



## **Experience Mex-ECO's Fundraising Ideas**

There are many different ways to go about raising the money to take part in an Experience Mex-ECO project. For those of you planning to raise some or all of the funds through sponsorship or some kind of event or activity, we have put the following ideas together to help you come up with a plan of action. Upon request we can provide a letter to confirm that you will be taking part in an Experience Mex-ECO project, followed by another letter upon completion of your project.

### **Sponsored activities:**

The most common way to raise funds through sponsorship is to arrange an activity that you will take part in and ask your friends and family to each sponsor you as little or as much as they wish, which will be paid upon completing the activity. Here are some ideas in order to increase your chances of success:

1. Choose something that really gets people's attention; this could be something that requires a lot of effort or bravery on your part such as running a marathon, doing a sky dive or bungee jump, or something that is related to the project you are going to take part in, such as a garbage clean-up.
2. Target the right audience; by approaching like-minded people who are also interested in community/conservation you are much more likely to convince them to support you.
3. Make it official; take your letter from Experience Mex-ECO when asking for support so that people realise what kind of project you will be taking part in and how you will be helping.
4. Offer something in return; this could be in the form of a presentation with photographs, a group E-mail/newsletter or even just a phone call or letter.

### **Hosting an event:**

Another way to raise funds is to organise some kind of event that people pay to take part in, such as a party, a concert or an art or photography presentation. Entry tickets or participation fees for such events should cover the costs of running the event and leave enough funds left over to put towards your project fee. As well as targeting the right audience and making your requests for support official and business like (as mentioned above), here are some more ideas:

1. Approach a local event location, such as a bar or nightclub, and request the opportunity to organise an event there. The idea is that you will advertise the event and draw in a big crowd, they will make money on drinks (and food), and you will keep either a proportion of or all of the cover charge funds towards your project.
2. Make sure the event appeals to a lot of people; if you are organising a party then try to make it different to just a normal night out, perhaps a fancy dress or theme party with prizes for the best outfit, or even a singles night.
3. Set a reasonable price for your cover charge; look into cover charges for other similar events to get a better idea of what people are willing to pay.
4. Publicise the event as much as possible; this can be done by printing posters/flyers and sending E-mails to all your contacts, as well as asking them to forward the E-mail onto others. Another way to publicise the event is by approaching local newspapers, radio stations, social networking sites and websites and asking them give you some free or reduced cost advertising (remember all such costs must be included in the overall amount you need to raise).

#### **Sponsorship from businesses:**

Applying to funding from local businesses is generally less productive than the ideas mentioned above, but is always worth a try, perhaps alongside some of the other options. You should take the following ideas into consideration:

1. Conduct searches in local newspapers and on the internet to seek businesses that might be interested in supporting your project.
2. Once again, target businesses that are most likely to be interested in conservation and/or community projects; don't rule out businesses that damage the environment, as they often look for opportunities to sponsor projects which may help the environment.
3. Write a well structured letter to the businesses you choose to apply to, explaining your request and relating your project their work i.e. why they would be interested in sponsoring you.
4. Try and publicise your upcoming project plans in local newspapers / social networking sites / websites, mentioning that you are looking for sponsors, this way you are allowing for the possibility of some businesses to contact you and offer their support.

**Whichever way you decide to fundraise**, it is important not to forget to thank all those who have supported you in one way or another. There are several ways to do this, such as through a local newspaper/website, a presentation with photographs, via E-mail or by sending a feedback letter.

**Good luck!**