



FUNDRAISING TIPS

Are you a student who would like to participate in the Earthwatch Student Challenge but need funding to do so?

Do you know a student who would benefit from participating in an Earthwatch project?

Earthwatch recognises that some students cannot afford the Earthwatch experience which could set them on the path to developing their career. We are continually working to establish scholarships to enable promising students to join Earthwatch teams. However, there are always more willing, ready volunteers than there are scholarships.

Why not take the initiative and start your own fund-raising campaign?

HAVE CONFIDENCE IN YOURSELF.....

The most important aspect of fund-raising is to have faith in yourself. With a bit of persistence, you *can* do it! It is hard work sending out letters and receiving rejections is always difficult, but with patience and determination you can reach your goal.

HAVE A STRATEGY.....

Finding a Sponsor

There is no point sending letters indiscriminately. Letters should be targeted to the organisation, not generalised. You need to develop a fund-raising strategy. This will involve deciding which organisations you should target, how you will go about your mailout, and the follow up. You may like to collect some annual reports, which will tell you what philanthropic activities they are involved in, or give you an idea what they might be interested in. Just in case you are getting discouraged, here is a real-life success story!

CASE STUDY

Will Jackson realised a personal dream and participated in the *Australia's Vanishing Frogs* research project. Will was very interested in biology at school and loved outdoor activities such as camping and bushwalking. Will was also an active member of his school's environment club. Will was considering which subjects he would choose for his final years of school, and whether he would aim for a course in Ecology and Zoology at university. He wanted to participate in the Student Challenge to help him decide whether future studies in this field were for him.

As a student, Will had limited funds and decided that he would raise some himself. For his efforts, Will raised \$900 towards the cost of his project and airfare by sending out 50 letters to potential donors. Donations included the local Rotary Club, his school parent's association, a local service station and newsagent. Will also earned money working during the school holidays stacking shelves in a supermarket.

Why would anyone sponsor you and who should you approach?

Most companies, large and small, have a promotions budget. To interest an organisation in spending some of its promotional budget on sponsoring you to go on an Earthwatch research project, you must be able to relate something about yourself or the project you want to go on to them or the business they are in.

For example, companies may sponsor a student as a way of building their image within the local community. Other companies may consider sponsoring someone on a project which directly relates to their business, eg. an agricultural consultancy may sponsor someone on a research project looking at developing sustainable farming practices.

The next step is to draw up a list of who to approach, and their contact details.

Potential sponsors might include:

- Local businesses
- Local newspapers
- Professional/Industry journals
- Wildlife magazines may sponsor you in return for rights to your story and photos.
- Big business or corporations based in your area
- Radio and television stations
- Your school's parents association
- Foundations and trusts (find *The Australian Directory of Philanthropy* at your library)
- Community groups, eg. Lions, Rotary
- Rural agriculture / Landcare groups

Look up a media directory at your local or school library for ideas and contact details.

So, the principles to remember are:

- Look for links
- Look for what you can do for the business or company
- Look for practical outcomes for the company

Remember - if you do manage to get funding from an organisation or individual, you should consider it essential that you report back to them on your return. Also, give some thought to media coverage that you may obtain on your experience, mentioning your sponsorship funding.