



Fundraising Ideas

Snail Mail Support Letters

Sending out support letters (via snail mail) is the most effective way to raise money for a trip. Follow the tips below for a well-drafted letter. The key to making this successful is to follow up with each person by phone or with a face-to-face conversation. Statistics show that approximately half of the people you personally talk to will support you. This will allow you an opportunity to verbally express your passion about taking this trip and offer the person a chance to partner with you and be a part of something life changing. Many people will not be able to travel to Uganda but would love to join you in the journey by giving.

- *Works for:* Individuals
- *Items needed:* Computer, printer, paper, #10 envelopes, #6 ¾ envelopes, stamps
- *Time required:* 5-8 hours to draft letters and approx. 1 hour a week for follow up
- *Amount you can expect to raise:* Trip paid in full (\$3,500) and more!
- *How to make it happen:* Follow the tips below!
 - Send out at least 100 letters - family, friends, school, work, church, clubs, neighbors, board members, doctors, teachers, sports teams, hair dresser, etc.
 - Utilize support letters from past team members (UWP has these on file) to help you draft a quality letter.
 - Keep it short - 1 side of 1 page if possible.
 - Use the UWP logo on your letter.
 - Include 2 small photos – download one from the UWP website/Facebook page and include a photo of you.
 - Share about WHY you want to go - why are you excited and motivated to make this journey? This will make a more significant impact than writing all about what you will be doing in Uganda. While including some info about what the team will be accomplishing in country is important, people really want to know WHY they should support YOU!
 - Include the dates of travel and fundraising deadlines.
 - Ask for specific dollar amounts: \$50 or \$100.
 - Have checks made out to Ugandan Water Project and mailed to 2648 Rabbit Run, Bloomfield NY 14469 with a note indicating the money is for you.
 - Offer on-line payment options via the UWP website – Give – Send a Team Member.
 - Enclose a return envelope (stamped if possible).
 - Write a short personal note on each letter.

Shopping List - Personal Trip Needs

Make a list of things you will need for your trip that are not included in the trip fee. Include items like soap, shampoo, toiletries, bug spray, malaria medication, passport fees, immunizations, clothes, batteries, energy bars, Gatorade, etc. Use our packing list in your team packet to create your own personalized list. Be brand specific and list the approximate cost for each item or create a wish list on Amazon.com. Send this list out to potential supporters or post at your church and then they can purchase the items for you or give you cash to do so yourself.

- *Works for:* Individuals
- *Items needed:* Shopping list
- *Time required:* 30 min. (this will actually save you time because you will have less shopping to do)
- *Amount you can expect to raise:* \$25 - \$200
- *How to make it happen:* Make a list of the different things you will need. Plan on making an announcement in church, send a letter with the list included, or create a wish list on Amazon and email it to friends, family and coworkers. Ask people to contact you before they go shopping so you don't end up with 30 bars of soap and 5 bottles of shampoo!

Blue Envelope Challenge

This fundraiser works well because it is reachable – no one pays more than \$100; Anyone can “play” – individuals, groups, families can support, etc.; It represents your community, its potential and capability; It’s engaging, simple, and fast!

- *Works for:* Individuals or groups, especially churches
 - *Items needed:* White poster board, 100 envelopes (blue works well to symbolize water), tape, permanent marker
 - *Time Required:* Several hours each week for 1-2 weeks
 - *Amount you can expect to raise:* If all envelopes are returned - \$5,000+!
 - *How to make it happen:* Get permission from your church, school, business, etc. to do a short presentation or announcement about your trip. Gather photos, video, and distribution materials to present to your audience.
1. Number envelopes 1-100 (these will correspond to dollar amounts)
 2. Trace envelopes onto poster board, then number each rectangle on the board 1-100 (corresponds with matching envelope)
 3. Tape envelopes onto corresponding rectangle
 4. Make an announcement/ presentation (you may want to ask a few people who are already committed to the goal to select some of the higher # envelopes to avoid discouraging people who can’t afford to give as much.
 5. Explain the procedure – take an envelope and fill it with the amount of money that matches the number of the envelope; write your name in the rectangle of the # envelope you selected; return the envelope with the designated amount of money (cash or checks made out to Ugandan Water Project). Encourage people to get together in groups for an envelope, take what they can, take a second if they complete a first, etc.
 6. Give a deadline – generally, 1-2 weeks is a good timeframe – keep it short!
 7. Color in rectangles as envelopes are received to show progress as you go
 8. When all envelopes are returned or the deadline is up, your goal is met!

Volunteering at UWP Booths

UWP sets up booths/tables at many festivals, conferences and other events. We sell Ugandan paper bead jewelry, crafts and other items handmade in Uganda. Work a few-hour shift or an entire day and receive a portion of the sales toward your trip.

- *Works for:* Individuals
- *Items Needed:* Transportation to event, a vehicle to transport materials if you are doing set up/break down, all other materials are provided
- *Time required:* 4 hours – all day shifts available
- *Amount you can expect to raise:* 30% of sales from your shift
- *How to make it happen:* Contact the UWP office and sign up on our “Lutindo” volunteer list. You will be notified when UWP has upcoming events and what shifts need to be filled. Sign up. Bring your happy self to the event and unleash your excitement about UWP as you sell our jewelry/crafts and talk with people about what we do and your upcoming trip.

Water Walk

Individuals, separately or as part of a group, find sponsorship for walking a certain distance (\$5/mile, 0.25¢/foot) for the walk. As this activity directly connects with what we are trying to prevent (walking distances to fetch water), carrying water jugs is a great symbolic act that can be added on. Prizes may be awarded for top fundraisers as incentive.

- *Works for:* Individuals and groups, especially schools
- *Items needed:* Sponsorship sheets, water jugs, information sheets about UWP, decorations for start/finish line
- *Time required:* 2-3 weeks preparation to gather sponsors, 30 minutes to set up, 1 hour (varies depending on distance) for the walk, 1 hour for awards and clean up (less time require for an individual)
- *Amount you can expect to raise:* \$100-\$3,000+ (depending on group size – schools typically raise over \$3,600)
- *How to make it happen:* Advertise your event with signs, posters, church bulletins, at work, by email, out in the community. Individuals should ask family, friends, and other connections to sponsor him or her. Next, set a deadline to collect funds and invite sponsors to attend the event. Find a location like a track, park path, etc. – be sure to get permission if necessary. Decorate the finish line with Ugandan flags, balloons and other festive decorations. At the event, collect funds from individuals, encourage walkers, hand out information to community members and passers-by, and then present any awards at the end.

Change Wars

Change Wars is a competition between grade levels, homerooms, offices, or any sub-sections of a large group of people to win a reward (for example: a pizza party, earning a non-uniform day, having lunch paid for). It can also be used to “vote for” a specific individual to receive a reward or a specific outcome (for example: a pie in the face, a shaved head, a gift card). The object is to get as many points as possible during the war.

- *Works for:* Groups, especially schools and youth groups
- *Items needed:* Large containers (clear if possible) for each group or individual, a highly visible place to set the containers for voting, a secure location to keep the containers between available voting times, posters to explain how coin/dollar votes count.
- *Time required:* 1 week (works best for schools) – 1 month (works better for groups that meet once a week)
- *Amount you can expect to raise:* \$100-\$1,000+
- *How to make it happen:* Get permission to have the change war and follow the steps below:
 1. Each group or individual will need a large, enclosed container. A sealed gallon milk jug with a slit large enough to insert coins and bills works fine or a clear container so people can see their progress.
 2. Each container is labeled with the name of the group, class, office, or individual.
 3. The containers should be placed all together in a central location where there is supervision. In a school, the library or a location in clear view of the office staff are good choices.
 4. For a group war, participants should place money in their OWN group’s container to earn points. For an individual war, participants should place money in the container of the person they want to WIN the war.
 5. One point is received for every penny in the container.
 6. People may put silver coins and paper currency into the containers of OTHER groups or individuals. Each silver coin or bill reduces the number of points from that container by the amount of the coin (e.g. a nickel reduces the points by five, a dime by ten, a dollar by 100, etc.) This is where strategy counts.
 7. Containers are emptied and counted daily. The total monetary amount of silver coins and paper currency is deducted from the total number of pennies for the day.
 8. The totals for all groups/individuals are posted daily to encourage friendly competition. The totals can be posted as tallies. A chart or whiteboard, in a central location, works well for these postings.
 9. The group/individual with the most overall points at the end of the change war wins!
 10. All the money goes toward your fundraising goal!!!!

Fundraising Bingo

Have fun with your group using a bingo board! Using a 5x5 grid, write in each space with a relative, business, or group you will approach to ask for a donation. Compete to see who can get BINGO first, or who can fill up the board the fastest!

- *Works for:* Groups, especially schools
- *Items needed:* A blank 5x5 bingo board
- *Time required:* 2-3 weeks
- *Amount you can expect to raise:* \$350+ per board
- *How to make it happen:* Set a fundraising \$ goal and a deadline. Generally, 2-3 weeks is a good timeframe. Make sure the group has identified a person to hold donations as they come in. Take time together for individuals in the group fill in the bingo board with different relations, types of people or groups, and specific dollar amounts. For example, you could include: parent, grandparent, teacher, neighbor, sibling, local business, man with a beard, woman whose name starts with M, someone from another state, \$10, \$25, \$50, \$100, etc. Then, individuals in the group try and fill the entire board by collecting a donation of at least \$10 from someone in every category plus donations that correspond with the amounts listed. Filled boards with the amounts suggested bring in \$395 each!

Corporate Support

Ask local businesses if they will consider supporting you in exchange for tax deductions.

- *Works for:* Individuals
- *Items needed:* None
- *Time required:* 1 day
- *Amount you can expect to raise:* \$400-\$500
- *How to make it happen:* Tell the business owner about the trip you plan to attend and the financial need you have. Remember to tell them that their donation is tax deductible if they make their check out to UWP. Send them a thank you note.

Pay for Privilege

Earn money by setting up a “pay for privilege” day at school or work. People bring in money to pay for the privilege of wearing a hat, non-uniform dress day, dressing in a certain style (western, super hero, disco), etc.

- *Works for:* Groups, especially schools
- *Items needed:* Posters to advertise, cash box for collecting donations, a way to designate that the student has paid for the privilege (identifying sticker, stamp, or pass)
- *Time required:* 1 hour
- *Amount you can expect to raise:* \$100-\$600 (dependent on school/group size)
- *How to make it happen:* Get permission from the principal/supervisor for whatever group you are working with and select the privilege to be offered. Advertise the day with posters, announcements, emails, etc. On the day of the event, collect money from those participating and make sure to designate or identify that they have paid. A stamp on the hand or a special (not able to be duplicated) sticker or pass works well for students; smaller groups or schools may be able to check students off a roster and those who did not pay for the privilege are noted.

Lunch Break Sales

Set up a table at school/work and sell UWP items (paper bead jewelry, stickers, fabric bags, carvings). UWP will give you 30% of all sales toward your trip. You can also sell other items that you have made or think would be purchased by your friends/co-workers and use all the profit.

- *Works for:* Individuals
- *Items needed:* Items to sell, small bills and coins for making change, small table and displays
- *Time required:* 30 minutes each day you sell plus time to set up and break down
- *Amount you can expect to raise:* \$50- \$200
- *How to make it happen:* Get permission from your principal/supervisor to sell merchandise. Advertise with small flyers in the halls/lockers/coworkers desks. Pick up merchandise/displays from UWP. Have a friend help you.

Direct Sales Assistant

Sometimes you can work out arrangements with Direct Sales representatives (Mary Kay, Pampered Chef, Tupperware, etc.) to help them sell their products or do office work in exchange for a flat donation or percentage of sales.

- *Works for:* Individuals
- *Items needed:* A direct sales representative
- *Time required:* As much as you can give
- *Amount you can expect to raise:* \$300- \$500
- *How to make it happen:* Call a representative that you know or use. Ask them if they would be willing to help you raise funds for your trip through selling products or doing office work. Set up a time to meet with them so they can explain their product to you so you will be knowledgeable when selling it or set up a time for office work. Decide what percentage of sales will be donated toward your trip. Follow through with your commitment.

Parents' Night Out

Set up a night where you will watch children while parents go out. Seasonal - Offer one or more nights in December for parents to go Christmas shopping or do it on Valentine's Day if you are free.

- *Works for:* Individuals or small groups
- *Items needed:* A location to hold the event, toys and games, activities for the kids
- *Time required:* 1 hour preparation, 4 hours of babysitting and 30 min to clean up
- *Amount you can expect to raise:* \$100-\$200
- *How to make it happen:* Advertise your event with signs, posters, in the church bulletin, by email. Find a location like your home, church's children's area, pre-school. Collect games and toys for the kids and get a friend or two to help you in case there are more kids than you can handle. Let the parents know ahead of time how much you will be charging per hour for each child or take a free-will donation. Ask the parents to make a reservation so you know how many children to expect. Be clear about drop off and pick up times.

Calendar Pledge

Divide the number of days in your trip by the amount of money you need to raise (\$3500 divided by 14 days is \$250 per day). Ask people to buy a day (\$250), a half-day (\$125) or a quarter-day (\$62.50) of your trip. Make a large calendar that can be filled in as days are purchased. Post it on a blog or hang it at church.

- *Works for:* Individuals
- *Items needed:* Poster and markers or website/blog
- *Time required:* ½ hour a week
- *Amount you can expect to raise:* Total cost of trip (\$3500)!
- *How to make it happen:* Explain why you are going to Uganda, how your friends/family can be a part of it, and your fundraising goal. You can do this at a church event or set up a blog and invite your friends and family to be a part of it. You need to get this out to a large number of people to work. Keep the updating current and exciting.

Garage Sale

This is a great way to get your neighborhood or church involved. Ask people to donate clean, sellable items to your garage sale. Get a friend or two to help with preparation and the sale.

- *Works for:* Individuals or groups
- *Items needed:* Items to sell, tables, stickers or price tags, calculator, signs/posters, storage
- *Time required:* 4-6 hours preparation + 1-2 days of sale time
- *Amount you can expect to raise:* \$150-\$300
- *How to make it happen:* Advertise your sale on Craig's list, garage sale websites, and newspaper. Collect items to sell from friends, family, church, school or neighbors several days before the sale. Only sell clean items that you would buy yourself. Mark the prices clearly on each item - think low (especially on heavy furniture - you do not want to move it or store it again!). Have plenty of tables so items are not crammed together. Try to set up the day before, cover all the tables with heavy plastic (anchor with bricks - in case of wind or rain or both!). Be ready 1 hour before the sale - buyers will come early. Post as many signs as possible around your neighborhood directing people to the sale. Let your buyers know that you are doing this sale to raise money for your trip - often they will donate a few extra dollars – have a donation jar! Use fanny packs to carry money - it's easier and safer. Have plenty of change available - people will give you \$20 for a dollar item!

Rice and Beans Challenge

Invite your community, club, school, church, etc. to participate in a challenge that raises awareness and money! Participants are encouraged to eat only rice and beans for an entire week and then donate money they would have used to purchase food.

- *Works for:* Groups
- *Items needed:* Signage to promote the event
- *Time required:* 1 week
- *Amount you can expect to raise:* \$100-500 (dependent on group size)
- *How to make it happen:* Set a date for the event. Advertise your event, including dates, the purpose of the event, and how funds will be used. Designate someone to collect incoming donations – an online link on UWP's website can be created for you upon request. A kick-off meal of rice and beans can be done to start the week and inform and encourage participants. Show some UWP videos, talk about the difference that clean water can make in a typical diet, and send everyone home with information and encouragement. Encourage participants to eat simply and repetitively for one week, like most of the world does every day. Alternatives to rice and beans could include drinking only water, eating at home, taking leftovers for lunches, or to use only what's in the pantry instead of grocery shopping for the week. Some groups have paired this with a tangible donation of non-perishable food items to donate to a local food pantry as well as the monetary donations for UWP. The end of the challenge can culminate in a potluck dinner or other event where donations are collected, stories are shared, and the successes are celebrated.

Metal Money Maker

You can collect scrap metal and bring it to a local scrap recycler for money.

- *Works for:* Individuals
- *Items needed:* Magnet to test metal for aluminum, copper, brass, bronze, lead, stainless and alloy scrap; a place to store scrap; and a vehicle to transport scrap.
- *Time required:* You decide

- *Amount you can expect to raise:* You decide
- *How to make it happen:* Contact a scrap recycler and find out the kind of scrap metal they are buying. Past team members have used Metalico in Rochester. Collect those specific kinds of scrap (siding, hot water heaters, car bumpers, TVs with copper in them, wires, appliance motors, batteries, etc.) and deliver them to the scrap metal recycler. Make sure that you have permission before taking items.

Task Trading Tickets

Sell tickets entitling the buyer to an hour of work from the seller. Design two tickets: one with a higher purchase price for more strenuous/longer work, and one with a lower price for easier/quick work. List work that can be done on the ticket.

- *Works for:* Individuals
- *Items needed:* Tickets, supplies for doing the job you are assigned
- *Time required:* Unlimited
- *Amount you can expect to raise:* \$100-\$200
- *How to make it happen:* Advertise your coupons around your church, school, neighborhood or community. Design some tickets. When you have sold a ticket, set up a time when the buyer would like for you to come and do the work. If the buyer bought only one ticket for one hour of work, offer to sell them another one when you finish your hour. They may be interested if you prove to be a good worker.

Face Painting Booth

If you are creative, you can open a face-painting booth at a fair or festival. Charge \$1-2 per picture painted on a child's face.

Works for: Individuals or Groups

- *Items needed:* Paint brushes, paints or watercolor pencils, fresh water, poster of the pictures available with prices, fundraising info, booth (pop-up shelter if needed for inclement weather, 1-2 tables, 2-4 chairs)
- *Time required:* 4 hours – 2 days (depends on length of fair/festival)
- *Amount you can expect to raise:* \$150 or more depending on length of fair/festival
- *How to make it happen:* Get permission from the necessary people to set up your booth at the fair or apply to set up at a local festival. This is a popular booth, so ask early or someone may take your idea. Set up your booth with a chair for each painter and a chair for each customer. Use watercolor pencils or paint to draw a small picture carefully and neatly on the face of your customer. Collect the money after you have painted the picture.

Benefit Performances

Do you know a talented singer, band, or performer that would contribute their talents at no charge? Are you able to utilize a local café/coffee house/etc. to hold a benefit performance? If you can answer yes to both of these questions than this may be a good fundraiser for you. This event will work best at a location that already draws a regular crowd rather than a location where all attendees need to be invited.

- *Works for:* Highly motivated individuals or Groups
- *Time required:* at least 30 hours
- *Amount you can expect to raise:* \$300 – several thousand only if done well
- *How to make it happen:* The potential of this fundraiser is huge, if and only if, you are able to do this well. The challenge is that if it is not done well, there is a very real chance that you could lose money and waste a lot of time in the process. So, please contact UWP if you are considering doing a benefit performance and we can walk you through all the necessary steps for success!

Matching Funds

Make your sponsor's money go further by presenting a "Matching Funds" opportunity. Find people or businesses to sponsor you and match every dollar you raise up to a certain amount (\$100, \$500, \$1000, etc.).

- *Works for:* Individuals
- *Items needed:* A phone
- *Time required:* Several hours
- *Amount you can expect to raise:* \$700-\$1000
- *How to make it happen:* Have your sponsors talk to their company or corporation about employee matching funds programs. Tell your prospective sponsors how they can make their donation twice as effective with a "Matching fund."