers to the website for 30% of the profit.

Website: <http://www.heartoftheskyfairtrade.com>

Email: Melinda Van Slyke, melinda@gofairtrade.net



Financial assistance

At Explorica, we believe all students should have the opportunity to experience the world. In addition to offering the guaranteed best prices, fundraising support and student scholarships, we are proud to add another option to make our educational tours accessible to more students. As a WorldStrides organization, we contribute over \$2M annually towards our financial assistance program.

Go here to learn more: explorica.com/blog/financial-assistance

Have fundraising tips of your own?

If you have any other fundraising ideas or resources, please share them with your program consultant, so we can provide even better guidance for our travelers in the future.