

CASC's Fundraising Guide

The California Association of Student Councils offers a wide variety of leadership programs to high school students all across the state. There are fees associated with all CASC conferences and CASC does provide financial aid to students in need. However, CASC recommends that students attempt to find support in their local communities before relying on financial aid. The purpose of this guide is to show students a very easy and effective approach to fundraising money for CASC conferences.

There are numerous community clubs that traditionally help students. This list includes (but is not limited to):

- o Rotary
- o Lion's/Lioness' Club
- o Kiwanis Club
- o Optimist/ Soroptimist Club
- o Chamber of Commerce (and ethnic Chambers)
- o City Youth Councils
- o Community Foundations
- o Young Republican/ Democrats Clubs

Schools also have a variety of ways in which they can support their students. These include:

- o School Site Council
- o ASB
- o School Board

Step 1:

Find the local organization's information. For some clubs this can be very easy (e.g. Rotary International has a club locator on its website). Other clubs may require a google search.

The most effective search would be "city name + name of organization."

Step 2:

Find the number of a person to contact. Try to find the number of a person in charge (i.e. president).

Step 3:

Call the phone number listed for your local organization, tell them you are a local student and provide them with some background on CASC and yourself. Let them know that you are interested in requesting money to travel to leadership conferences/ meetings and ask them the most appropriate way to do so (i.e. fill out a form, come speak to the club in person, put the request in writing). Be sure to mention that CASC is a non-profit organization and that their donation is tax

deductible. Keep in mind, community clubs want to know how giving you money will benefit their immediate community.

The most important thing to remember when talking to these groups is to not be intimidated. All of these groups will most likely be very warm, welcoming, and happy to speak to you.

Step 4:

Follow through on the process for requesting funds outlined by your local organization (i.e. in person presentation, request in writing, etc),

Step 5:

Send a thank you immediately after your presentation (if appropriate) for the Clubs time and consideration

Step 6:

If a dollar amount is not granted immediately, follow up one week after your letter or presentation. If they approve funding have the check made out to CASC

Step 7:

Send a thank you note regardless of what decision is rendered by the community organization. If they say they do not have the funds to donate, ask if they have any suggestions of other organizations that might be interested in assisting a youth leader.

Talking Points

There are certain points that students should mention when talking to community groups about the possibility of donating money. These points should be tailored to fit the group that you are speaking with. Groups at your school such as ASB or Site Council will want to know the impact the conference will have on the school and how the sending you to the conference represents the entire school on a state scale. Community groups such as Rotary will want to see the impact it will have on the community, while other groups will want to see how it will improve education on the state and local levels.

Specifics

All CASC conferences present a great case for funding. Here are some ideas that you will want to include in your sales pitch:

- o Delegates from across the state will form an action network
- o The programs give you an opportunity to speak up with your area at the state level

- o Delegates learn organizing skills that can help them activate their communities
- o The program is sponsored and organized by CASC, the state's premier youth leadership organization

Contacting CASC

For questions about finding sponsorships and to obtain marketing materials for presentations, please contact Development Director Matthew Lee at matthew.lee@casc.net.

Donation Letter Template

Your Name
Your Address
City, CA ZIP
(XXX)XXX-XXXX
e-mail address

Members of the [organization's name],

My name is [Your Name] and I am currently a [Your Grade] at [Your School's Name] High School in [City], California. [Optional] I am currently involved in [area of involvement], in which I [elaborate on area of involvement].

I am requesting your support to take part in the [Year and Name of Conference], taking place [Date]. Sponsored by the California Association of Student Councils, [Name of Conference] will unite students from every corner of California to discuss and implement leadership strategies. This conference is entirely student run, emphasizing the fact that students have the potential to lead and teach one another.

At [Name of Conference], we will be [generic description of event and what you expect from it].

I hope that you find this opportunity as valuable as I do. Leadership is essential in every community and I hope that this conference will help me become the leader I wish to be.

In order to pay for a registration and travel, I will need to raise \$[insert dollar amount]. I hope your organization can contribute to my goal. Any contribution helps my fundraising efforts.

If you have any questions, please be sure to contact me. I appreciate your time and service to our community.

Sincerely,

Your Name