

### *Giving Club*

Another way to increase donations is to establish a giving club. A giving club is an arrangement where a donor has to pay a certain amount to get a certain privilege. For example, for the 2005 Provincial Aboriginal Youth Conference, a Drum Member (who donated the least) could get a free advertisement in the youth kits, a Canoe member could get that plus a banner in the lobby, and an Eagle Feather Member (who donated the most) could get all that plus a public thank you at the closing ceremony. Think about the privileges you can offer donors, and then assign certain amounts of money for them.

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### *Media Coverage*

If you're holding a fundraising event or project, try to get media coverage in the local paper, TV station or radio station. The more people who know about your event, the better. Appoint a spokesperson from your youth council who can explain clearly what you are fundraising for, why its important, and when and where the event will be held. Also try to get the media at the actual event, so that people can see how well you did.



**Good Luck Fundraising!**



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### **For More Information**

Contact the Provincial Aboriginal Youth  
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# **Fundraising for Youth Councils**



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# Fundraising Guidelines

## Introduction to Fundraising

A key part of fundraising is getting people to donate money. In order to get people to give money, you need to convince the donors that they are giving to an important cause and that their money will be well spent to make an actual difference in the community. Of course, people who are involved with the Friendship Centre or familiar with the youth council will already recognize that the work you do makes a difference, but how will you convince other people of that? Here are some ideas to start.



### *Get the Information Out*

People will be more likely to donate if they understand what you do. For this reason, it is important to have something in writing to provide to potential donors. To start, write up a one page document called a “case statement” that describes the need in the community which your youth council addresses, how you address it, what makes you unique, and how donors can help. If you want to be a little more ambitious, you could also create a brochure which explains your youth council’s mission, goals, and activities. The internet is also a good way to show you are an established organization. The PAYC website has free space available to youth councils, so why not make use of that? Check out [www.bc-payc.com](http://www.bc-payc.com). Finally, it is also a good idea to give each youth council member a business card or identity card, so that people can easily identify them as representing the youth council.

### *Support*

It is really important that you have support from within. To make sure that your fundraising plan is supported by the Board of Directors of your Friendship Centre, bring the plan to a board meeting. Ask board members if any of them are willing to help out or if they have any fundraising suggestions. Similarly, distribute your fundraising plan and event announcement to all the staff, and request support. Also, let your family members and friends know about your fundraising plans, and see how they can help you out.

### *Community Partnerships*

Another important way of getting funding is through community partnerships. Search out other organizations in the community whose goals are in line with yours, and discuss how you can work together. Or approach organizations that have a service or product you need, and see if they are willing to donate. There are many other ways organizations can donate than giving money: they can provide volunteers, space to hold events, advertising, free products, transportation, or training sessions. In order to make sure donors keep giving again and again, be sure to provide them with written feedback and a thank-you for their donation. You could even send pictures. If you show them how their donation was important they will be more likely to give again.

### *Planning and Budgeting*

When you are fundraising, it is also important to have a clear plan. Write up a plan that describes your mission, what you are fundraising for, what your fundraising goal is and how you plan to attain it. Also include a budget for the activity you are fundraising for, so people can see how the total cost breaks down. This will be a useful document to give to donors or partners to demonstrate your needs and how organized you are. It will also help you plan how to meet your goals.