Ready.
Set.
Fundraise!

A Guide to Funding Your Study Abroad Program

Ayusa
Fundraise Your Way to the Experience of a Lifetime

Studying abroad can help you improve your foreign language skills and enhance your college application. It can also give you so much more: maturity, self-reliance, a broader world perspective, greater self-esteem. Add to that the pride that comes from earning your own program fees through hard work and determination and you’ll better appreciate your experience and remember it—always.

Ready. Set. Raise!

Fundraising Facts:

• Fundraising isn’t just for professionals. Enthusiasm and a plan (with some effort behind it) are all you really need.
• Fundraising needn’t be painful or dull. Rather, the key to successful fundraising is thinking creatively and having fun.

Over the years at Ayusa we’ve seen lots of students just like you raise significant portions of their study abroad program fees using a variety of fundraising techniques. You can, too. In this kit we’ll show you how, and along the way we’ll provide helpful checklists, success stories, and additional resources to help you stay on track with your fundraising goal.

Helpful Tip:
There are many different ways to raise funds. Find at least one that’s a good fit for you, but combine many for the best results.

Employment: Work - Save - Achieve

Are you devoting after-school and weekend hours to a part-time job? If the answer is yes, think about how much more rewarding a summer, semester, or year abroad will be in the long run than a night at the movies or another meal out. To start, try setting aside just a little from each paycheck. (Use our handy calculator, left, to create a simple budget.) Make a realistic goal that you can reach quickly, and extend it from there.

Ask a family member or bank official to open a special savings account dedicated to your fundraising effort. After a short time you’ll be amazed at how quickly your savings pile up, and chances are you’ll want to watch them grow.
Relevant Job Search: Make it Matter, Make it Fun

Are you currently not working but able and ready to put in some part-time hours toward reaching your goal? See if you can tie your study abroad destination into your job search. For example, look for openings at businesses that relate to where you want to study, like a French bakery, a Japanese sushi bar, a German restaurant, or an Italian deli.

Of course, not every town has a patisserie or Hofbräuhaus on every corner. But don’t let that slow you down; there are other, creative ways to “work it!” Are you a skilled artist, writer or athlete? A born event planner or shopper? A social media expert or all around people-person? Use your existing skills, talents, and connections to get the word out about your study abroad plans, tap into previously unknown opportunities, and even recruit potential sponsors.

We provide some additional resources on online fundraising a little later. Or, you can take a moment now to pair your skills with the right fundraising effort. Consider one of the suggestions below, or substitute one of your own!

Skills-Fundraising Compatibility Chart

<table>
<thead>
<tr>
<th>Are you good at...</th>
<th>Good, then...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing/reporting?</td>
<td>Approach your local or student newspaper. Offer to be their “overseas correspondent” for your time abroad. Agree to send in articles about life in your host country. They may be willing to sponsor you.</td>
</tr>
<tr>
<td></td>
<td>Start a travel blog and ask your friends, family, and colleagues to contribute. They can help fund your blog and, ultimately, your study abroad program! Post news and updates regularly to gain and maintain followers, and make it easy for folks to donate in a couple clicks!</td>
</tr>
<tr>
<td>Finding unusual objects or thoughtful gifts?</td>
<td>Collect donations from friends and family in exchange for sending them small souvenirs from your host country.</td>
</tr>
</tbody>
</table>
| Planning/hosting events and getting people excited about them? | Organizing a social event is a sure way to get a large number of friends and family involved in your fundraising efforts, especially when you are offering them something in return: good food, music, or simply a fun time! Here are just a few possibilities:
  - Themed party
  - Bowl-a-thon (or any “a-thon”!)
  - Bake sale
  - Potluck lunch or dinner
  - Car wash
  - Talent show

To increase the dollar amount you raise at any event:

1. Recruit friends to sign up donors
2. Sell tickets at the entrance or collect donations throughout
3. Schedule your event for the day before/after a school-related performance or competition (to get your whole team to come!)
4. Hold a raffle or auction for extra funds.
<table>
<thead>
<tr>
<th>Are you good at...</th>
<th>Good, then...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Photography, illustration, printmaking, or other forms of artistic expression?</strong></td>
<td>Ask everyone in your network if they’d like to advance purchase a one-of-a-kind work of art from your travels. People love unique artwork. Send out samples to get people excited.</td>
</tr>
<tr>
<td><strong>Sales and advertising?</strong></td>
<td>Or you can share your art with strangers who will help fund your program using online programs such as Kickstarter.</td>
</tr>
</tbody>
</table>

| **Hold a garage sale and accomplish two things in one day:** | |
| • Get rid of things you no longer need | |
| • Raise money for your program. | |

A great way to get top dollar for your wares is to advertise that 100% of the proceeds will fund your study abroad program. Post a large, visible sign. Better yet, wear one!

---

**Helpful Tip:**
Hosting a party? Give it a theme that matches your destination country. For example, organize a French themed party in honor of Bastille Day: Research the origins of the holiday, traditions associated with it, and share the information with partygoers. Ask attendees to show up in costume and give out awards for the best! Or, make it a potluck and request dishes that reflect your host country’s cuisine.

---

**May You Be of Service? How to Meet Your Neighbors…and Win Their Support!**

Another way to recruit supporters and raise funds while having fun is to offer your services, as well as those of your willing friends, family, and colleagues, in return for donations. Many people in your community are more likely to contribute when it’s clear you’re working hard to achieve your goal.

• Host a car wash at a heavily trafficked spot
• Hold a bake sale—Make sure to offer at least one healthy (low-fat or low-sugar) treat
• Mow lawns and rake leaves
• Sell chocolate bars—Maybe your parents will agree to sell them at work! (You can buy them for $1 and sell them for $2)
Kickstarts for Smarts: Educational Fundraising

Success Story:
An Ayusa student going to France conducted three car washes at a local gas station, eventually earning half of his program fee!

Helpful Tip:
Whatever you do, don’t keep your study abroad plans to yourself. Spread the news and don’t be afraid to ask for a little help. There are lots of organizations out there that would like to see you succeed. Here are some tips on who, what, and how to ask.

Ayusa Scholarships to Help Students Study Abroad
We believe that all high school students should be able to study abroad, regardless of their financial situation. Ayusa offers up to $1 million in discounts and scholarships to help students fund their study abroad programs. Find out which scholarships and discounts you qualify for and how to get them.

<table>
<thead>
<tr>
<th>Name</th>
<th>How to get it</th>
<th>Amount</th>
<th>Program</th>
<th>How</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Writing Contest</td>
<td>Share your passion for cultural exchange by blogging on program</td>
<td>$500</td>
<td>All Programs</td>
<td>[Download Application]</td>
<td>March 1</td>
</tr>
<tr>
<td>Global Citizen Scholarship</td>
<td>You are involved in community service and want to continue volunteering while abroad</td>
<td>$2000</td>
<td>Fall Semester, Fall Trimester, Academic Year</td>
<td>[Download Application]</td>
<td>March 1</td>
</tr>
<tr>
<td>Host Family Discount</td>
<td>Host an exchange student with Ayusa. It’s a great way to learn about life as an exchange student and practice your language skills!</td>
<td>$500</td>
<td>All Programs</td>
<td>[Download Application]</td>
<td>Rolling</td>
</tr>
<tr>
<td>Golden Ticket Discount</td>
<td>If your high school has hosted and Ayusa international exchange student, you may be eligible for this scholarship</td>
<td>$500</td>
<td>All Programs</td>
<td>Call Ayusa at 800.579.1709 and we will check our school database</td>
<td>Rolling</td>
</tr>
<tr>
<td>Friends and Family Discount</td>
<td>If your family member has studied abroad with Ayusa. You might also qualify if you plan to study abroad with a friend</td>
<td>Up to $500</td>
<td>All Programs Except Summer ($250 off)</td>
<td>[Request Your Discount Here]</td>
<td>Rolling</td>
</tr>
<tr>
<td>Refer a Friend</td>
<td>Just like it sounds! Refer a friend and receive a discount when he/she enrolls in a program</td>
<td>$100</td>
<td>All Programs</td>
<td>[Complete this form]</td>
<td>Rolling</td>
</tr>
</tbody>
</table>
Handshakes For Donations

Local businesses and community organizations want to see you succeed. It brings pride to the community when one of its own is doing something positive.

You should reach out to local businesses by submitting a Letter Requesting Donation. To help ensure you receive a positive response, just follow the basic guidelines outlined in our checklist, below.

Letter Requesting Donation Checklist:

View a sample letter requesting donation

☐ Make a long list of businesses, stores, and companies in your area with which you are familiar. Ask your family, relatives, friends, and the local Chamber of Commerce for ideas on who to contact. Many businesses have a special fund set up for students.

☐ Write a letter of introduction. State your name, school, and age. Identify Ayusa as your exchange organization, the country to which you are going, and the duration of the program.

☐ Tell them why you’d like to become an exchange student and what you’d like to do in the future.

☐ Announce the cost of the program. List the contributions from yourself and your parents, other organizations/businesses, and the remainder you require. Let them know you’re working at a part-time job for your contribution. Be sure to explain that any contribution, however small, will make a big difference to you.

☐ Break down your expenses in the letter by summarizing the cost of your program. Explain that you plan to contribute from your own savings, in addition to receiving contributions from your family/friends or other organizations.

☐ Be sure your spelling and grammar are correct. Use complete sentences. Go over your sample letter with an English teacher at school.

☐ Once accepted to the Ayusa program you will receive a “proof of participation” letter confirming your acceptance. Enclose a clean copy of this letter with your own. Include Ayusa’s toll-free number, 800.579.1709 if the potential donor would like to call us.

☐ If you haven’t heard anything from the potential donor in about two weeks, follow up by telephone.

Special Scholarship Opportunities:

Scholarships can be awarded based on special interest groups such as religious affiliation, diversity groups, heritage foundations, academic achievement and language of study. Ask your language teachers, coaches, guidance counselors and special interest groups if they know about any resources you would qualify for.

Start by checking out some of the websites included in our Online Scholarship Resource List:

1. Fastweb: www.fastweb.com
2. The Financial Aid Information Page: www.finaid.org
3. High School Scholarships: www.highscholarships.com

Helpful Tip:
Try an Internet search using key phrases like “student grants” or “student scholarships”
Who Else Can You Ask?

Sponsorships
Contact all service organizations in your community and ask how you can be sponsored by their club. Organizations like these often support foreign exchange programs and those you can approach include Optimists, Lions, Elks, Chambers of Commerce, and the YMCA. You may also want to try local churches, temples, and other religious organizations.

International Companies
The skills you will learn as an exchange student will help give you an edge in our fast-changing world economy. Because of this, international companies are often happy—and wise—to help you achieve your goal of studying abroad. Look for companies that have branches or conduct business in the country you wish to explore. Offer to write about your experience for their company newsletter.

Helpful Tip:
Search the Internet for information on international companies and make a list of their names, addresses, and telephone numbers. Call or email and request the name of the company president or CEO. Address a letter to that person explaining your goal and your need to raise funds.

Family and Friends
Often family and friends truly don’t know that they can make a meaningful donation to your fund. Why not respectfully clue them in? The best way to ask is to put it in writing—yes, even to family members you are close to and speak with often. In a card or letter, express your desire to study abroad and point out that even a small donation can make a difference. Writing a letter shows that you are serious. It also saves you the embarrassment of asking for a donation in person.

Helpful Tip:
Set up a special Paypal account dedicated to your fundraising effort. Give friends and family the account number for ease of direct deposit.

Success Story:
Last year a fifteen-year-old Ayusa student in New York raised a majority of her program fee for Italy herself. She did it by using a variety of methods:

1. She worked at a restaurant three days a week after school, and determinedly saved her tips with the goal of collecting $1000.

2. She wrote request letters for donations to family in Maryland, friends in California, and several companies with operations in Italy.

3. She contacted her local newspaper and pitched her story. The newspaper wrote an article about her upcoming program and her ongoing donation drive. The article ended with a link to her online fundraising page for readers who wanted to donate. After reading the article, many readers around the community sent in donations.
Get the Word Out to Your Community!

Share Your Story with the Press

Let everyone in town know that you are a future world explorer!

A “pitch” is a short letter that people or companies send to newspapers in order to “get the word out” about a newsworthy story or event. To create and submit your own pitch, follow these simple guidelines:

- Write a pitch letter or pitch email to your local newspaper explaining your program, your interest in becoming an exchange student, and your fundraising drive. Explain how hard you are working to raise funds for your program and how rewarding it will be to yourself and the local community if you succeed.

- Email your pitch to the Lifestyles, Community, or Datebook section of your local paper, addressing it to the editor or one of the reporters.

- After a week, if you haven’t heard back, call the newspaper and ask to speak with the person to whom you wrote. Tell them you are a local high school student with a great story idea.

- Check out a sample pitch template.

Helpful Tip:
Tip! It’s never a bad idea to have a second pair of eyes review any formal communications you send out, even emails. You want your message to read clearly for the intended recipient/s. Ask your English or language teacher to go over your pitch with you.

Success Story:
An Ayusa student wanted to pursue his dream of spending a semester abroad in Spain so badly that he contacted everyone he knew, and everyone they knew, until he had so many small donations he had earned half of his program fee. Some donations were as little as $10, and there was even one from his dentist. This student’s hard work paid off for he went to Spain, and became fluent in Spanish!

Take It Online:

Are you artistic? Fancy making music videos, writing poems, or designing mixed media installations? Put your creativity to good use!

Using web resources like www.kickstarter.com you can share your craft while funding your trip. Donators contribute money to help fund your creative endeavor, usually with the understanding that you will share that project with everyone when it is finished. You could even tie your art in with your international experience. Read the rules carefully before you start, there are a few restrictions.
Crowdfunding- Online Fundraising Tools

Online fundraising platforms

You can get started with TripRaiser.com, a one-stop shop for travelers looking to fundraise for their trip. TripRaiser allows you to track both on and offline goals, lets you create a blog for your trip (for before, during and after!) and can be linked to your social media accounts. Their site is a great way to incorporate all your fundraising efforts into a single platform.

Volunteer/Charity Fundraising Platforms

If you are participating in an Ayusa volunteer program, use volunteer fundraising sites like www.fundly.com (plugs in with Facebook) and www.crowdrise.com which offer online tools for personal fundraising and sponsored volunteerism.

Tell people why you think studying or volunteering abroad is important and ask for donations to help you realize this dream.

Finally, remember that all along your journey Ayusa Study Abroad is here to help! Feel free to call us at 1.800.579.1709 for more fundraising tips, strategies, and most importantly, encouragement. We love success stories! Good Luck!

Helpful Tip:
If you are going on a volunteer program, share details about your project and the situation of the local community members, and explain how your work will benefit the community or improve living conditions.

Additional Fundraising Resource Lists
www.messybeast.com/moggycat/fundraise.htm
www.fundraiserhelp.com/individual-fundraising.htm

USA Accreditation - In maintaining accreditation, Intrax is committed to quality and continuous assessment and improvement of our programs and services.

Ayusa is a non-profit organization founded in 1981 to promote global learning and leadership through foreign exchange, study abroad and leadership programs for high school students from the U.S. and around the world. In addition, Ayusa administers multiple high profile grant programs funded by the U.S. Department of State. Ayusa is a sister company of Intrax, a family of organizations that provide a lifetime of high-quality educational, work and volunteer programs that connect people and cultures. Intrax is headquartered in San Francisco with offices in 14 countries.

Ayusa
600 California Street, 10th Floor
San Francisco, California 94108 USA
+1.800.579.1709 | www.ayusa.org/students

Intrax is a globally-oriented company that provides a lifetime of high quality educational, work and volunteer programs that connect people and cultures, with operations in more than 100 countries worldwide. For more information visit: www.intraxinc.com.