

FUNDRAISING TOOLKIT



Your fundraising efforts and generosity empower us to serve the United World College National Committee of Canada (UWC NCC). We are so grateful to have you as part of the UWC NCC family. Thank you for helping to make our mission possible!



In this kit you will find:

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SOCIAL MEDIA GUIDE

Social media is where you will have people that knows you and have followed your activities. It is also a free and easy way to promote your fundraiser to the entire world.

SAMPLE TWEETS

Our Quebec Chapter for UWC is joining the challenge to raise \$1k for the @UWCNCC. Join us in helping send more deserving Canadians to UWC! [Insert URL]

Thank you to everyone who's volunteered to help at our Paddle for Peace for @UWCNCC – it's going to be a lot of fun! [Insert photo] [Insert URL]

We're hosting a BBQ in support of @UWCNCC. Join us on July 29 for tasty burgers, a scavenger hunt and amazing games! [Insert URL for fundraising page]

My campaign for @UWCNCC is officially on! Make a pledge to support my 5K run and help Canadians join UWC : [Insert URL]

SAMPLE POSTS FOR INSTA/FACEBOOK

Sunday, August 14 – Paddle for Peace for UWC National Committee of Canada will be hosted at the Pearson College at 650 Pearson College Dr, Victoria between 1 and 4 p.m. Open to everyone, please RSVP below! [Insert photo] Details here: [Insert URL]

Thanks to our donors and volunteers, we have reached 50% of our \$1,000 chapter challenge goal for the UWC NCC. We need 10 more donors of \$50 each. Can you be one of the 10? [Insert photo] [Insert URL]

Thank you so much to our community for generously giving amazing items for our auction in support of UWC National Committee of Canada. [Insert photo] [Insert URL]



 Share

If you can, ask your teammates and friends to help promote your fundraiser among their networks or retweet/share your posts. Try using non-traditional social media channels like **LinkedIn** too.

WELCOME

Thank you for your interest to help raise funds for the UWC NCC. Your support means the world to us and to all the Canadians who dream to join a UWC around the world. Thank you for your commitment to help UWC's mission to make education a force to unite people, nations and cultures for peace and a sustainable future.

No matter what type of fundraising event or program you're planning, this toolkit has everything you need to take your idea from the earliest planning stages to a completed, successful event.

FUNDRAISING IDEAS



- Bake Sale
- Talent Show
- Music Night
- Karaoke Party



- Marathon
- Walk
- Fitness Challenge
- Sports Events



- BBQ
- Gala
- Birthdays
- Game Night
- Video Gaming
- Tea Party
- Auction
- Celebration
- Concert
- Festival
- Honor a friend
- Garage Sale



Getting sponsors for your event from local businesses can help you keep costs down and maximize your impact. It's also great promotion for the local business and highlights their generosity, so it's a win-win!

HOW CAN UWC NCC HELP?

- Create online fundraising pages
- Promote your event on social media
- Provide you with promotional materials such as posters and educational booklets
- Permit the use of the UWC NCC Logo
- Provide you with fundraising resources including donation forms, letters of endorsement, thank you letters etc.
- Issue tax receipts to your supporters for their donations

PLANNING CHECKLIST

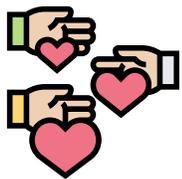


Brainstorm

Decide what type of event you want to hold or pick from the ones we suggested above. Feel free to be creative!

Create a plan

Establish your goals and timeline. Decide on things like venue, budget, how you will get volunteers, fundraise etc.

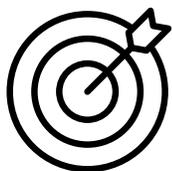


Let us know and we will set up a fundraising page for you

We will set up a personalized online fundraising page for you. This lets you collect donations online with ease!

Promote your fundraising

Spread the word about your fundraising! Use your networks to raise awareness and get your community involved!



Wrap-up

Once your fundraising is over, send us your donations and the contact info of your donors. We will issue them tax receipts.

EMAIL ASKING FOR DONATIONS

Subject: Change the life of a deserving student with UWC NCC

Dear Annie,

I hope you are well. I would like to invite you to join me in supporting UWC's mission of making education a force to unite people, nations and cultures for peace and a sustainable future. I've known UWC since 2018 when I attended as a student at the UWC East Africa in Tanzania. It was truly a life-changing experience for me and I want us to help more Canadian youth have the same experience.

The UWC NCC has challenged all local chapters to raise \$1,000 CAD between August 15, 2022 to December 31, 2022. I am reaching out to you to be part of our challenge.

All funds raised go directly to the UWC NCC, which helps deserving students have a once in a lifetime experience. UWC NCC uses the donations to build a more equitable selection process from Canada. It helps UWC select students regardless of their socio-economic background to attend the amazing UWC campuses globally.

As a UWC volunteer, I have met many students who dream of attending the UWC campuses but cannot do so simply because of the financial challenges they face. Join me, and we can make a difference in the life of one student at a time.

We have already secured \$100 in donations. **We need 18 more donors at \$50 level. Can you one of the 18 to help us reach our goal? All donors giving \$10 and up will receive a tax receipt.**

You can donate here: [Insert URL].

For more information on UWC-National Committee of Canada please visit www.ca.uwc.org

If you have any questions, please let me know.

Sincerely,

Daniel
Cell: 123-456-7890

EMAIL INVITING VOLUNTEERS

Subject: Be part of our team at UWC NCC

Dear Mr. Paikin,

I would like to invite you to be a volunteer ambassador for our UWC National Committee of Canada Fundraising Challenge Campaign. I've known UWC NCC from my experience as a volunteer in the B.C. Chapter.

We need your support to raise \$1,000 for students in need of a scholarship. This money will help the UWC NCC provide deserving Canadian students a once in a lifetime opportunity to attend UWC campuses around the world. As a fundraising ambassador of our event team, you'll help make this work possible.

If you choose to join our team, we will invite you to an orientation session to share some information about UWC, the fundraiser and answer any questions you may have.

We hope you can join our team.

If you have any questions or need more information, we'd be happy to hear from you. Thank you again for all of your help supporting this wonderful cause!

Sincerely,
Mahmood & Sarah

P.S: for more information on UWC-National Committee of Canada please visit www.ca.uwc.org



All fundraisings and events on behalf of UWC NCC must follow municipal, provincial and federal laws. Please make sure to check on the rules in your area. UWC NCC is not responsible for providing any licensing.

AFTER SOMEONE MAKES A DONATION

Subject: Thank you for supporting me & the UWC!

Dear Alex,

You are amazing! Thank you! I just wanted to send you a quick note to tell that you I very much appreciate you for the generous donation you made to support my fundraising efforts for UWC NCC Chapter Challenge 2022. This contribution is going to help ensure that more deserving Canadian students have access to an absolutely amazing system of education prepared by the UWC.

We are currently at \$780 or our \$1,000 goal. I will keep you posted as we progress and meet our goal.

If you wish to follow UWC NCC and the great work they are doing, please follow them on social media and visit the website for updates: www.ca.uwc.org

Sincerely,
Noah

AFTER YOUR VOLUNTEERS HAVE COMPLETED FUNDRAISING

Subject: Congratulations on this big success!

Dear Donna,

Thank you so much for helping us reach our goal for the first year UWC Chapter Challenge Campaign. We couldn't have done it without your support!

In total, we raised more than \$1,000 for deserving students who need financial assistance to attend UWC. This money will help the UWC NCC a great deal. As a member of our fundraising team, you've helped to make this work possible!

We deeply appreciate all that you did to ensure that our fundraiser ran smoothly. Our donors felt appreciated, involved, and learned so much about the UWC because of this fundraiser. We're already thinking about how to make next year's challenge even better! We hope that you'll join us again.

If you have any questions or feedback that you'd like to share with us, we'd be happy to hear from you. Thank you again for all of your help supporting this wonderful cause!

Sincerely,
Korina
On behalf of UWC B.C. Chapter

FAQs



If I am not part of chapter challenge or haven't created a fundraising webpage, how can I submit the donations I've collected?

If you don't have a personal fundraising webpage, you may E-transfer it to [add email] or send a cheque to our office in Victoria – including a note stating this donation is from a fundraiser. This is because under the Canada Revenue Agency policy, we cannot issue tax receipts in your name since this payment will be collected from various donors.

Please do not mail UWC NCC cash donations. In most cases, you can send us the collected donations under your name through e-transfer or on your personal fundraising webpage.

How will my donors receive their tax receipts?

If your donors make their gifts on your fundraising webpage, they will receive a tax receipt immediately via email.

If your donors make their donation by cash and have asked you to provide them with their tax receipt, please collect their full name, address, phone number, email and the amount they have given. Once you submit the payments on your webpage, send us the list of donors who want their tax receipts.



What if my donor makes a check payable to UWC NCC?

If participants make checks payable to UWC NCC, they should be mailed to:

UWC NCC
650 Pearson College Drive,
Victoria B.C., Canada V9C 4H7

GET IN TOUCH

Need more information, ideas, or have any questions about starting your fundraising? Please don't hesitate to get in touch with us, we're here for you!

Jamie Ronson, Vice Chair and Chair of the Fundraising and Scholarships Committee UWC NCC: info@ca.uwc.org

