

# 2019 WORLD FORUM FUNDRAISING KIT



"We make a living by what we get, but we  
make a life by what we give."

~ **Winston Churchill**

"Charity and personal force are the only  
investments worth anything."

~ **Walt Whitman**

The World Forum has created this fundraising kit to assist you in gaining support you need to attend the 2019 World Forum. This kit contains four sections:

- Fundraising Tips shared by members of the World Forum community meant to inspire you and give you strategies for raising funds in your community.
- Template for a fundraising letter. We have also included a separate template to modify this letter to fit your own personality and to specify your specific request.
- Template for a thank you Email. Use this as an example of an Email you can send from Macao to thank those who have supported you while you are in Macao.
- "How to Submit a Grant Proposal." If you are planning to appeal for a grant from a corporation or foundation, let this guide help you develop a proposal.

**GOOD LUCK! WE WILL SEE YOU IN MACAO!**

# FUNDRAISING TIPS FROM THE WORLD FORUM COMMUNITY



We invited members of the World Forum community to share the secrets of their success in raising money to attend the World Forum. Here is their advice for you.

**Patrick Makokoro, Zimbabwe:**

“As you try to raise funds your passion for childhood education should be evident and speak for itself. This in turn will help your audience realise how important travelling and participating in the 2019 World Forum means for you, your organisation and the children you serve. Always have three succinct and convincing reasons as part of your “elevator pitch” on why attending the 2019 World Forum is beneficial for the

children you serve, to you as an individual and expected return on investment to the people you have requested support from. Nothing beats being prepared but importantly exuding passion and commitment to the cause of the young children you serve.”

**Analesi Tuicauma, Fiji:**

“Approach chosen restaurants in your community or town and share your work with WFF with them. Ask if they can help you raise funds for your professional development. Suggest you sell tickets for full house and half goes to the hosts and you keep half. You might need to pay up a deposit based on the total number of people or tickets printed.

Send Invite with details to business owners, friends, families, and colleagues. Ask if they can help you raise funds for your professional development Prepare some finger food and drinks. Share some of your work with WFF. Ask for LOVE offering and collection. If you are a teacher, share your WFF work with parents. Ask if they can help you raise funds for your professional development. Ask the parents to bring their children to you and other staff for a fun-filled and exciting sleep over, usually a Friday when they can plan their going out.

Parents pick up their children at 7am Saturday morning- of course after their breakfast. After you have shared this with the parents, you can charge \$50 for one child.

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Approach business people and share about your work with WFF. Ask if they can sponsor your one-way ticket; another person for your return; another person for your registration.”

### **Laura Henry, England:**

“Tell your story and share your passion. Be clear about your actions and the impact on children, their families, the local community and your personal and professional development goals.”

### **Kirsten Haugen, USA:**

“Keep the 'fun' in fundraising - share your passion, your aspirations and your enthusiasm for your work, for the World Forum, and for what you hope to gain and give back by participating.

Let your supporters know you'll thank them in a concrete way - whether it's your employer, your colleagues, friends and family or a philanthropist. Every donor should receive a handwritten card or postcard mailed from Macao.

Follow the model of online fundraising platforms and provide higher 'reward levels' for larger donations, but make your rewards personal and meaningful – a framed photograph from the World Forum or Macao, a dinner at your home, etc., or even a brief article and/or reception where you share photos, stories, and/or insights from your World Forum experience, and publicly thank those supporters who wish to be recognized.”

### **Luis Hernandez, USA**

“Let's Send LUCY to China! Community effort to have first person in that community go to China.

Our Best Goes to China!.....Training/ Learning event - provide half a day of workshop/s for a "suggested amount".....fun topics for local ECE folks....pay a fee then offer a FREE training once that person returns based on what was learned

Community Sale - have a "garage sale" of items that people no longer use.... books, magazines, toys, classroom equipment, baby items, etc.....have local centers donate items.....or consider doing a silent raffle.



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Delicious Eating! Create a temporary cafeteria to eat in or take out - prepare meals for sale.....make it a fun event with music...have others contribute a special dish/exotic recipes.....

Fun Run/Walk - a mini marathon with folks pledging money to a common kitty.....end with a breakfast (for a fee). Or have all on your team hoping to go to Macao run in an already organized Fun Run, and get pledges for finishing.

Dance with the Stars or Namibia Got Talent..... Use a talent based contest.....participants can support individual dancer or singer by paying/contributing a fee.....funds can be split half/half.....

Experience China - in collaboration with local Chinese organizations/business/families - showcase cultural experiences: different foods/how to cook sesame noodles....practice using chop sticks....write calligraphy.....Chinese games.....movies.....music & dance.....etc. Charge a fee for the event.”

### **Ebenezer Lartey, Ghana:**

“Applicants must know why they want to be at Macao 2019. The reason must be passion driven and to the benefit of society and the improvement in the quality of child care. This in simple language is knowing the issue (identifying and analysing the issue, analysing stakeholders, analysing policy context (country specific) and framing the issue).

You must be persuasive in communicating with potential funders - citing of relevant examples of the need for quality child care programs and the adverse effect of the lack of an effective ECD program.

Setup effective meetings with potential funders, knowing who to bring to the meeting. In these meetings be clear about your overall fundraising goal.”

### **Vishakha Deshpande, India**

“Reach out to firms and companies in our own communities, those involved in production of educative materials and other products, for funding.”

### **Marisa Uribe, Colombia:**

“I believe that, in countries like mine, there is an organization called Banco de la Mujer (Women's Bank) that gives loans to women taking into consideration the destination of the money. The profession of teaching brings together a lot of women



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and they can approach this Bank or another with a sound project to be financed. For those working on the private sector, NGOs, or Corporate Foundations can as well ask for a scholarship or a loan from the institution, that can be paid with extra work or new projects that will be inspired or enriched with the experience of the World Forum.

In many countries, if you lead a group of 10 people to assist to the WF, you can get your air ticket for free.

Those people that work with Universities or educational centers can make a good argument stating the many benefits for the organization that will bring this experience. For example, learning about projects in other countries, meeting people that share their interests, making connections that are important for the university, etc.

Families can be a resource as well. I have a friend whose daughter asked everyone in her family to help her with the trip of her life – in place of Christmas or birthday gifts for a time.

I love the "counterpart strategy" in which an organization raises certain amount of money for something and a Funding firm gives for every peso they raise another peso.”



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(TEMPLATE FOR AN APPEAL LETTER)

# YOUR SUPPORT WILL HELP CHILDREN

Date:  
Name  
Address  
City, State  
Country



Dear \_\_\_\_\_,

I am writing to ask for your support so that I can better support and serve 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. Toward that end, I would like to attend the 2019 World Forum on Early Care and Education. The World Forum will bring together 800 early childhood educators and advocates from over 90 countries to share ideas and innovations in educating the world's children. As a delegate I will gain inspiration, support, and practical solutions to enhance my work with children and families.

The 2019 World Forum will be held in Macao, China from April 8 – 11, 2019. It is organized by the World Forum Foundation, a tax-exempt nonprofit organization that over the past 19 years has organized 52 forums in 34 countries attended by over 10,000 early childhood professionals from 151 countries.

Delegates are asked to raise their own funds to pay for their attendance at the event. This is why I am contacting your organization.

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

We are hopeful that you will be able to [fill in your specific request here.]. Thank you, on behalf of the children I serve, the next generation of global citizens.

Sincerely,



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# 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 an 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.
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- 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

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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)

#### 1. 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.

#### 2. 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.

#### 3. 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.

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## 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.

## TEMPLATE FOR AN EMAIL THANK YOU

Dear

Thank you so much for providing support for my attendance at the 2019 World Forum on Early Care and Education. I am now in Macao and am having a truly life-changing experience. [Add some comments & photos about your experiences.]

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