

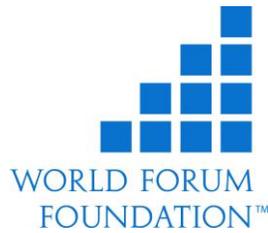


CONTENTS

We are pleased to present this Fundraising Kit to assist you in raising money to help you attend the World Forum on Early Care and Education.

Contents include:

1. Tips on how to use this kit. (Read this section first)
2. A sample fundraising letter. (Customize and print)
Use this to send to prospective funders via email or regular mail, or to deliver in person.
Be sure to be specific about what you are requesting.
3. A section on grant-writing
Use this if you intend to submit a formal grant.
4. A sample thank-you letter (customize and print)
Send this when your fundraising efforts are successful!



Your Support Will Help Children

Date:

Name

Address

City, State

Country

Dear Friend of Children,

More than ever it is vital that today's young children grow and develop in ways that support positive educational outcomes while also fostering an appreciation for the diversity of our global society. The 2017 World Forum on Early Care and Education will bring together hundreds of early childhood educators and advocates from over 90 countries to share ideas and new innovations in educating the world's children. Inspiration, support and practical solutions will be available to each attendee.

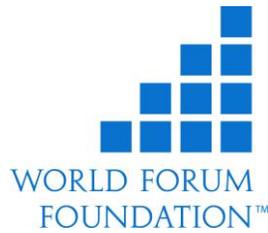
Sponsored by the not-for-profit World Forum Foundation, the event will be held in May, 2017 in Auckland, New Zealand. Attendees are asked to try to raise their own funds to help pay for their attendance at the event. This is why I am contacting your organization.

[Provide a brief description of what support you are requesting here and how you would benefit from attending the 2017 World Forum.]

We are hopeful that your organization will be able to *[fill in your specific request here.]*

On behalf of the next generation of global citizens, thank you in advance for any help you are able to provide.

Sincerely,



How to Submit a Grant Proposal

This section discusses the contents of a typical grant proposal. We are grateful to Lynette Haugen, who provided the expertise for this section.

First, there is a checklist of the typical proposal sections found in a typical grant request. Below this you will find suggestions on developing each of these sections.

Please note that some organizations have very specific expectations regarding how they want grant proposals written and presented. The organization you are applying to may have their own proposal outline which they want you to follow, or they may have a simple application to fill out. Be sure you ask each organization if there is a specific outline they want followed or any specific expectations they have. It is always a good idea to speak to an organization directly, if possible, before submitting and application.

Grant Proposal Checklist

- Cover Letter
- Executive Summary
- Proposal Narrative
 1. Statement of Need
 2. Goals, Objectives and Timeline
 3. Impact
- Budget
- Organization Information
- Attachments

Information on Each Section Typically Included in a Proposal

Cover Letter (no more than 1 page)

Get their attention and sell your idea!

- Use a standard letter format.
- Mention any contacts you may have with the organization.
- State why you are writing and how much money you need.



- Tell the funder why your request is important, what your action plan is, and what good things will result for children and families. (See the sample fundraising letter in section two for ideas on how to word this.)
- Be sure to have your letter proofread for grammar and total presentation.
- Be concise and convincing. Keep the letter to one page. The letter should be quick and easy to read. Remember that funding organizations receive many inquiries and the people reviewing proposals are busy. You need to be clear and catch their attention with your letter.

Executive Summary (1 page)

Provide an easy to read overview.

- Provide an organized summary of who you are, how much money you need and what you will achieve with the funder's financial assistance.
- Here again, and throughout the proposal, you want to persuade the funder that you will use their money to make good things happen for children and families.

Proposal Narrative (up to 5 pages)

I. Statement of Need

Identify the need you face in order to be able to attend the 2017 World Forum on Early Care and Education.

- Clearly define your challenges and why you need help with funding.

II. Goals, Objectives and Timeline

Goals: State what will be the final result of your attendance at the 2017 World Forum on Early Care and Education.

- Describe how your attendance will help you make good things happen for children and families (and perhaps for fellow colleagues) when you return home.

Objectives and Timeline: Show that your request has been carefully conceived.

- List and explain everything for which you seek funding and when the funding will be needed.



III. Impact

- Tell the funder how you will measure the impact of attending the Forum and how you will share results with them. One way to do this is promise that upon your return home you will provide a report of your trip, the new ideas and contacts you gained, and how you will use this information to help children, families and fellow colleagues. In this section the funder wants to know what will be accomplished in exchange for giving you money.

Budget

Be accurate in outlining the finances needed

- Clearly define the amount of money you are asking for and exactly how it will be used.
- Check the funder's guidelines. The funder may have a budget format they want you to use and an expense log. Almost all funders will require receipts.

Organization Data

Convince them that you or your organization is deserving

- Give details about you and/or your organization that demonstrate your qualifications, connections and track record, and indicate your ability to carry out this project.
- This is your opportunity to convince the funder that you will be able to do what you are promising.

Attachments

Give them materials that will support your proposal (optional).

Any additional information and supporting materials which may include...

- A flyer about your organization (if you have one)
- Your resume or CV, highlighting your qualifications relevant to the specific request
- List of your organization's board members and their affiliations (if applicable)

Be sure to check each funder's guidelines, and use discretion when sending additional attachments. Funders receive many proposals and don't have time to read through information that is not relevant.



Date:

Name
Address
City, State
Country

Dear _____,

Thank you so much for providing support for attendance at the 2017 World Forum on Early Care and Education. Your generous help will *[briefly describe what you will now be able to do and how you will be able to make good things happen for children because of it.]*

Again, heartfelt thanks for your generosity. Upon return from the World Forum event, I look forward to sending you a final report on all that you helped make possible.

Sincerely,

Your name here