

# FUND RAISER GUIDE



**Includes virtual, socially distanced, and in-person ideas!**

# 3 Keys to Successful Fundraising

The WorldStrides Fundraising Guide is part of our effort to help you bring learning to life for students. In addition to raising funds, fundraising helps teach students responsibility, brings groups together, and ultimately, makes the overall experience more rewarding. Gleaned from WorldStrides employees and teachers, the guide provides suggestions for useful fundraising campaigns to help raise money for travel that changes students' lives. Many ideas in this guide are intended for groups; however, some can be done by an individual to raise money for their own trip. We hope you find one, or two, or ten, fundraising ideas that will help your group succeed.


- 1. Get the word out:** Advertising is the most crucial aspect to holding a successful fundraiser. We recommend starting all advertising at least four weeks prior to an event. Employ several different mediums by which to advertise. At school, post flyers and put announcements on the school PA system and in the school newspaper. Spread the word through digital channels like Facebook, Instagram, and Twitter, using geo-targeting where possible to reach your most invested supporters. If your budget allows, you can purchase ads on social media. You can also advertise in physical locations around the community, including community centers, grocery stores, and other areas where flyers and signs can be posted. Be sure that all ads for the fundraiser have the date, time, location (including URL if applicable), and reason for the event. On the day of the event, make sure you have plenty of signs and volunteers ready to provide directions and answer questions.  
*Tip:* Check out our WorldStrides guides to PR and social media, available in our Resource Library on [worldstrides.com](http://worldstrides.com).
- 2. Ask for help:** Delegating the planning and preparation to a student and/or committed parent frees more time for you to plan the next fundraiser and focus on the trip. It also makes group members feel that they have a larger role in the planning of the tour. As an added bonus, taking this leadership role looks fantastic on students' college resumes and bodes well for future employment.
- 3. Save money on costs:** Be savvy. Ask for donations on as many needed tools or products as possible, e.g., paper supplies, t-shirts, sponges, candy, and carnations. In any situation where admission is charged, or hourly wages are earned, check local wages and pricing to charge the correct entry fees, rates, and food pricing.


Additionally, we recommend being flexible and creative with your fundraising choices. And, most of all—enjoy! Look at all these opportunities as fun activities to get you, your students, and the community involved in an amazing experience.


# WorldStrides Fundraising Guide

## Table of Contents

As social distancing requirements may impact your ability to implement each fundraising suggestion, we grouped each idea into buckets based on the amount of contact required. The buckets are In-person, distanced, and virtual.

 **IN-PERSON** require large gatherings of supporters and in-person participation. For this reason, we recommend adapting these events to be digital when possible or holding off on these types of events until conditions are declared safe for social contact.





















 **DISTANCED** fundraising options require some contact but can be done safely as a socially distanced activity with the proper planning and precautions.

 **VIRTUAL** options can be done entirely in a virtual world and thus don't require planning around contact between students, volunteers, and supporters. These are guidelines only, so please be sure to plan accordingly for the safety of all no matter your fundraiser.




























### ONLINE RESOURCES pg1

- Fundraising Platforms
- Social Media
- Email Campaigns
- Virtual Meeting Platforms








### EVENTS pg2

- Auction – Silent or Otherwise  
- School Dance 
- School Fair 
- Watch Party 
- Donation Parade 
- Game Show / Trivia Night  
- Kids-Night-Out Childcare 
- Flea Market 
- Painting/Craft Night  
- Car Wash 
- Pancake Breakfast 
- Road Race, Running Event, or Walk 
- Destination Dinner 
- Barnes and Noble Fundraising 
- High School Sleepover 
- Work-a-Thon in your Community 
- Local Business Support 







### SALES pg6

- Tutor & Mentor Program  
- Social Media Bake Sale 
- Traditional Bake Sale 
- Per Hour/Per Job  
- Work Auction: Students Sell Work Hours   
- The Dropoff (or Drop Off) Café  
- Concession Stand 
- Buy Bulk: Costco, Sam's Club, BJ's and More  
- Found Object Art  
- T-Shirts 
- Coloring Books and Puzzles 
- Recipe Book 
- Getaway Raffle 
- 50/50 Raffle 
- Free Trip Raffle 
- Neighbors Cookie Dough Sales   
- Dinner Sale 
- Donated Items Raffle 





### HOLIDAYS pg9

- Holiday Wrapping 
- Holiday WrappingPaper Sales 
- Holiday Cards 
- Gift Calendars 
- High School Haunted House 
- Halloween Clean Up 
- Valentine's Carnation Sale 



### PERFORMING pg10

- Concert, Musical, or Talent Show 
- Gig Around Town 
- Rehearse-a-Thon 
- Singing Grams   

### MISC pg11

- Cell Phone Recycling 
- Bottle & Can Drive 
- The Coin Jar 
- Corporate Sponsorship 
- Item Donation 

### WORLDSTRIDES pg12

- Gift of Education 
- WorldStrides and the Media 

## Online Resources

### Fundraising Platforms

Before picking the best fundraiser(s) for your group, make sure you're set up with all the tools you'll need to fundraise for specific efforts and all year round. Some pages to look into include [gofundme.com](https://www.gofundme.com) or [ed.co](https://www.ed.co), which is specifically designed for schools. Having a page already set up with a goal established will allow you to include one website for all fundraising efforts throughout the year. If your group or school is eligible, you can also receive donations through [Amazon Smile](#). If your students are looking for a way to capture individual donations, direct them to [WorldStrides' Gift of Education platform](#). Bonus: Gift of Education provides all money donated toward the student's trip with no fees of any kind.

### Social Media

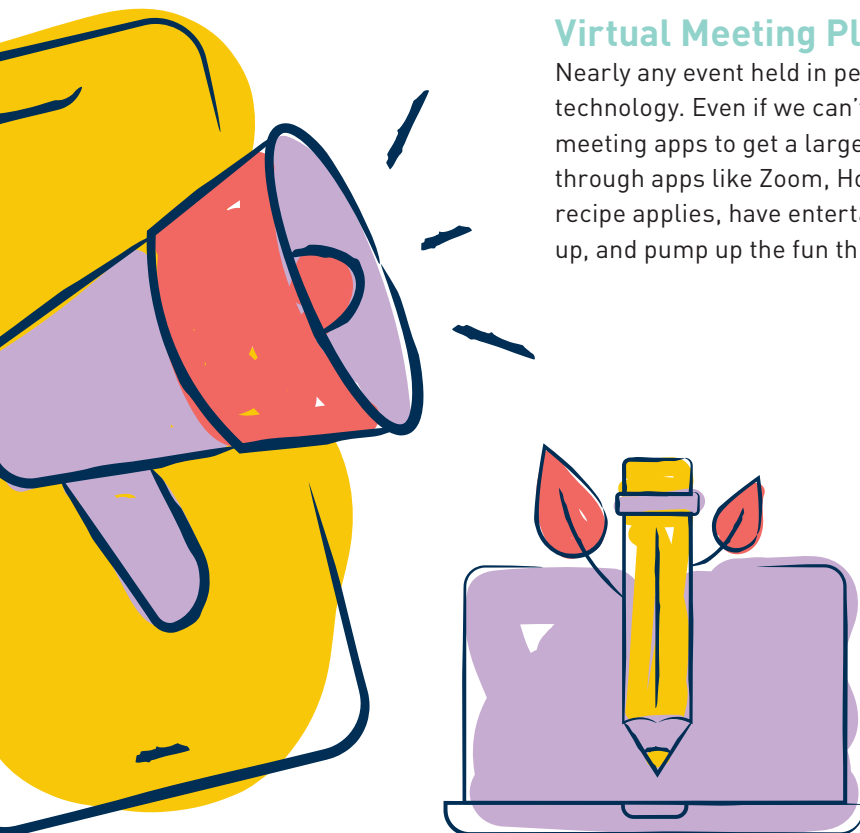
Harness the power of social media for your trip. Set up an account for the group on Instagram, create a trip group on Facebook, and tweet daily with reminders for events and fundraising. Your students can learn about influencer marketing by doing social media takeovers. And don't forget to post your events on social and have your students share posts for the widest reach. You can amp up your donations by putting a little bit of money behind social advertising to have your posts reach more people in your community. You can also set up fundraising events on Facebook and Instagram. For Instagram, you'll need to have your account verified as an approved non-profit.

### Email Campaigns

Especially useful during this time of social distancing, use emails as a way to spread the word about your fundraising efforts. Make sure your subject lines are engaging and informational and keep emails focused on one main call to action to really drive home the purpose of the email. Have your students help with content, building the email to learn HTML, test subject lines, and then check data after the emails are sent to learn about ROI and email marketing metrics.

### Virtual Meeting Platforms

Nearly any event held in person can be adapted to be virtual with the right technology. Even if we can't all be in the space together, we can utilize online meeting apps to get a large group together. Consider turning your event virtual through apps like Zoom, House Party, Google Hangouts, and more. The same recipe applies, have entertainment available, websites needed for donations lined up, and pump up the fun through your internet.

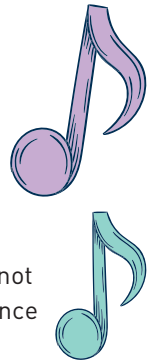


### Auction – Silent or Otherwise (v)

Like a raffle but an event! Obtain donations from anyone and everyone and display them on tables throughout the room. Host food and beverages at a community center or the school, and throughout the night, attendees bid on the items via signups on the tables. Alternatively, host in an auditorium and give your guests paddles with numbers (thick paper with tongue depressors works!) and find an auctioneer (someone who is vibrant, loud and lively, and not afraid to put on a show) for live bidding. Many successful auctions combine the two types, with a silent component to start and then live bidding for the biggest prizes. Many have seen this raise \$10,000 before! To make this socially distant, you can do a live virtual auction hosted on a virtual platform using comments as bids.

### School Dance (I, v)

Dance the night away, like in the discotheques in Spain. Dances are popular with students, demand a simple setup (the hard part is finding the chaperones), and are very profitable. Find a DJ (ask a student/teacher to save on costs), secure the high school gym or cafeteria, and book volunteers. Wherever your educational travels are taking you, why not make the dance theme reflect your destination? You can also host the dance virtually. Who says you can't dress up and boogie at home?



### School Fair (I)

Set up a carnival day in the gym or around the track or at a local elementary school for all the local schools and your community. Children love participating in events like bean toss, egg toss, dunk tank, pie eating, pie throwing, volunteer face painting, bob for apples, and more. What a great event that brings the community together. Sell tickets for general admission for a day of fun. Put the principal in the dunk tank and watch the money grow. You can even have a chili, apple pie, or BBQ bake-off among a group of teachers/students where you sell the food and people vote. Some people charge \$1 per pie thrown and run the event two days in a row.

### Watch Party (v)

Host a watch party through Facebook and charge for tickets to the virtual event. Pick a movie that takes place in your travel destination or that showcases a famous performer. Not only can you watch the movie with others in your community, you're able to interact just like at a movie theater. Hopefully, with less shushing! Learn more about watch parties [here](#).

### Donation Parade (D)

This activity is a great way to raise money while maintaining social distance. Have teachers and parents drive a line of cars through the neighborhood while students make noise from the backseat. You can hang signs on the cars with the trip destination and a website that will direct people to a donation page, like a Go-Fund-Me page. You can even accept cash donations from passersby on the street. So, get those horns honking and let the community know they can help out!

### Game Show / Trivia Night (I, V)

Produce your own game show. Host the popular show in the school auditorium and sell tickets for entrance. Have students and faculty donate questions for the competition and recruit one student, one teacher, one administrator, and one community member to play. Have food for sale and allow audience members to submit sponsored questions. For example, donate a question worth \$5 if the one playing the game gets it right, \$5 goes toward the tour. If contestant gets it wrong, the question submitter receives half donation in return. It's a fun and educational event for all. With a little production, you could also make this a virtual event where contestants sound off from their own homes through a meeting app. A standard trivia night where anyone is welcome and can form teams is another popular way to raise interest and funds!

### Kids Night Out Babysitting (I)

Students and teachers invite local elementary school students and their siblings to join them in a "Kids Night Out" at the school. High school students babysit elementary school kids from 6-10pm in an evening full of events, fun, and learning. Groups charge \$10-\$15 per child. We recommend setting a specific age range for the children between 5-12, having students responsible for a specific group or activities, and having parents sign an authorization form. Having a volunteer nurse on hand that night is great reassurance for the parents as well. Parents love this event because their kids have a wonderful time, they enjoy an evening alone for dinner and a movie, and Kids Night costs far less than a babysitter.

### Flea Market (I)

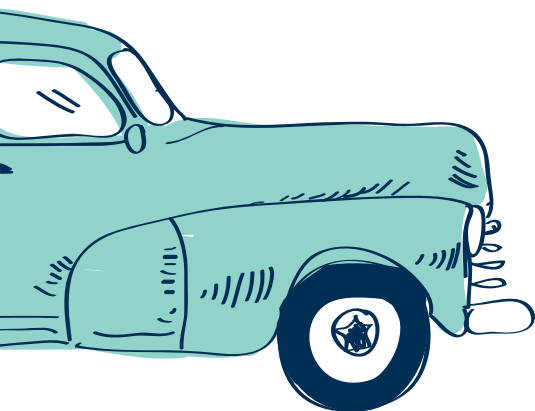
Find a parking lot or the school gym to set up a large, open flea market. Students visit neighbors, friends and family to collect a variety of donations, e.g., clothing, posters, records, etc. Each student sets up their own table and keeps the money they earn to put toward the trip. This event is another way for students to develop business skills, especially in negotiation and fair pricing. If the entire group cannot run the flea market, suggest that students individually host a yard sale at their house based on the same premise.

### Painting/Craft Night (I, V)

Painting and craft nights are all the rage now. Sell spots ahead of time to know how many supplies you need to gather, secure a leader who knows how to walk through painting or putting together the project, and line up snacks and drinks for additional purchase during the event. Need to make it a virtual party? Create project kits for pick up or drop off before the virtual event. Get creative, you could host creating a succulent garden, learning macramé, or even art with found items to keep costs down. Just be sure you're charging enough to cover your supplies and turn a profit

### Car Wash (D)

Find a local parking lot with a water source that is on a road frequented by traffic and is willing to transform one day to a car wash, and then hope for a warm sunny day. Day of advertising via the students waving posters on the sidewalk is very successful, and car owners love not having to wash their car. Charge a \$10 minimum per car or ask for donations. To help with social distancing, you can also have customers sign up for time slots ahead of time and keep those washing each car to a smaller number.



### Pancake Breakfast (I)

Pancake breakfasts are a huge hit and an easy way to make a profit. Moms and dads, tired from a long week, love taking the family out for an affordable breakfast (this can be great for Mother's Day or Father's Day). Buy bulk pancake mix, syrup, butter, napkins, plates, forks and knives, and find a place to run the event from 8am-12pm on a Saturday or Sunday. Charge per head (you might want to charge different for adults and children), provide all-you-can-eat service, and watch families enjoy. Just make sure the students stay as the clean-up crew. You can also set up a donation jar if you want.

### Road Race, Run, or Walk (I, D)

Find a course near your school that requires little or no traffic control. The track works as well. Confirm local permission requirements. Pick a distance or two (e.g., 5k and 10k) and have students/parents volunteer for different event jobs. Advertise the race in local papers, on the web at active.com, craigslist.com, or signmeup.com, local running magazines, the school paper and website, any local digital signs for rent, as well as flyers around town/school. Distribute student-designed flyers to local athletic/running, community centers, gyms, schools, grocery stores, and other locations. Perhaps a science or geography teacher will help design and measure the course? Students may even want to design and print a race t-shirt.

Mark the course the day before, or morning of, with cones and clean directions around corners, and have students pointing the way at all turns. Have the finish line ready with plenty of water and food for finishers. A bake sale, raffle, or sale of race t-shirts after the event can add to the proceeds. Races typically yield \$500 to \$2,000 in one day in a small town. We recommend you charge \$20-\$40+ per entry. If you're looking for a socially distance option, register your participants online as a pledge to walk/run a certain distance over the same weekend. This allows everyone to get in their fitness challenge without a large gathering. Encourage people to post images from their course and add a hashtag associated with your event.

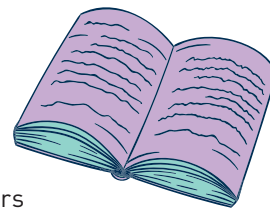
### Destination Dinner (I)

Dinner at the Louvre with Mona? Tapas at Seville with a Matador? You decide. Set up a dining evening around an international theme. Have students cook and serve. Set the mood, decorate the cafeteria or rent out a restaurant. Charge a fixed price for a specific menu and provide entertainment as well (see if an entertainer will volunteer on a Monday night when business is usually slow). Keep to the theme and go over and above with fun.



### Barnes & Noble Fundraiser (D)

Host a book fair at your local Barnes & Noble® and receive up to 20% cash back to use toward your tour. Work with your local Barnes & Noble® to arrange a bookfair date and time. Download materials from [bn.com/bookfairs](http://bn.com/bookfairs) and customize them to fit your bookfair. Email families, hang promotional flyers around school, mail postcards and pass out vouchers to as many school and community members as possible to promote the book fair. Your school will receive a percentage of the bookfair sales, up to 20%. Visit [bn.com/bookfairs](http://bn.com/bookfairs) for all the details about this great fundraising opportunity and how to download materials that will help you promote it.



### High School Game Night (I)

Set up at the gym with games, movies, and a big potluck dinner. Charge admission at the door for all participants, everyone brings their sleeping bags, has dinner, watches a movie, and sleeps in the gym after dinner. A liability letter that everyone signs and rules that no one can leave until 5am are good to have established and on hand.

### Work-a-Thon in Your Community (I)

Contact a community organization, such as Habitat for Humanity, Big Brothers Big Sisters, or the local senior citizen center. Set a volunteer day, time, and location. With your participation set, obtain sponsorship from neighbors, church, family, and friends for specific price per amount of volunteer time. For example, if the student volunteers for 10 hours and has 50 sponsors at \$1 an hour, that results in a \$500 profit.

### Local Business Support (D)

Find a local business, restaurant, or food truck to host one day where a percentage of their day's revenue is donated to your tour. In one town, the local pizza place donated 10% of the days' sales to the group. Send out emails, individually reach out to people you know in the community, and put up posters with the date and time the store or restaurant is sponsoring your group. Urge everyone to buy something or buy dinner there that day/night. On the day of the event, ask the business to let your students to a social media takeover on their accounts. This will allow you to reach fans of the business who are already invested and will likely want to support your cause as well as their local community. This is great exposure for the store or restaurant, generating additional traffic to their location, and boosting sales. It is also a great community donation and tax write-off.







### **Tutor/Mentor Program** (D, V)

What better way to promote learning and leadership than providing an after-school tutoring program for young learners? Advertise with the PTA and elementary schools and enroll students for private tutoring. Tutoring is very valuable for younger students, but expensive for parents. This program offers great tutoring for a very reasonable price. Students learn how to teach others and become excellent role models for younger students.

### **Social Media Bake Sale** (V)

Start a community bake sale by posting an upcoming sale on social media. You can post ahead of time to take pre-orders, have all items available for sale on a single day, or sell one item each day across several weeks. Once orders and sales are in, have students organize delivery of the baked goods.

### **Traditional Bake Sale** (I)

Fire up the oven, get the sweet smells of baking flowing, and donate a dessert or healthy snack to sell at a school bake sale. The bake sale might require the permission of the school and depend on other groups fundraising, but try to do as many as you can. Teachers have sold individually wrapped bags of popcorn, brownies, cupcakes, cookies or healthy options such as fruit cups, veggies with dip, apples, etc. and earn up to \$100 per sale. The bake sale is all up to your creativity.

### **Per Hour/Per Job** (D, V)

This tried-and-true technique really works for individual student fundraising, and your travel group can ask students to commit to fundraising on their own using their time and talent. Jobs can include babysitting, dog walking, leaf raking, lawn care, snow shoveling, or even acting as a “taxi,” i.e., driving older citizens to run errands, visit friends, and attend appointments. Students advertise their efforts in the community through word of mouth, social media, fliers, etc.

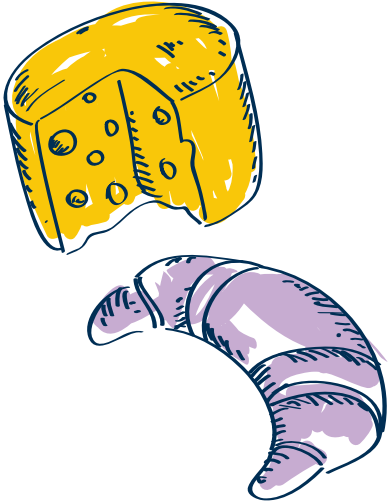
### **Work Auction: Students Sell Work Hours** (I, D, V)

Does a teacher need help grading or a neighbor with raking leaves? Maybe a house needs to be painted or some errands need to be run? Teachers and community members can “sponsor” a student for hours worked (i.e. they pay the student \$50 for 5-6 hours of work) and can spread the work throughout the year. This works really well when extra hands are needed around town and all the money goes directly toward the students’ tour.

### **The Drop-off (or Drop Off) Café** (I, D)

Remember lemonade stands? Welcome to the 21st century stand: The Drop-off Café. Set up a hot chocolate and coffee stand with snacks at your high school’s drop-off spot. Ask local coffee shops for donations to the café. Open the stand an hour or so before school starts and serve fresh hot coffee to commuters. Need an option with less contact? Set up your shop online for delivery on weekend mornings. Just have parents sign up for a drop off slot and deliver directly to their door! WorldStrides’ very own Caitlin O’Connor said the Commuter Café fundraiser was extremely profitable and resulted in many happy commuters.

## Sales



### Concession Stand (I)

Supply a concession stand at local events, games, elections, debates, presentations, and community gatherings. Supply candy, baked goods, hot cocoa, sodas, water, coffee, soft pretzels, popcorn, and anything consumers would want to buy. The stand is great for earning money and keeping spectators happy.

### Bulk Buy: Costco, Sam's Club, BJ's and more (I, D)

Purchase items in bulk that people would want to buy at school, events or door-to-door and sell them individually. Past purchases have included bulk cookie dough, lollipops, pizza dough, water, M&M's, Twizzlers, Skittles, sodas, and more. Buy a box of M&M's for approximately \$40 and sell the M&M's packets for \$1-\$1.50 each. You will profit \$8-\$32 per box.

### Found Objects Art (I, D)

Get students to decorate a donated piece of furniture to raise money for their educational tour. Typically, this project is focused around decorating chairs, but students can be more creative, delving into redesigning other types of furniture, or even other large objects like musical instruments. Using a variety of materials to demonstrate their creative style, students can decorate stools or even create a planter. The items can then be sold directly or through a silent or online auction. The key to making this fundraiser successful is finding an event to coordinate with. If possible, display the chairs in a public space a week before the event or sale, and set up photos for online consumers. One teacher's fundraiser was so popular that people started placing orders ahead of time. Look through an attic or find a yard sale and have some fun turning the old into new.

### T-shirts (V)

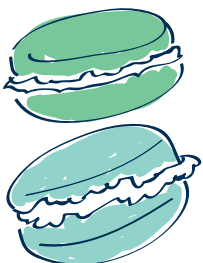
Design a shirt for the trip, the foreign language department, the school, or a theme and sell shirts to the school. (WorldStrides will be happy to provide you with a logo.) Wearing the shirts promotes sales as well as acts as advertising for the trip. Some people put the map of the tour on the shirt, the country, or pictures of the group. This idea also works well with bumper stickers, key chains, magnets, socks, etc., and it unites the traveling group as well as the school community. You can buy shirts in bulk or do an online sale with companies like [Custom Ink](#) or [Ink to the People](#).

### Coloring Books & Puzzles (V)

Have students design a puzzle book or coloring book and sell them to parents for their children. Choose current trends for children in the design and watch your students build an educational and fun resource for younger children. Many students can create these designs on their computer and take pride developing these resources. Plus, elementary students love that the coloring book was designed by an older student.

### Recipe Book (V)

Designing a homemade cookbook creates a sense of community and connects different cultural tastes and families together. Collect recipes donated from teachers, parents, and students, combine them into a cookbook, and bring a new taste to the kitchen. Experiment with a cookbook theme connecting to your tour destination. You can create both physical cookbooks and online versions as well with a service like [Create My Cookbook](#).



## Getaway Raffle (D, V)

Find a parent or teacher willing to raffle their timeshare for a week or weekend. Sell tickets for the weekend away and make sure there are a few flexible weekends provided with the timeshare so you can give the winner flexibility for vacation time. Collect several weekends if you can. Tickets can sell for \$15-\$25 each.

## 50/50 Raffle (V)

Always a great way to earn money and reward the winner with money on the spot. Sell tickets for \$1 each or 5 for \$3, have students walk around a game or local event selling the tickets where permitted (if you get the permission of a local fair, you can host several 50/50 raffles in a day and make solid earnings). Pay out the winner and put your earnings toward the trip. You can also host the raffle virtually, displaying the amount of winnings available to entice more participation.

## Free Trip Spot Raffle (V)

Teachers who have enough projected or enrolled students to ensure an extra free spot may have a spare free place not being taken by a chaperone on the trip. You can raffle that free spot for teachers, students, and parents who want to go on tour. Sell raffle tickets for \$5-\$15 and make a significant profit. This is only advised if you are willing to forfeit a free place.

## Neighbors Cookie Dough Sales (I, D, V)

Neighbors Cookies can help school groups raise travel funds through the sale of their delicious cookie dough. They offer both ship-to-home and ship-to-school delivery, with no upfront costs and 40% profit to your group. They'll set you up with sales materials and even a personalized online store. Join the #CookieCrew and [learn more here!](#)

## Dinner Sale (D)

Set up a program where each week a specific meal is cooked in bulk (e.g., make 100 servings of meatloaf). Take orders the previous week so you know how much to make, and have parents pick up the meal after school hours. That night, mom or dad is off the hook, as dinner is ready. Lasagnas, turkey dinner, and more has been prepared to provide a healthy family meal for students and their parents. Looking for extra ways to earn cash? Have students set up a delivery service for an additional fee plus tips.

## Donated Items Raffle (V)

Have parents or local businesses donate items of value, like gift certificates, goods, or services. Don't underestimate less traditional donations, like asking creative people to donate homemade products (artwork, quilts, knitted items, pottery, woodwork, fancy cakes or cookies, etc.) or offering students' services (rake leaves, paint, mow lawns, do housework, wash cars, babysit). Make posters, web pages, fliers, etc. advertising the raffle with all the items listed, ticket prices for each, and the drawing date! Sell tickets for \$1 each or \$5 for 10 and watch your fundraising soar! A few tips from those who know: sell as many tickets as you can at school or at local fairs and events; be sure to ask for name, address, and phone number so you can contact the winner afterwards; and know that some schools or events may require you to get a raffle permit first. You can also make the raffle 100% online and have a pick location the day of the raffle or create a delivery system.



## Holidays

### Holiday Wrapping (I, D)

Students wrap presents for shoppers during the busy holiday season. Ask the management of the local shopping mall if you and your students can set up two booths for three weeks during the holidays. Set up your booths from 4-9:30 p.m. three nights a week and have signs advertising your goal for the project and cost per wrapped gift. Then, start wrapping. To defer the cost of the event, ask a shop to donate wrapping paper, tape, etc. For a more socially distanced option, find a less public space and provide drop off times for gifts to limit crowds. Everyone is busy around the holidays, making this an exciting and necessary event.

### Holiday Wrapping Paper Sales (V)

Purchase holiday themed paper and cards wholesale and sell products in school, at shopping centers, sports events, and more around the holidays. Sources to use are: [conservatree.com](http://conservatree.com), [flaxart.com](http://flaxart.com), and others you know. One WorldStrides Program Leader, in a small town with low prices, yielded \$1,500-\$2,500 in a season. Have a student set up an online shop, giving them exposure to building an online business.

### Holiday Cards (V)

Students create and sell their own holiday, thank-you, or birthday cards. Cards retail for \$2.50-\$4 each and are worth more if they are handmade. Gather art donations from local shops and start making cards. It's a great way to have fun and bring the entrepreneurial light to your students once again.

### Gift Calendars (V)

Student photography and artwork wanted. Advertise an art contest for 12 winners to be published in a school calendar. Set a date for submissions 4-6 weeks later and confirm the 12 winners the day after the deadline. The winning work is then transferred to a local printing company (try to have them sponsor the calendar). Print the calendars and sell in December for January of next year. Calendars typically sell for \$10-\$15. Sell 100 at \$12 minus \$2 for cost, and you have earned \$1,000. If you have been on a tour previously, include pictures of that tour to get people excited. The calendar promotes the purpose of the tour and generates revenue. Teachers comment that each year participants, future & past, anxiously await the annual WorldStrides program calendar.

### High School Haunted House (I)

Decorate a hallway in the school that all ages can visit. Grab costumes, design a spooky mansion, and use your creativity. Fill the space with dark colors, candles, and spooky music. Charge an entrance fee and all proceeds go toward the tour as a collective donation. Students need to help set up, decorate, and spook.

### Halloween Clean Up (D)

Sell "Mischief Night" Insurance to neighbors and friends for a few dollars each. If the insured house gets hit on Halloween, the students will clean up the mess. Service guaranteed. It's a fun idea, teaches students about the operations of insurance, and saves friends/family time if their house does indeed get "egged." There may be other holidays or events in your area where cleaning insurance may be much appreciated.



## Holidays

### Valentine's Carnation Sale (D)

On Valentine's Day, Teachers' Day, or a special day you organize, buy bunches of carnations to sell for \$2 each. Students traveling sell order forms to faculty, peers, and staff 2-4 weeks prior to the event and fill out the name of the recipient and a message, if desired. Encourage the local flower shop to donate as many flowers as they can to the event to offset costs. On the day of the event, pick up the flowers and have students distribute order amounts to the staff homeroom. You can also deliver carnations to student's and faculty's homes for a socially distanced fun activity. Whether you give or receive a carnation, this fundraiser puts a smile on everyone's face.

## Performing

### Concert, Musical, or Talent Show (I, V)

Your students' talents open up even more fundraising opportunities to your group. Sell tickets to a special concert (holiday or otherwise). The show generates lots of interest from the community and school, as staff and students are encouraged to showcase their talents. Create posters that promote performance sign up as well as indicate ticket cost and the event date. You can also host a concert virtually using an online meeting tool, such as Zoom, or create a pre-recorded video to premier at a specific time. Looking for a low-effort option? Do an Open-Mic Zoom conference. All you need to do is send around a time sheet with sign up slots and set up the meeting invite. Then sit back, relax, laugh, and enjoy the night.

### Gig Around Town (D)

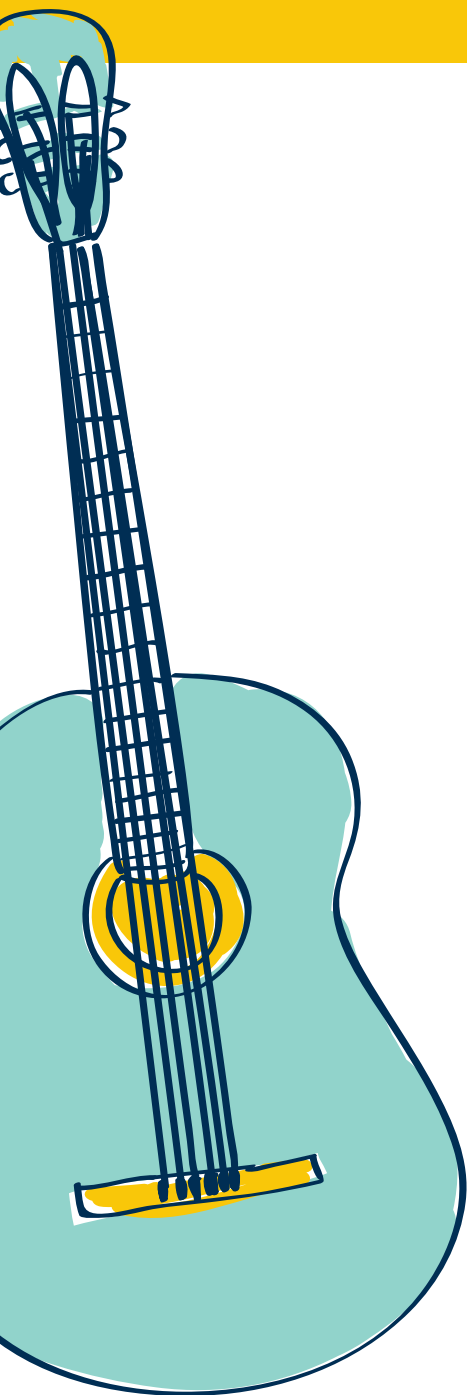
Use your talents and take them out into your community—restaurants, parks, performing arts centers, and more. Seek various performance opportunities that result in either tips or donations to the program. You can even hold an impromptu performance in a place with good foot traffic and set up donation buckets around the group.

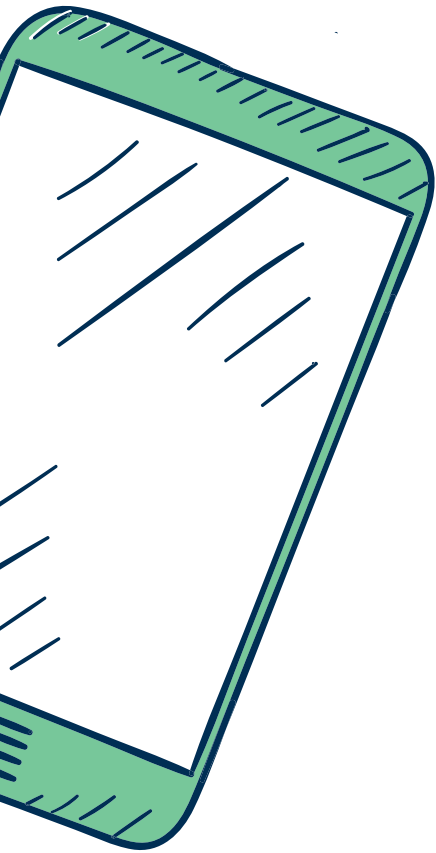
### Rehearse-a-thon (V)

This fundraiser is perfect for performing travelers. Parents, teachers, etc. offer pledges for each hour of practice. This encourages groups to not only raise money for their upcoming trip, but to practice more for their upcoming performances. It's a win-win.

### Singing Grams (I, D, V)

What better way to spread spirit than hosting "Singing Valentines" or "Singing Birthday Wishes." Establish a list of songs you can perform with a roaming a cappella group. Students pay a small fee to have your performers sing one of the songs from a list the group has prepared. Performers can go from classroom to classroom on Valentine's Day to sing in front of their peers. Or a small group or even individual performer could deliver the song to a student's home. You can even go virtual by recording performances and sending out through email and social media, or using an online app like House Party, Zoom, or Google Hangouts. This is a great way to get the whole school excited and involved in your fundraising and your upcoming trip.





### Cell Phone Recycling (V)

That's right, recycle modern technology and profit. [EcoATM](#) is a company that has placed kiosks all over the country to recycle your phone for profit. Some students can earn up to \$300 for a returned phone. Earnings can go to the group or to individual students. Market to the community as well as collect old products door to door in your neighborhood and watch your earnings rise.

### Bottle & Can Drive (I, V)

Collecting cans and bottles for cash will not work in all states, but for those where recycling sees a profit, start collecting. Students can do this individually or fundraise as a group, but it's best to decide how you want to run this program from the start. A local school in Massachusetts has volunteers attend weekly college football games—the parking lot that is—and collect all the cans from the tailgate parties. In one day, they make \$1000+ in can returns. So, keep a collection box in your room, have students individually collect and return, and/or head to the professional and college parking lots, help clean up the environment, and make money for your educational trip.

### Coin Jar (V)

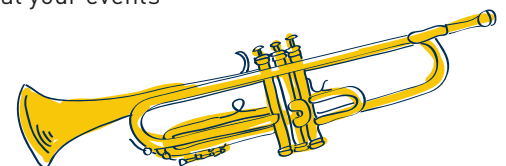
While Australia did away with pennies years ago, the USA still loves those 1-cent denominations. Set up a jar in your room for pennies and spare change all year and watch the money for the group grow. Have students do the same around their house. Some classrooms make a lot of money; some make enough for a free lunch for everyone. Whatever the situation—each cent counts.

### Corporate Sponsorship (V)

Businesses love to help out students in their community and each year they usually look to sponsor an event or individual. There is no better sponsorship than helping a student gain the experience of a lifetime abroad, as the reward outweighs all others. Students submit grant proposals for financial support to a business or organization (Kiwanis, Lions Club, American Legion, Walmart, etc.). Past students have received scholarship support ranging from \$250-\$5,000. A few great tips are: Compose a professional and personal grant that answers why you are writing and why the trip is important, appeal to several companies for support, visit the company to present the document, follow up with a thank you, and if awarded the scholarship, send sponsors postcards while on the tour or a compilation of photos and educational projects completed post tour. These presentation efforts show businesses the impact they have on the next generation and the personal growth gained through their support.

### Item Donation (V)

For some groups, it's not just money that is needed, but items like instruments, sheet music, or song licenses. You can set up accounts with organizations like [Donors Choose](#) or creating an Amazon Wishlist and sharing it to get much needed supplies for the classroom. Just be sure to drop your Wishlist or campaign link into any newsletters, emails, or social platforms to get the word out. You can also reach out to local businesses or corporate sponsors to help cover costs such as song licensing in exchange for free advertising at your events



## Gift of Education Program (v)

If you're raising funds for a trip with WorldStrides, the [Gift of Education Program](#) offers students a chance to ask for donations from friends and family via a letter invite or customized e-card.\* Download a customizable letter template to send out to friends and family, or send a personalized donation-collecting email—an "e-card" directly to anyone you'd like. We have special cards for many of our programs, including Gift of Performance emails for music performance groups, Gift of Sports cards for athletes, and more. Unlike other fundraising sites, 100% of donations collected via your Gift of Education email are attributed directly to your WorldStrides account—you don't even have to handle the funds!

\*Note: The e-card program may be different for different WorldStrides travelers. Most international travelers will have the option of a fundraising website instead. Please speak with your WorldStrides representative if you have questions after viewing the website.

## WorldStrides & the Media (v)

Get the local media outlets to run a story or clip of your students and your WorldStrides program and explain the need for donations. Articles have run in the education section as well as the travel section and promote sponsorship for the student program. Teachers have also managed to publish websites collecting donations from the community and detailing the purpose and meaning of the tour. We can even provide you with a template to use. Check out the [Publicity Toolkit](#).



## What works for you?

We want more fundraising ideas. Do you have an interesting and unique way to fundraise? A practical and profitable fundraising campaign not seen here? Send us more ideas, please. Providing educational opportunities abroad for all students is important to us and fundraising is a very important aspect of making that experience come true. Please send them to your WorldStrides representative or email them to [marketing@worldstrides.org](mailto:marketing@worldstrides.org). In addition to this resource, visit our fundraising website at [worldstrides.com/fundraising](http://worldstrides.com/fundraising). Good luck and happy travels.