



Inspiring youth  
to  
create a better world

# Define your Fundraising Strategy

## DEFINE YOUR ASK

- Quantify the amount that is needed to be successful
- Define the value that the donation will provide

## ANALYZE THE FAMILIES THAT ATTEND YOUR SCHOOL

- Which families have a skill or service that can assist your efforts
- Would they be willing to help?
- If you are unsure, send a Letter to Parents first and see if you receive a response. If not, then try and email
- Articulate the request in a way that is simple, memorable and portrays the excitement and emotion of the opportunity
- We do not suggest calling a family directly (unless there is a personal relationship) as you do not want to offend them or invade their privacy

## ANALYZE ADDITIONAL LOCAL RESOURCES FOR FUNDING

- Focus on the sources to whom you have immediate access and with whom you have close contact
  - Trusts and foundations
  - Companies
  - Individuals
  - Local community organizations

## DEFINE THE BEST FUNDRAISING INSTRUMENTS

- Direct donations (download below *Prospect List to Call* as an example)
  - Trusts and foundations based upon a written proposal (best if delivered to a contact)
  - Companies: direct face to face pitch on the benefits and impact, including tax write-offs
  - Local community organizations which may help you in your fundraising or raise money directly themselves
  - Individuals
- Dedicated activities for fundraising - the only limitation is your imagination

## REACH OUT WITH SPECIFIC ASK FOR DONATION

- Dedicated activities for fundraising - the only limitation is your imagination

## IMPLEMENT FUNDRAISING ACTIVITIES

- Direct donations, events, etc

## BUILD A LONG TERM RELATIONSHIP WITH THESE DONORS

- Monitor and report progress to target donors
- Have students send Thank You Letters to the contributors as well as accompanying certificate

## Useful Templates



MMUN Donation form.doc



MMUN Letter to Families.doc



MMUN List to Call.doc



MMUN Thank You List.doc

## Suggestions on Potential Fundraising Activities



Sources\*:  
<https://www.theguardian.com/voluntary-sector-network/fundraising>  
<http://www.worldlandtrust.org/supporting/fundraising/top-20>  
<https://blog.fundtly.com/fundraising-ideas-for-schools-and-education/>  
<https://doublethedonation.com/fundraising-ideas-for-schools/>

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## How to Choose Between Activities?

### Mission Montessori Academy's Experience

Mission Montessori Academy shared with MMUN their experience with Fundraising. They originally spent time executing many smaller fundraising activities (e.g. car washes, pizza sales, etc.) but have since found that it is much more effective and efficient if they do fewer larger activities.

In the last few years, we have scaled down our activities and now only do fundraising events that take more effort and parent support but bring in larger amounts of money.

Every December, we have our annual golf tournament at one of the Arizona resorts. It has been growing and this year we expect it to be even bigger. We work with the resort to get a discount on the price of golf per person plus different gifts for longest putt, hole in one etc. We provide a breakfast and have a dinner with a silent auction to close the day event. Students work the event. It has been very successful.

We also do a Fund Run. It is a track meet that runs all day and students collect money for miles ran. We have snacks etc. food to buy. Parents also work. This is a good fundraiser because the costs are low and the potential for raising money is good. It is also a fun family/community day.

The last is Movie Night. We show a movie, have prizes, popcorn, snacks... Parents can bring dinner and we also use food trucks which are popular on the West Coast. This is also a profitable fundraiser. The tickets sell out almost immediately because it is for family/community.

Mission Montessori Academy also attributes their success on fundraising to the fact that a local family created and championed a dedicated fund for all the money raised (i.e. a global education fund).

We found that it really made our fundraising more credible because a family in our community that everyone knows, they have 3 boys, began the fund.

Thanks to Angela Updike, Christian Suglia and Mission Montessori Academy for sharing your experiences with MMUN! If you have good experiences to share, please tell us about them [info@montessori-mun.org](mailto:info@montessori-mun.org)



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