



Elks Scholar Service Trips Fundraising Guide

Why should I fundraise for my Elks Scholar Service Trip?

A: While fundraising is not a required component of an Elks Scholar Service Trip, fundraising is an important part of any service-learning experience. If you are able to cover the travel costs of your trip through your own means, then you are not required to fundraise. However, we encourage participants to fundraise to cover the cost of travel expenses, if necessary.

What are some ways that I can fundraise?

Before you can begin to fundraise for the trip, it's important that you look up how much money your travel will cost you. If you would like more information concerning your trip location's local airports or travel logistics, please email Gracer@elks.org.

1. Create a personal fundraising campaign online.
 - Websites like [GoFundMe](#) are a great place to start your fundraising campaign. GoFundMe is very user friendly.
 - You'll set up an account, create a customizable page with a photo, description of your fundraising cause and target amount, advertise your page on social media, and start collecting donations!
 - To collect your funds, you will have to connect your GoFundMe account to your bank account
 - All fundraising sites take a percentage of your funds when they process your donation, but GoFundMe's fees are the cheapest when compared with many other popular sites.
 - It is important to post continuous updates to your campaign and to share the updates on social media often in order to solicit as many donations as possible.
2. Letter-writing/Email campaign
 - Before online personal fundraising platforms became mainstream, the traditional letter writing campaign was a popular way to raise funds. You can also apply the below steps to an email campaign.
 - Identify people and organizations that may be able to support you financially.

- Identify family members or organizations that may be inclined to donate their airline miles to you.
- Author a letter explaining the Elks Scholar Service Trip initiative, why you would like to participate, where you will be serving, what cause(s) you will be serving, and how much money you will need to cover the cost of your travel to the trip location.
- Provide your recipients with a method, or methods, through which they can get the funds to you. For example, provide them with an address so that they can mail a check to you, or connect with them on Venmo or another fund-transferring app or website.
- If you would like to give your recipients a bit of direction with their giving, it is acceptable to ask for donations of a specific amount, i.e. \$10, \$50, \$100, etc. towards your fundraising goal.

3. Elks Lodge Support

- If you have a relationship with your local Lodge or an Elks Lodge near your college campus, you can contact the scholarship chair from that Lodge and see if the Lodge would be willing and able to contribute to your campaign.
- It would be imperative for you to ask to speak to the members about the trip so that they can see who they would be supporting in person. You could then go back to the Lodge after the trip to share with them what you learned about service and the Elks as a result of being a part of the trip.

Fundraising Follow-Up

- It is essential to follow up with the donors who donate to your trip's fund. Not only will they be interested to hear what you did and learned during your time on the trip, but it will help them to see exactly where their money went. Cultivating these relationships is important to ensuring that you donors feel appreciated and feel that their money went towards a worthy cause.
- Hand written thank-you cards and phone calls are some of the most personal ways to follow-up with donors. Include pictures when possible with your thank-you cards.