



# International Youth Education & Sports Foundation Fund Raising Program

## **Important Notes Regarding Fundraising:**

Each team member is responsible for checking the guidelines for fundraising as they pertain to their eligibility with their respective athletic association. All personal (i.e. relatives or legal guardians) funds paid above and beyond the tour cost will be refunded in September of the year traveled. All non-personal funds (i.e. from donors) received above and beyond the tour cost become property of iYES (due to collegiate athletic regulations) and will be allocated to the team fund as a means of mission trip enhancement.

## **Individual Fundraising Program:**

If you plan to fundraise for your portion of the team's expenses we have a very successful program for you. We recommend using the attached fundraising letter to raise your share of the expenses.

### **I. Individual Target Marketing Planning**

- a) Make a list of possible donors (200-250 contacts)
- b) Family Members- grandparents, aunts, uncles, etc.
- c) Family Friends and Neighbors
- d) Professional Acquaintances- doctors, insurance agent, barber/hair dresser, auto mechanic, car dealer, local businesses, etc.
- e) Corporate Sponsors- Check with the human resources department where you and your family work- some companies have funds available for programs like this or they have may have matching programs to help.
- f) Clubs and Professional Organizations at School and Home- Eagles Lodge, VFW, Masons, Lions Club, American Legion, Church Group, etc...

### **II. Delivering the Fundraising Letter**

- a) Hand-Deliver Fundraising Letter - The most successful approach we have seen is if you hand deliver the fundraising letters to those you can, you will see a success rate of nearly 100%. We like to think of it as the "Girl Scout" approach- if you are in front of them it is much harder to be turned down.
- b) Mailing Fundraising Letter - Send a self-addressed stamped envelope along with the donation form and a cover letter telling about yourself and the opportunity for you to compete on the International level and represent the USA. Over the next 2 weeks, follow up with them about their donation.

### **III. Receive**

Have your donations mailed directly to iYES. Over time, you will see that even small donations of \$10-\$20 will make up the bulk of your goal. Therefore, the more letters you send out, the better chance you have to reach your fund raising goal. For example: 100 donations of \$20 = \$2000.

**Do not mail this page with the attached letter**

Dear \_\_\_\_\_

I am writing to you because I have been invited to join the International Youth Education & Sports Foundation's sports mission trip to the Bahamas during the week of May 7, 2023. During our time in the Bahamas, our group will participate in community service projects and leadership training, and we will also have the opportunity to compete internationally. The team as a whole will spend time experiencing a new culture and discovering Bahamian customs/traditions while gaining an educational experience as well.

In order for this trip to be a success, I have to cover my portion of the team's expenses. Any donation you can give would go directly towards my expenses and would be greatly appreciated. The International Youth Education and Sports Foundation would also like to thank everyone for your contributions and support. We will do our utmost to show good sportsmanship and represent ourselves and families with class and distinction.

Thank you in advance for your support.

Sincerely,

\* The iYES Foundation is a 501 (c) (3) non-profit organization founded to build brighter futures for our youth. Your donation will be tax deductible, and you will receive a contribution receipt for the amount of your donation. Visit [www.iyesfoundation.org](http://www.iyesfoundation.org) for more info.

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### **Donation Information**

*Donor's Name:* \_\_\_\_\_

*Donor's Mailing Address:*

\_\_\_\_\_  
[Street] [City] [State] [Zip]

*Donor's Email Address:*

*Amount:*     \$ \_\_\_\_\_

Please make checks payable to "IYES Foundation"

