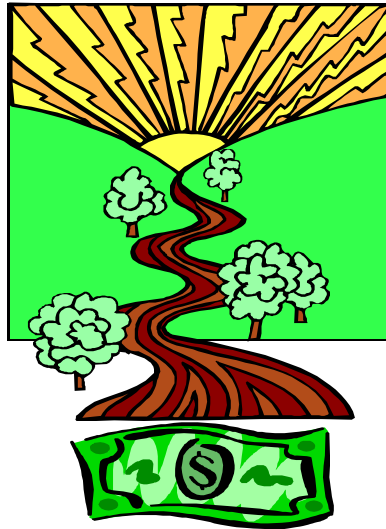




Hosted by the Arab Republic of Egypt in Alexandria, September 7-11, 2002

Building Youth Leadership A Fundraising Toolkit



A HANDBOOK FOR YOUTH

Funded by

Swedish International Development Agency





Produced by the Youth Employment Summit Secretariat (YES2002).

Written by Melinda Moriarty.

Assistance with conceptualisation and editing: Poonam Ahluwalia, Fred Clark, Denis Duggan, and Dumisani Nyoni.

Additional assistance provided by Dennis Cunningham from IISD.

Youth Fund-raising Handbook © 2002 Education Development Center, Inc.

These materials may be reproduced and distributed for educational purposes, and for fundraising to attend the Youth Employment Summit. Please notify the Summit Secretariat of any copies you are making at info@youthemploymentsummit.org

All rights reserved.

TABLE OF CONTENTS

FOREWORD	3
INTRODUCTION	4
SECTION ONE: DEVELOPING YOUR FUND-RAISING MINDSET AND STRATEGY.	5
Chapter 1: The Value of Attending the Summit	5
<i>Exercise: Developing your Sales Pitch</i>	<i>7</i>
Chapter 2: Budgeting for the Summit	8
Chapter 3: Self-motivation and managing your emotions while fund-raising	12
<i>Exercise: Strategies for dealing with rejection.....</i>	<i>14</i>
Chapter 4: Identifying Potential Funding Sources.....	16
<i>Exercise: Listing Possible Donors.....</i>	<i>20</i>
Chapter 5: Organizing your fund-raising campaign	22
<i>Exercise: Establishing a Fund-raising Checklist and Time-line.....</i>	<i>23</i>
SECTION TWO: RAISING FUNDS AND NURTURING DONOR RELATIONS	25
Chapter 6: Writing Letters and Making Phone Calls.....	25
Chapter 7: Preparing for a Presentation or Meeting	29
Chapter 8: Drafting a Funding Proposal	31
Chapter 9: Organizing a Fund-raising Event.....	33
Chapter 10: Recognizing your Donors.....	35
CONCLUSION	37
APPENDIX A: GLOSSARY OF KEY TERMS.....	38
APPENDIX B: LIST OF FOUNDATIONS	39
APPENDIX C: SPREADSHEET FOR ORGANIZING DONOR INFORMATION AND CONTACT STATUS	45
APPENDIX D: PRESS RELEASE TEMPLATE	46

FOREWORD

The Youth Employment Summit is founded on the basic principle that youth have the ability and passion to contribute substantially to resolving the global youth employment crisis. On September 7, 2002 approximately half of the 2000 delegates who attend the Youth Employment Summit in Alexandria, Egypt will be youth (ages 18-30) from around the world.

The passion that youth possess for the Summit is understandable given that they are most directly impacted by the consequences of high youth unemployment rates. These consequences include disproportionately higher levels of crime, poverty, drug use, and illness for youth and their families. By actively participating at the Summit, youth can help reverse the discouraging global trend of high youth unemployment and contribute to the Summit goal of ensuring that 500 million young adults, especially youth facing poverty, will have productive and sustainable livelihoods by the year 2012.

The Fund-raising Handbook is the third in a series of handbooks that we have developed to support youth in their mission of addressing youth unemployment. It both builds on and complements our other two handbooks: "How to Plan an Event" and "How to form a YES2002 Country Network." The Fund-raising Handbook is a comprehensive, step-by-step guide that details the process for raising the funds needed to attend the Summit. It is designed to be easily accessible to youth with little or no previous fund-raising experience.

Learning how to manage a fund-raising campaign provides an opportunity for youth to develop valuable skills and knowledge, and to demonstrate their drive and self-sufficiency. As the Summit fast approaches, youth are encouraged to organize their fund-raising initiatives immediately, and to fully apply their tremendous energy, creativity, and resourcefulness towards accomplishing their goal of attending the Summit.

We hope that this handbook will inspire you and provide you with the tools needed to organize a successful fund-raising campaign. We are confident that you can meet this challenge and make your dream of attending the Summit a reality.

We look forward to seeing the fruits of your fundraising, in Alexandria later this year!

Warm regards,



Poonam Ahluwalia
Summit Director

INTRODUCTION

This handbook is designed to guide you through the complete fund-raising process. For your convenience it is organized into two distinct sections.

The first section involves **developing your fund-raising strategy and mindset**. This section essentially outlines the important groundwork that you must accomplish before you begin contacting donors. Chapters in this section include instructions on drafting your fund-raising sales pitch, preparing a budget, managing your emotions and dealing with rejection, identifying potential funding sources, and staying organized.

The second section highlights information on **raising funds and maintaining donor relationships**. In this section you learn about the action steps necessary for contacting and engaging donors. Chapters in this section include information on writing letters and making phone calls, preparing for a presentation or meeting, drafting a funding proposal, organizing a fund-raising event, and recognizing your donors.

An appendix of helpful material including a media release template, list of donors, and glossary is included for your additional reference.

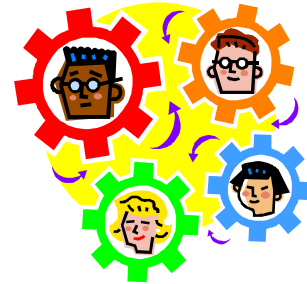


Section One: Developing your Fund-raising Mindset and Strategy

Chapter 1: The Value of Attending the Summit

What is the Youth Employment Summit?

The Youth Employment Summit (YES2002), a global forum on youth employment, development and the environment, will be held in Alexandria, Egypt, September 7-11, 2002. The secretariat for this conference is being hosted at Education Development Center (EDC) a non-profit NGO based in Boston, U.S.A.



YES will be a defining moment in the history of the world's young people; it will be a seminal event that will launch a decade-long global campaign for youth employment. The **goal** of the Summit is to create productive and sustainable livelihoods for an additional 500 million young adults, especially youth facing poverty, by the year 2012. YES will be a “working summit” where a large contingent of youth and representatives from diverse sectors of society will share innovative policies, practices, and strategies for promoting youth employment. All delegates will join the Global Alliance for Youth Employment, a worldwide network of individuals and institutions that will take action and promote youth employment during the campaign years. After the summit, Alliance members will convene local, regional, and national meetings to identify barriers, suggest promising strategies, share innovations, and develop their own action plans to help fulfill the goals of the Summit. Activities planned for the Summit include:

- ✍ The formation of a **Global Alliance for Youth Employment** – A network of governments, intergovernmental agencies, civil society, youth organizations, private sector, financial institutions and donor agencies, education and training institutions, and mass media that will work collaboratively to support youth employment at the local, regional, national, and global levels
- ✍ The adoption of the **Summit Framework for Action** by members of the Global Alliance for Youth Employment. This document will serve as a guideline of the action steps necessary for addressing youth unemployment
- ✍ The introduction of a **Global Knowledge Resource** that will focus on proven youth employment policies and practices, innovative pilot projects, research papers, and lessons learned
- ✍ The creation of a **Virtual Forum for Youth Employment** – an electronic hub that will enable youth from around the world to participate in the Summit through the use of communication technology
- ✍ The official **launch of a Decade Campaign of Action** – a declaration of committed action from multiple stakeholders who will work together to address youth unemployment



Why a Youth Employment Summit?

One of the major causes of poverty is insufficient opportunity for people to earn a living – the global demand for employment exceeds the existing supply. Three billion¹ people live on less than \$2 per day as poverty continues grow. In many countries, especially in the developing world, half of those people are under the age of 24.

Presently, there are more than one billion youth (15-24 years) in the world, and by the year 2010 an additional 700 million in developing nations alone will enter the labor market.² Without concerted targeted action, current barriers to youth employment will continue to exist. These barriers include:

Barriers to Youth Employment

1. The current economic and social conditions in a given country
2. Lack of education, especially education targeted to employment
3. Lack of enabling macro policies that promote Youth Employment
4. Lack of access and appropriate use of new technologies to support Youth Employment.
5. Lack of credit and other services to serve youth in generating self-employment
6. Lack of private sector partnerships to promote youth employment
7. Lack of productive on-farm and off-farm employment
8. Discrimination against young people and more specifically, young women
9. Lack of self-empowerment-generating opportunities



The current level of youth unemployment is highly unsustainable. The resulting negative economic and social outcomes of such high levels of unemployment are enough to warrant a systematic focus on providing employment opportunities for young people. With an estimated

¹ United Nations Development Program, *Human Development Report 2001*, Oxford University Press: New York, 2001

² United Nations Populations Fund, *The State of World Population 1998: The New Generations*, New York, 1998.

billion young people in the world today, and another 700 million youth in developing nations alone that will require jobs by 2010, now is the time to act.

For more information about the Summit, please visit the YES web site at:
www.youthemploymentsummit.org

Identifying the value of your participation at the Summit

To convince a donor to provide you with funds, you must be able to clearly define the benefit or value of your attendance at the Summit for yourself, the wider community, and the donor in question. Essentially you are asking a donor to invest in you as a youth representative, and you need to be able to articulate why your participation at the Summit is important and what the outcomes of your participation will be.

Exercise: Developing your Sales Pitch



In order to sell yourself and your abilities to potential donors, it is necessary to draft a fundraising sales pitch. Answer the framing questions below to develop your personal fundraising sales pitch. Prepare two versions of your sales pitch: a short version that can be told in 3-5 minutes and a long version that can be told in 5-10 minutes.

Sales pitch framing questions:

- ✍ What is the goal of YES? Why is it important? When and where is it taking place? Who are the stakeholders involved?
(visit www.youthemploymentsummit.org for information)
- ✍ Why are you interested in attending the Summit?
- ✍ What will you accomplish at the Summit, what are your specific goals?
- ✍ How will your attendance at the Summit benefit you individually?
- ✍ How will your attendance at the Summit benefit your wider community?



Once you have completed drafting your sales pitch, practice reciting it to a friend or family member. Practicing your sales pitch will help you to feel and sound more professional and confident when approaching donors.

Chapter Summary

In this chapter you have:

- ✍ Gained insight into the rationale behind YES and its goals
- ✍ Drafted a short and long version of your personal fundraising sales pitch

Chapter 2: Budgeting for the Summit

Before you proceed with your fund-raising efforts, it is necessary to review your current financial status and prepare a budget detailing how much your participation at the Summit will cost.

Detailed information about the registration and hotel costs associated with the Summit is available from the Summit registration brochure, which may be viewed at:

✉ <http://www.youthemploymentsummit.com/register.html>

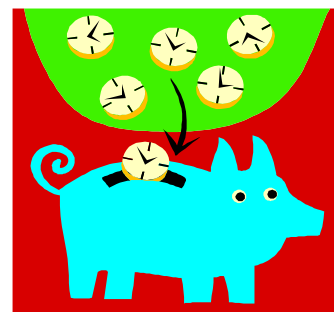
Or a copy may be obtained by sending a request to:

Youth Employment Summit Secretariat
Education Development Center, Inc.
55 Chapel Street
Newton, MA 02458-1060
USA

Tel: +1 (617) 618-2743

Fax: +1 (617) 969-4902

Email: info@youthemploymentsummit.org



Exercise: Taking inventory of your financial assets

The first step in preparing your budget is to calculate any personal financial assets that can be used to fund your participation at the Summit.

This involves taking stock of your current income and savings, family assets, and any potential future sources of revenue.



Be realistic when assessing what you can and cannot afford to invest out of your personal savings. While attending the Summit is a wise investment, you do not want to over commit yourself financially and get into debt. By taking an accurate account of your finances, you can better plan for any funds you need to raise.



In the first row of the chart below, record any personal savings that you can invest in attending the Summit. In the second row, list any possible interest-free loans or donations from family and friends. Finally, list any other potential sources of income for you over the next few months.

Type of Asset	\$ Amount (in U.S. funds)
Personal Savings/Investments	
Interest-free loans and donations from friends and family	
Other (e.g. income from summer employment, etc.)	
Total Personal Assets (in U.S. funds) =	\$

The second step involves preparing a detailed list of all of the costs associated with your attendance at the Summit.



Use the following chart as a guideline for estimating the total cost of your attendance at the Summit. Completing the chart accurately will require you to do a fair degree of background research. Suggested resources for this exercise include the YES Registration Brochure, your local travel agent, travel guides and brochures, and Internet travel and geographical sites.

Item	\$ Amount (in US funds)
Transportation (to and from Summit)	
Summit registration fee	

Accommodations	
Food	
Entertainment	
Other	
Total Costs (in U.S. funds) =	\$

Now, subtract your assets from the total estimated cost of your attendance at the Summit:



Estimated costs:	\$
(Financial assets) —	\$
Total outstanding costs:	\$

Tips for cutting the cost of attending the Summit



There are several things that you can do to reduce the cost of attending the Summit. They include:

- ✍ Plan and fund-raise for your attendance at the Summit as early as possible. For example, early bird registration for the Summit (before May 30, 2002) will save you \$100 US;
- ✍ Adjust your expectations and do your research. Your costs will naturally be higher if you expect to stay in four-star accommodations and eat at the best restaurants every night. The registration brochure lists accommodations to fit many different budgets. Travel guides and internet sites can help you research affordable places to eat and visit during your time in Alexandria;
- ✍ While it is important to enjoy yourself and have fun during your time in Alexandria, be sure to budget carefully for extracurricular activities and entertainment, and avoid impulse purchases;
- ✍ If you have family, friends, or business associates in Alexandria, do not hesitate to inform them of your plans to attend the Summit and ask them for advice about keeping your costs reasonable;
- ✍ If you are flying to Alexandria, now might be the time to cash in your frequent flyer points and reduce your airfare (if this program is offered by your airline). If you have not accumulated enough frequent flyer points of your own, a family member or friend may be willing to contribute their points towards the purchase of your ticket. Depending on the frequent flyer program, these points can result in significant airfare cost reductions;



Approach the Public Relations Representative of travel agencies and airlines and propose that they offer you free or reduced cost airfare to the Summit.

Val Popovici, Moldova

Chapter Summary

In this chapter you have:

- ✍ Listed your financial assets
- ✍ Estimated the cost of your attendance at the Summit
- ✍ Calculated the amount you need to raise to attend the Summit
- ✍ Reviewed strategies for reducing costs at the Summit



Chapter 3: Self-motivation and managing your emotions while fund-raising

Fundraising is a challenging activity that requires a positive outlook and a large degree of persistence. Expect to contact dozens of donors before you find one(s) that will agree to fund your participation at the Summit.

And do not expect that your work stops once a donor agree to fund you. You will be required to cultivate the relationship with your donor, possibly revise your funding proposal several times, and submit additional documents and information as part of the donor monitoring process. The greater your patience and diplomacy, the easier and more successful your fund-raising efforts will be.



Four keys to staying motivated while fund-raising



VISION: It is important to be able to clearly visualize your presence at the Summit. **Vision = Goal + Belief.** You must commit yourself to the goal of attending the Summit and believe strongly in your ability to accomplish this goal.



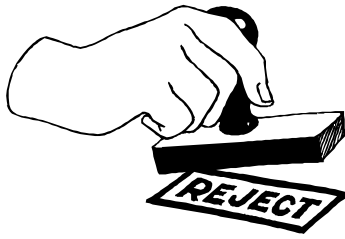
ACTION PLAN: To achieve your vision, you need to carefully plan the specific actions you will take to meet your goal and follow through on these actions. Completing this workbook will provide you with a concrete plan of action for reaching your goal of attending the Summit



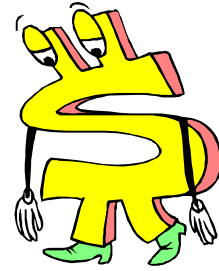
ATTITUDE: Maintaining a positive outlook is fundamental to accomplishing any goal. While striving to reach your goal, it is inevitable that you will encounter obstacles and setbacks. It is important not to let such obstacles and setbacks discourage you, and to instead view them as challenges that can be addressed through creative problem solving. Similarly, expect to make some mistakes along the way. Mistakes are an important part of the learning process, and reflecting on your mistakes will provide you with the opportunity for great insight and growth.



PERSISTENCE: It is all too easy to give up when faced with countless rejections. The difference between those who succeed in accomplishing their goals and those who don't is that those who succeed demonstrate a high level of persistence and determination. Keep in mind that in fundraising the common pattern of response to your request for funds will be: no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no...YES!



How to deal with rejection



Dealing with rejection is arguably the most challenging aspect of fund-raising. Listed below are some valuable tips on how to deal with rejection and maintain a positive attitude:

-  **DON'T TAKE IT PERSONALLY:** A rejection of your request for funding is not a rejection of you as an individual or your abilities. There are many reasons why your request for funding may be denied – reasons such as institutional funding restrictions and regulations that often have nothing to do with you. Do not allow rejection to undermine your self-confidence and determination to meet your goal.
-  **REJECTION IS NORMAL:** Keep in mind that rejection is a normal part of life that all people experience at some point. By facing rejection directly, you will develop valuable interpersonal skills that will benefit you on both a personal and professional level throughout your lifetime.
-  **DON'T “BURN YOUR BRIDGES”:** It is very unwise to express anger and frustration towards someone who has refused you funding for several reasons, including:
 - It is always possible that at some point they might reconsider and agree to provide you with funding
 - Just as their denial to provide you funding is not a rejection of you personally, it is unfair for you to judge them on a personal basis
 - If you behave inappropriately and unprofessionally, they may warn other donors of your behavior, ruining your reputation and chances of obtaining funds
-  **LEARN FROM YOUR MISTAKES:** Instead of getting angry with a donor for refusing your funding request, ask them for suggestions and advice on how you can improve your chances of acquiring funding. They may also be willing to provide you with other funding contacts. Learn to accept their criticism with an open mind and use it to reflect on how you can enhance your fund-raising strategy.



DON'T DWELL ON THE PAST: Focusing on past failures is not productive and undermines your self-confidence. Learn from your mistakes, and then move on to the next task on the path towards realizing your goal.



MAINTAIN YOUR SENSE OF HUMOR: People respond well to someone who takes life in stride and can see the humor in everyday situations. Remember not to take everything too seriously and be sure to laugh at least once a day.



HONOR YOUR FEELINGS: Be sensitive to your changing feelings and moods. Some days it is more difficult to deal with rejection than others. On those days when rejection or a setback gets you down, do something to improve your mood. This may involve taking a break from fundraising for the day or spending time with a friend.



Assemble a core group of three or four people to help you coordinate efforts. It will not all be rosy and simple, there will be tough times, there will be rejection letters, so you will need to have some highly motivated people around you to keep energy levels, enthusiasm and motivation going.

Denis Duggan, Ireland

Exercise: Strategies for dealing with rejection



Everyone deals with rejection and faces challenges in a unique way. In this exercise, identify five strategies that you will use to deal with rejection and maintain your motivation while fund-raising. Examples include:

- I will keep a journal to express my feelings about the fund-raising process
- I will invite a reputable fund-raiser to be my mentor and provide motivation
- I will use criticism constructively to improve my fund-raising strategy

1. _____

2. _____

3. _____

4. _____

5. _____

Chapter Summary

In this chapter you have:

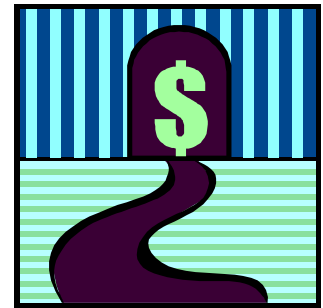
- ☒ Reviewed four key ways to stay motivated while fund-raising
- ☒ Considered tips on how to deal with rejection
- ☒ Listed your personal strategy for staying motivated and dealing with rejection during the fund-raising process

Chapter 4: Identifying Potential Funding Sources

Fund-raising requires an understanding of the different types of donations and various funding sources available. There are essentially two different types of donations:

Cash donation: The award of funds to an organization or individual to undertake charitable or tax-exempt activities.

In-kind donation: The contribution of goods or services rather than cash (An example of an in-kind donation is a restaurant agreeing to provide free or reduced cost catering services for your fund-raising dinner).



It is highly recommended that you join and enlist the help of a regional youth group or recognized organization in your fund-raising efforts. By associating yourself with an established organization, donors view you with more credence. In addition, an organization may be able to issue a tax receipt to a donor on your behalf, increasing your attractiveness to donors.

The following list details several main categories of funding sources and suggests ways that you can research and access these sources. In addition, Appendix B lists examples of donors that you may contact.

Personal Network



You need to find people who can help you to think about who you can ask for money. For me it was a guidance counselor who suggested that I approach the school board and the dental office, and he provided me with specific contact names. The value of networks and recommendations is HUGE.

Jennifer Corriero, Canada

Your circle of friends, family, neighbors, and colleagues is a great place to start for your fund-raising initiatives. People are more willing to donate money to someone with whom they have a personal or professional connection.

 Members of your personal network may also belong to one of the various types of organizations listed below and be willing to introduce you personally to people who have the power to donate money;

 Willing friends and family members can be enlisted to help you research potential donors, and draft and distribute correspondence. This additional help can save you valuable administration time and allow you to reach a greater number of donors.

Government Agencies

These are state run institutions established to represent and deliver services to the population of a given region. Many different levels of government fund initiatives that fall under the categories of youth, environment, development, gender equality, education, and health.

Tips for researching and accessing government funds:



Use the internet or phone book to research the structure of your particular government and identify the departments and ministries that would most likely be interested in funding your participation at the Summit;



Another effective strategy is to contact your regional youth or labor representative to encourage the sponsorship of a youth delegation to attend the Summit.

The Private Sector and Corporate Foundations

Many corporations donate funds to support community development initiatives. You are encouraged to approach small local businesses in your region, or local franchises of larger, recognized global corporations. Large private corporations often establish separate institutions to distribute profits designated for charity. These are known as corporate foundations. Usually these foundations have particular projects that they sponsor and list specific requirements for funding proposals. Chapter eight of this handbook gives instructions on how to write a basic funding proposal. Examples of foundations include The Ford Foundation and The Rockefeller Foundation.



Tips for researching and accessing funds from the private sector and corporate foundations:



If you have access to the internet, conduct searches of corporate foundations and visit their websites to determine the criteria for applying for donations. If you have limited access to the Internet, a local NGO, educational institution, or government organization may be able to provide you with information and guidance on applying for corporate funding;



It is wise to review the types of projects funded by a foundation and the funding criteria before investing significant time and energy in writing a proposal. But don't be too quick to forgo applying to a particular foundation because of their application requirements. Keep in mind the extensive benefits of your participation at the Summit have many positive impacts for multiple stakeholders. You can therefore tailor your proposal to appeal to a wide range of funding initiatives;

\$ Approach members of your local business community for funding. You may be surprised at the number of business owners who are willing to invest money in helping local youth gain skills and employment. Inviting a member of the local business community to be your mentor and work with you to achieve your personal goals both at the Summit and afterwards is an effective strategy for securing funds, building relationships and contacts within the business community, and achieving effective long term results in addressing youth unemployment.

Bilateral and Multilateral Agencies

These are government-sponsored and run agencies that distribute aid to developing regions. While bilateral agencies involve a specific nation-to-nation relationship, multilateral agencies involve agreements between several different governments. Bilateral and multilateral agencies often focus on addressing specific themes or issues. The United Nations agencies, which receive government support from over 180 countries, are included in this category. One example is UNIFEM, the United Nations organization responsible for funding activities concerned with the advancement of women and gender development.

\$ Use the Internet or refer to development journals in your local library to research the different bilateral and multilateral agencies that are active in your region. Local NGOs, educational institutions, and community health centers might also be able to direct you to relevant bilateral and multilateral agencies. Focus on agencies that are interested in funding initiatives related to youth, the environment, women, and economic development.

International Development Agencies

These are organizations that receive government funding, they operate somewhat independently from governments but report to government. Like the bilateral and multilateral agencies, they are designed to distribute aid to developing regions and to encourage sustainable development projects. An example is The Canadian International Development Agency (CIDA). They can generally be contacted through the embassies of national governments in your country.

Tips for researching and accessing funds from international development agencies:

\$ Information about international development agencies can be accessed through local embassies and consulates, the Internet, development journals from your local library, and community activist groups;

\$ These agencies often have specific criteria for accepting funding proposals. Consult their internet site or contact them by phone or in person for information on applying for funds.



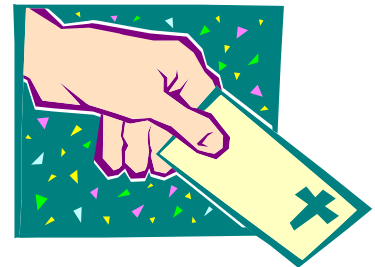
Non-governmental Organizations (NGOs)

These are organizations that operate on a non-profit basis and are often focused around a specific theme or discipline. They may receive funding from governments, trade unions, and the private sector, but they act independently of these institutions. In the field of development, NGOs range from large, international charities to smaller community-based initiatives. They may also include research institutes, churches, professional associations and lobby groups. Examples include: Earth Charter, Quaker United Nations Office, The Institute of World Affairs, and Education International.

-  Find NGOs active in your region by consulting the internet or your local library. Government offices may also provide you with listings of local NGO organizations.

Religious Organizations

Many religious organizations provide funding to development initiatives and qualify as legitimate NGOs.



-  An effective way of approaching these organizations is to be prepared to clearly communicate how your participation at the Summit can promote religious tolerance, understanding, and peace locally and throughout the world;
-  Local religious organizations are excellent sources of sponsorship. If you belong to a local religious community, approach your religious leader about funding your participation at the Summit.

Labor and Trade Unions

These are organizations that are supported by workers from a particular industrial sector, and serve as lobbying groups for improved working conditions, education and training opportunities, and employee benefits.

-  Your local union may be interested in supporting your attendance at the Summit as a way of potentially increasing its membership and improving working conditions in the community;
-  Contacts are key in obtaining funding. If you personally don't belong to any trade or labor organizations, consult with friends, family, or neighbors who are members of a labor organization and ask them if they would be willing to introduce and support your request for funding at the next trade union meeting.

Health Organizations

These are institutions that strive to improve the health and welfare of a region or population. Many receive government funding, and they often qualify as NGOs or multilateral agencies.



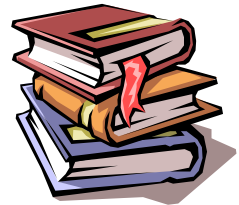
To approach these organizations you will need to demonstrate how your attendance at the Summit will help to improve the health of your community or region. Consider all of the positive implications of you acquiring the skills to improve youth employment in your community, including improved nutrition and decreased crime and drug use;



Your local health center or clinic might be willing to donate some funding towards your participation at the Summit. If they do not have the funds to support you, they can most likely point you in the direction of international health and aid organizations that you may contact for funding.

Educational Institutions

These are organizations that focus on training, teaching, and research initiatives. They include local school boards, colleges and universities, and associated research institutes.



If you are currently enrolled in a college or university, you may want to approach your school about funding your participation at the Summit. Many schools set aside special funds for sending representatives to conferences or seminars. Also, there are many scholarships and award programs available that provide funds to deserving candidates. Consult with your local school board or institution about such funding. Even if you are not a student at a particular institution you may still qualify for financial support.

Exercise: Listing Possible Donors



Now that you have reviewed the various categories of potential donors, your next step involves making a list of donors that you plan to target. In the chart below, list in priority order the top five donors you think would be most receptive to your request for funding, the reasons why you should approach them before other donors, and a brief summary of your strategy for researching and finding information about the particular donor. Follow the examples given in the first two rows of the chart:

(Keep in mind that you should approach as many potential donors as possible, and not just the ones on this chart. The purpose of this exercise is for you to plan your fundraising strategy to maximize your efforts, but the strategy serves as a guideline only. Your fundraising strategy should remain flexible enough to accommodate unforeseen opportunities).

Priority Order	Type of Donor	Logic for approaching this donor	Strategy
1	My local religious organization	I have been a member of my religious community for 10 years, and my religious community has been supportive of my past volunteer work	I will speak directly to my religious leader about funding opportunities
2	Local McDonald's restaurant franchise	I have read past newspaper articles about the support that this establishment periodically gives to local community development projects	My cousin Samantha works there. She can arrange for me to meet with the restaurant manager to discuss my funding proposal.
3			
4			
5			

Chapter Summary

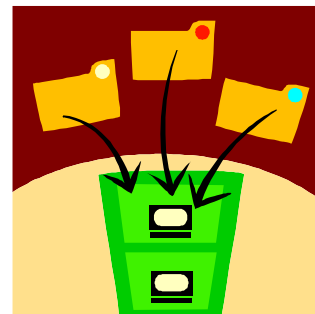
In this chapter you have:

- ☑ Reviewed the main categories of donors
- ☑ Considered tips on how to approach different types of donors
- ☑ Created a list of donors that you will approach



Chapter 5: Organizing your fund-raising campaign

Before you begin contacting potential donors, you must first establish a system for keeping track of your correspondence with donors, develop a timeline for your fund-raising activities, and make the necessary banking arrangements to facilitate the deposit of funds.



Managing donor correspondence

As you start contacting donors, you will find it necessary to track the status of your communication with them. This is a very important process that will help you to stay organized and maintain professionalism in your dealings with donors.

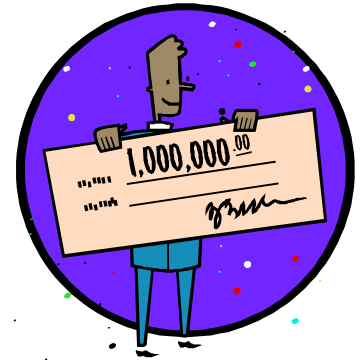
The most efficient way to stay organized is to create a catalogue of your donors, either by computer spreadsheet or on cue cards. A sample computer spreadsheet format is given in Appendix C. If you do not have a computer, you may photocopy or follow the sample card below.

Contact Card		
Name: _____		
Organization: _____		
Address: _____ _____		
Phone: _____		
Email: _____		
Method of Contact:	☐ Letter	Date: _____
	☐ Phone call	Date: _____
	☐ Meeting	Date: _____
Amount requested:	\$ _____	Date: _____
Amount received:	\$ _____	Date: _____
Donation made by:	☐ Cash ☐ Cheque ☐ In-kind donation of goods or services	
Thank you letter and report sent to donor on Date: _____		

Managing your finances

The following are some tips for organizing your fund-raising finances:

- ✍ Ensure that you have a bank account where donations may be deposited, and that you keep careful paper records of all of your transactions. *Ideally, your organization can arrange a bank account for your fund raising to attend the Summit, or you may be able to use their bank account. This will add credibility and transparency to your fundraising efforts.*
- ✍ Keep itemized receipts of all Summit-related expenses so that you can demonstrate that you spent the donated money responsibly
- ✍ Itemized receipts from the Summit may also aid you in claiming any tax exemptions (this is dependent on the on the tax laws of your particular government)
- ✍ If you have access to a computer, spreadsheet programs like Excel are excellent for keeping track of incoming donations and Summit expenses



Exercise: Establishing a Fund-raising Checklist and Time-line

The final step in planning your fund-raising strategy is to develop a timeline that lists important steps involved in the fund-raising process and associated deadlines for task completion. This checklist is a vital tool that will enable you to stay motivated and on track while fund-raising. Keep in mind that some organizations can take several weeks to review a funding proposal, so begin your fund-raising **NOW** and be consistent with your efforts. Depending on variables such as region, type of donors approached, access to the internet, and amount of time invested fundraising per week, youth can expect to spend anywhere between six weeks to six months to obtain the necessary funds to attend the Summit.

Below is a sample fund-raising checklist and time-line that you can follow.³ It is based on a four-week model. At the end of the month review your progress and continue your fundraising efforts as necessary by drafting a new time-line:

Week 1

- ✍ Write and rehearse your fundraising sales pitch
- ✍ Research the cost of your attendance at the Summit
- ✍ Research and list potential donors that you will approach
- ✍ Promote YES in your local media; write a letter to the editor or news article about the importance of youth employment for your community
- ✍ Make banking arrangements and prepare donor database or cue cards
- ✍ Write and send letters and/or invitations for group presentations

³ Based on checklist from "Destination Life Change: Fundraising Workbook" by World Vision.

Week 2

- ✍ Continue sending letters and /or invitations for group presentations
- ✍ Start follow-up calls
- ✍ Write and distribute funding proposals
- ✍ Arrange one-on-one or group meetings
- ✍ Plan and organize group presentations
- ✍ Send thank-you notes
- ✍ Review your fund-raising progress; are you meeting your deadlines? How much have you raised? What have you learned and how can you improve your fund-raising strategy?

Week 3

- ✍ Continue sending letters and/or invitations for group presentations
- ✍ Continue follow-up calls
- ✍ Continue one-on-one meetings
- ✍ Start group presentations
- ✍ Follow-up on funding proposals
- ✍ Continue sending thank-you notes
- ✍ Review your fundraising progress

Week 4

- ✍ Continue follow-up calls
- ✍ Continue one-on-one meetings
- ✍ Continue checking status of funding proposals as required
- ✍ Continue group presentations
- ✍ Continue sending thank you notes
- ✍ Month end review of progress and development of new time-line if needed

SUMMIT (September 7-12, 2002)

After the Summit

- ✍ Write and send follow-up reports or give follow-up presentation
- ✍ Give appreciation gifts or acknowledgement to sponsors
- ✍ Write to local media about your experience and promote sponsors

Chapter Summary

In this chapter you have:

- ✍ Created a system for tracking correspondence with donors
- ✍ Reviewed tips on managing your finances
- ✍ Developed a fund-raising checklist and timeline



Section Two: Raising Funds and Nurturing Donor Relations

Chapter 6: Writing Letters and Making Phone Calls

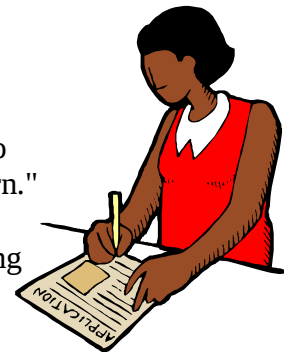
The first letter that you should write is a letter to the editor of your local newspaper that outlines the importance of youth employment for your region and the value of local youth attending the Summit. You may even want to submit a short article or press release to local media listing some youth unemployment statistics and facts gathered from your regional government or library. Raising the issue in the local media will benefit your search for a donor as you can present the article to potential donors as a legitimization of the issue and an illustration of your concern and dedication for promoting change.

- ✍ Use a published letter to the editor as a template for the format and style of your letter. You may also refer to Appendix D for a media release template.

A well-written letter is an effective way of introducing your fund-raising campaign to potential donors. It will serve as a reference point for your follow-up phone calls and subsequent meetings and presentations.

Tips on writing letters:

- ✍ It is always better to address the letter to a specific person than to address it with a generic phrase such as "To whom it may concern." Only use a generic phrase if you have exhausted all attempts at discovering the correct name of the person responsible for funding requests within a given organization;
- ✍ It is best to keep the letter brief, concise, and no longer than one page. Remember that it is an introductory letter, and that the goal is to engage the donor so that they will want to meet with you to discuss your request for funds further.
- ✍ Have an educated professional proofread your letter carefully for proper spelling, grammar, and formatting. Even one small spelling error can disqualify your chances of impressing a donor and obtaining funding.



The following is a template of a formal letter that you may customize for your needs and send to potential donors:

Fund-raising letter template

Kelly Youth
1 Any Address
Any City, Any Province,
Country, Postal Code
telephone number / email

Ms. Sample
Manager, Local Grocery Store
1 Any Address
Any City, Any Province,
Country, Postal Code

Date

Dear Ms. Sample,

My name is Kelly Youth, I have been selected to represent [\[insert name of organization\]](#) at the upcoming Youth Employment Summit 2002, in Alexandria, Egypt, from September 7-11, 2002.

[\[or, if you are not representing an organization, simply write: My name is Kelly Youth, and I have been selected to attend the upcoming Youth Employment Summit...\]](#)

I am deeply concerned about the high unemployment rate experienced by youth in our community. As a volunteer with the local community center, I have witnessed first-hand the negative impact of high youth unemployment, including increased crime, poverty and drug use. [\[Who are you, what is your relationship to the donor, and why are you concerned about youth unemployment?\]](#)

The Youth Employment Summit will provide youth with a platform to express their views on how to address this important global issue. Over 2000 delegates are expected to attend the Summit including Ministers, the media, representatives from the non-profit and private sectors, educators, and a 1000 strong contingent of youth from all over the world. The goal of the Summit is to create productive and sustainable livelihoods for an additional 500 million young adults, especially youth facing poverty, by the year 2012.[\[Who, What, When, Where, Why of Summit\]](#)

In order to participate at the Summit I need to raise \$_____U.S. to fund the trip. This expense includes my registration fee, transportation, and lodging costs. I would greatly appreciate any support you can give to assist with my participation in the Summit. This is an important opportunity that would allow me to represent the concerns of our community on a global scale and improve the lives of countless numbers of youth. Will you help me to realize this goal? [\[what are you asking for?\]](#)

[\[You might include an invitation to any upcoming presentations you plan to give, such as: On Sunday May 13, 2002 at 2:00 p.m. in the Community Center, Main St., I am giving a presentation on youth employment in our region and the importance of my participation at the Summit. I invite you to attend my presentation and learn more about my work on youth employment.\]](#) I will call you in a week to follow-up and answer any questions you may have.

I look forward to your favorable reply.

Warm regards,
[\[include your signature here\]](#)

Kelly Youth



Follow-up Telephone Call

If you do not hear a response from a donor a week after sending your letter, you will need to make a follow-up telephone call. It is suggested that you follow-up first with someone you know and are comfortable speaking to, like a friend or family member, before phoning someone more intimidating like the mayor or a business leader in your community. Beginning your follow-up calls with someone you know will allow you to practice your telephone manner and fund-raising sales pitch, and build your confidence.



The following are some suggestions for making a successful follow-up telephone call:

- ✍ Find a quiet spot to make your calls. There is nothing more distracting to both you and a donor than loud background noise during a phone conversation. If necessary, inform family members to remain quiet while you make calls. If you don't have a phone in your home, you can access one through a friend, neighbor, family member, local business, or community center;
- ✍ Review your fundraising sales pitch before contacting donors and keep a copy of both your short and long version in front of you so that you may refer to them when you make the calls;
- ✍ Organize your space before making the calls. Sit at a desk, and have note paper and a few pens handy so that you may make any notes during the conversation;
- ✍ Adjust the formality of your tone to the particular person you are speaking to. You will need to use a more formal tone when talking to the mayor or a business leader than the tone you would use speaking with a close friend or family member;
- ✍ Don't chew gum or eat while speaking to a donor as doing so presents an unprofessional image

Basic structure of a follow-up telephone call:

- ✍ Identify yourself
- ✍ Ask if this is an appropriate time to call (If the donor requests that you call back some other time, ask what specific time would be convenient)
- ✍ Explain the reason for your call, ask if they have received your letter
 - if the person has received your letter, offer to answer any questions they may have
 - if they can not recall receiving your letter, use your fund-raising sales pitch
- ✍ Sound enthusiastic and upbeat, and convey a warm smile with your voice
- ✍ Be polite and professional even when facing rejection from a donor
- ✍ Ask if the person is willing to support you
- ✍ If the person requests a meeting, arrange the specific date, time, and length of the appointment; be considerate of the time demands faced by a particular donor; the mayor or a business leader may only be able to spare 15-20 minutes to meet with you; accept any offer of time
- ✍ Invite the potential donor to any group presentations you are planning
- ✍ Thank the person for their time and complete the call

Suggested dialogue⁴

Their response	Your response
"Yes, I will donate"	Thank them and make arrangements for picking up the funds
"I can't give that much"	Suggest another amount
"Let me think about it"	Offer to answer any questions or to arrange a meeting to give a short presentation, send a follow-up letter
"I'm busy at the moment"	Arrange to call back at a more convenient time
"No, I'm sorry"	Thank them for their time. Ask them if they know of anyone who might be willing to support you

Chapter Summary

In this chapter you have:

- ✍ Reviewed tips and the basic structure of a sponsorship request letter
- ✍ Learned how to conduct a follow-up telephone call

⁴ From "Destination Life Change: Fundraising Workbook" by World Vision

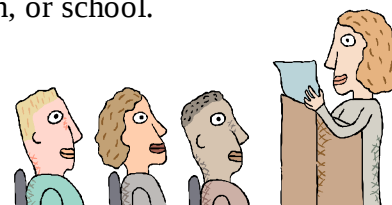


Chapter 7: Preparing for a Presentation or Meeting

Giving a professional presentation to group is great way of maximizing your fund-raising efforts by appealing to multiple donors at once. A group presentation can be made to your local business council, neighbors, family members, religious organization, or school.

Group Presentations

The following is a guideline for giving a successful presentation.



Before the presentation:

- ✍ Find a venue and a person willing to host your presentation; for example, your local religious leader might be able to provide you with a venue and an audience
- ✍ Create a poster or distribute flyers to publicize your presentation; send invitations and make follow-up calls
- ✍ Review and practice reciting the 10-15 minute version of your fund-raising sales pitch and use this as the foundation of your presentation
- ✍ Prepare any visual aids you are planning to use, including slides, overheads, video, etc.
- ✍ Dress appropriately, wear a professional looking outfit that is clean and freshly pressed
- ✍ Arrive at the venue at least one hour before your presentation to set up
- ✍ Set up and test any video equipment you are planning to use, e.g. TV, VCR, laptop, etc.
- ✍ Prepare a table that includes a sign-in book for guests, any media articles or information about the youth unemployment situation in your region, YES information, cards with your contact information, and a basket with envelopes for donations, etc.
- ✍ Set up the room, arrange for adequate seating, lighting, etc.
- ✍ Arrange refreshments (optional)

During the presentation:

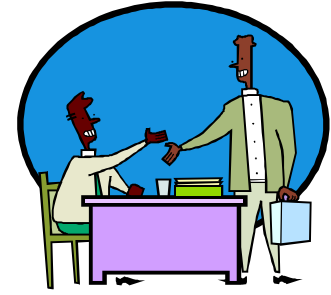
- ✍ Thank the audience for attending and thank your hosts
- ✍ Present the long version of your sales pitch
- ✍ Ensure that you speak loud enough so that everyone in the audience can hear you
- ✍ Show any visual aids that are relevant to your sales pitch
- ✍ Do not ramble, ensure that your presentation is no longer than 15 minutes long
- ✍ State your financial goal and ask for a specific amount
- ✍ Ask if there are any questions
- ✍ Direct people to the donation basket or suggest that they may donate at a later time if they wish and encourage them to leave their contact information so that you may follow-up
- ✍ Thank your guests for attending

After the presentation:

- ✍ Send follow-up and thank you letters to your hosts and your guests
- ✍ Reflect on any improvements that you can make to your presentation

Individual meetings

Often potential donors will request an individual meeting with you to discuss your request for funds. A meeting is a key opportunity to obtain the undivided attention while you make your fundraising sales pitch. Below are some things to consider before planning for your individual meeting with a donor.



Before the meeting:

- ✍ Review and rehearse both the long version of your sales pitch
- ✍ Obtain reference letters from any past employers or respectable members of the community who can vouch for your abilities
- ✍ Bring copies of your reference letters, research and information on the impacts of youth unemployment in your region, and any media coverage of the issue, note paper and pens
- ✍ Dress appropriately, wear a professional looking outfit that is clean and freshly pressed
- ✍ Obtain the correct address and directions on how to get to the meeting
- ✍ Keep the donor's contact information on you in case you get lost and have to phone them
- ✍ Arrive at least 10 minutes before the time of the meeting

During the meeting

- ✍ Introduce yourself to the donor
- ✍ Smile, be positive, confident and enthusiastic
- ✍ Present your fundraising sales pitch
- ✍ Present any supporting documents, such as media releases and reference letters
- ✍ Offer to answer any questions
- ✍ Keep your presentation within the amount of time that you promised
- ✍ State your financial goal and ask for a specific amount
- ✍ Ask them if they are interested in supporting you
- ✍ Make arrangements for obtaining the funds
- ✍ Thank the person for meeting with you
- ✍ Leave information materials with the person for their review

After the meeting

- ✍ Make follow-up calls or set additional meetings if needed
- ✍ Reflect on the meeting and any improvements that you can make for your next meeting

Chapter Summary

In this chapter you have:

- ✍ Reviewed guidelines for giving a successful fund-raising presentation to a group
- ✍ Learned about how to conduct an individual meeting with a potential donor

Chapter 8: Drafting a Funding Proposal

If you are applying for specific funds from a foundation or development agency, you may be required to submit a formal proposal. Before you submit a proposal, ensure that you meet the particular organization's qualifications for funding. Information on funding qualifications should be available from the organization's website or publication material, along with important proposal specifications and submission details and deadlines.



The following are some funding proposal guidelines:

- ✍ Make sure that you carefully follow any instructions about proposals given by the organization; It is possible that your proposal will be immediately disqualified if it fails to meet an organization's particular specifications
- ✍ Write and submit your funding proposals immediately, as it can take several weeks for a donor to review your proposal and respond to your funding request
- ✍ Speak with a representative from the organization for information on how to format your proposal, who your proposal should be sent to, how long it will take for your proposal to be reviewed, and when you can expect to hear from them
- ✍ Include a one-page cover letter that identifies who you are, provides information about the Summit, and outlines how much money you require (refer to the letter template in Chapter 6)
- ✍ If you don't hear back from the organization by the date specified, place a follow-up call to inquire on the status of your proposal
- ✍ Your proposal will look more organized and easier to read if you add bold and underlined headings

Basic template of a funding proposal

If no specifications are given by an organization for the submission of funding proposals, you may wish to use the basic proposal format outlined below:

Title page (1 page)

-  proposal title (e.g. Request for funding to attend the Youth Employment Summit as a youth delegate)
-  your name and contact information (address, telephone number, email address)
-  date proposal submitted

Body of proposal (2-3 pages)

(Use your fundraising sales pitch as the body of your proposal):

-  What is the goal of YES? Why is it important? When and where is it taking place? Who are the stakeholders involved? (visit www.youthemploymentsummit.org for information)
-  Why are you interested in attending the Summit?
-  What will you accomplish at the Summit, what are your specific goals?
-  How will your attendance at the Summit benefit you individually?
-  How will your attendance at the Summit benefit your wider community?

Financial statement (1 page)

-  State your financial goal and request a specific dollar amount
-  Include the summary of estimated costs from Chapter 2

Conclusion (half page)

-  Short conclusion summarizing the importance of your attendance at the Summit and the validity of your request for funding

Appendix (1-2 pages)

-  Media articles about YES or the youth employment issue in your region
-  Reference letter(s) from past employers or respected members of your community

Chapter Summary

In this chapter you have:

-  Reviewed tips on how to write a successful funding proposal
-  Surveyed the structure of a basic proposal



Chapter 9: Organizing a Fund-raising Event

A fund-raising event can be an excellent way of raising the money that you need. Since these events require a significant investment of time and effort to organize, begin making your plans early and enlist the help of friends, family, and neighbors. To help you plan your event, YES has created a comprehensive guide entitled "How to Plan an Event." This handbook is available from the YES website at youthemploymentsummit.org. Or a copy may be obtained by sending a request to:

Youth Employment Summit Secretariat
Education Development Center, Inc.
55 Chapel Street
Newton, MA 02458-1060
USA

Tel: +1 (617) 618-2743

Fax: +1 (617) 969-4902

Email: info@youthemploymentsummit.org



Below is a list of fund-raising event ideas to inspire you:

Auction	Request people to donate items and auction them to the highest bidder
Bake sale	Sell a variety of desserts that you have baked or that have been donated by a local bakery
Car wash	Organize a group of your friends to wash cars for donations
Craft sale	Sell crafts that you have made or that have been donated by a local craft group or artisan
Dance	Sell tickets to a dance; convince a venue owner to donate the space and a group of local musicians to donate their talents
Dinner party	Sell tickets to a dinner; find people from the business community willing to donate a venue, food, and drinks
Games	Organize a fair where people pay money to play games for donated prizes
Raffle	Ask local businesses to donate items that can be raffled off for a fee
Sports event	Sell tickets for a sporting match
Talent show	Sell tickets for a variety show featuring various talent acts from your community
Theatre	Convince a local theatre group to produce a play and donate the cost of admission; Or produce a play with your family and friends as cast members

Fund-raising Events -- Two Youth Case Examples

Below, two youth activists describe their fund-raising successes:



Denis Duggan, a youth representative from Ireland, explains the event he assisted in organizing to raise funds to attend the International Youth Parliament:

We decided to organize an Australian Tea Party because The International Youth Parliament was being held in Sydney Australia. It worked as follows: Everyone we knew was asked to host a table of ten people. By hosting a table, it meant that the host provided the food, (including a starter, large salad, and dessert) and brought 10 guests.

On each place setting an envelope was left and people were recommended to contribute \$10 each. We were able to get some gifts sponsored which we raffled, a company sponsored wine and other drinks, a band played for a discounted rate, and the hotel also sponsored the room hire for the night. We invited a lot people to attend, and over 600 people made it on the night, including the Australian Ambassador to Ireland, the Irish Minister for Defense, as well as board members from the organization.



Jennifer Corriero, a youth activist from Toronto, Canada and Cofounder of TakingITGlobal, explains her strategy of selling her artwork to raise funds to attend a National conference on child poverty:

I like to create paintings, and I made a sign on the back of my art that said by purchasing this piece of art, your money will help fund Jennifer Corriero's attending a conference. I sold them for ten dollars each. Before I sold them I approached a local office supply store and informed them that I was selected to attend a conference, and I asked them if they would donate the poster paper. They agreed to donate \$200 of materials. Because I did not have to pay for poster material, my margin of profit was kept high.

Chapter Summary

In this chapter you have:

- ✍ Reviewed some fund-raising event ideas
- ✍ Learned about the availability of a YES handbook that will guide you through the step-by-step process of planning a fund-raising event

Chapter 10: Recognizing your Donors



The basic principle is to not simply ask for donations, but to "sell" benefits or publicity which is one of the needs of companies and individuals...therefore, the shift in thinking is that the young person should offer clear benefits to a sponsor.

Victor del Rosal, Mexico

By agreeing to support your participation at the Summit, your donors have generously invested their time and money in you and have demonstrated support for promoting youth employment. It is therefore important that you work hard to provide your donors with adequate acknowledgment and gratitude.

Below is a summary of activities that you can undertake to recognize your donors before, during and after you attend the Summit.

Donor recognition before you attend the Summit

It is recommended that you send a donor a thank you letter within 24 hours of their provision of a donation. Sending a thank you letter in a timely manner demonstrates that you acknowledge and appreciate their donation. It also demonstrates that your campaign is legitimate and well organized, and instills confidence in the donor that you will represent them in a professional manner.

A sample of a thank you letter is as follows:

Dear Mr. Waljee,

Thank you kindly for your generous gift of \$100.

Your donation will help fund my participation at the Youth Employment Summit, where I will acquire valuable skills, knowledge, and contacts that will enable me to address youth unemployment and contribute to the welfare and development of my community.

Upon my return from the Summit I will forward you a report outlining my successes and accomplishments.

With many thanks,

Kelly Youth

Donor recognition during the Summit

Suggestions for recognizing your donors during the Summit include:

- ✍ Promoting your donors in any media coverage you attain
- ✍ Preparing a typed summary of your donors that you may distribute to any interested parties upon request
- ✍ Volunteering to wear a T-shirt or jacket that sports the logo(s) of your donors

Donor recognition after the Summit

It is wise to maintain a good relationship with your donors after the Summit, as they may be willing to provide you with continued support in your efforts to implement youth employment initiatives in your community.

Immediately upon your return from the Summit it is important that you produce a short report for your donors summarizing your successes and accomplishments at the Summit, how you plan to implement your knowledge and continue your work promoting youth employment, and essentially what their donation achieved. The report need not be longer than 2-3 pages. Below is a summary of things you should include in your report:

- ✍ What skills and knowledge did you acquire?
- ✍ Who did you meet and what contacts did you make?
- ✍ What plans do you have to continue your work after the Summit?
- ✍ Include an appendix of relevant pictures and/or any media coverage of your participation at the Summit

Other ways to recognize donors upon your return:

- ✍ Design a certificate or small plaque that donors may hang on their office wall to demonstrate their contribution
- ✍ Provide your main donors with a small gift of appreciation from Egypt
- ✍ Encourage local media to publicize your accomplishments and mention your sponsors
- ✍ Organize a "thank you dinner" or reception for your donors

Chapter Summary

In this chapter you have:

- ✍ Learned important ways to recognize your donors before, during, and after your attendance at the Summit
- ✍ Reviewed a basic template of a thank you letter
- ✍ Reviewed a list of items to include in your follow-up report



Conclusion

Congratulations! You have successfully completed the fund-raising handbook and you are now well on the path to successfully raising the funds you need to attend the Youth Employment Summit. With a little hard work and persistence we are confident that you will accomplish your goal.

If you require any additional support during your fund-raising efforts, please contact the YES team at:

Youth Employment Summit Secretariat
Education Development Center, Inc.
55 Chapel Street
Newton, MA 02458-1060
USA

Tel: +1 (617) 618-2743

Fax: +1 (617) 969-4902

Email: info@youthemploymentsummit.org

See you soon at the Summit!



Appendix A: Glossary of Key Terms

Corporate foundation: An independent funding institution established by a profit-making company. Corporations may fund these foundations with a donation of permanent assets or give periodic contributions based on a percentage of the company's profits. Examples include the Ford Foundation and the W.K. Kellogg Foundation.

Cash donation: The award of funds to an organization or individual to undertake charitable or tax-exempt activities.

Donee: The individual or organization that receives a cash or in-kind donation.

Donor: The individual or organization that contributes a cash or in-kind donation. May organizations do not like to be referred to as a 'donor', so you may want to suggest that they are *investing* in you, and your community, rather than donating. They may prefer to be called *sponsors*, or *funders*, also.

Grant monitoring: The ongoing assessment of the progress of the activities funded by a donor, with the goal of determining if the terms and conditions of the donation are being met and if the objectives of the donation are likely to be achieved.

In-kind donation: The contribution of goods or services rather than cash.

Template: A basic model of a letter, report, etc. that can be customized to fit individual needs.

Appendix B: List of Foundations

It is important to note that this list of foundations may have a regional office in your country or region. You should endeavor to contact them through the office nearest you. You may also search the website where we have given it, or search the Internet in general through ‘Google’, ‘Yahoo!’, or ‘AltaVista’, or other such search engines to find details of these foundations.

NAME	FUNDING INTERESTS	WEBSITE
ACH Foundation	Education, Human Services, Youth Development, Economically Disadvantaged, Women, Christian agencies & Churches	
Alcoa Foundation	Arts, Community Development, Education, Health Organizations, Government / Public Administration, Human Services, Youth Services	www.alcoa.com/site/community/foundation.asp
Ashoka	Agriculture / Food, Education, Employment, Environment, Youth development, and Health care	www.ashoka.org
ANGELCARE	Agriculture / Food, Children, Education, Community development, Food services, Health care	www.angelcare.org
BTL Foundation for International Services	Human services, International economic development, Education, Rural development Christian Services	
Butler Manufacturing Company Contributions Program	Charitable contributions to NGOs, Arts, Education, Development, Minorities, Youth development	www.butlermfg.com
Cooper Industries, Inc Corporate Giving Program	Community development, Education, Arts, Environment, Health care, Human services	www.cooperindustries.com/about

NAME	FUNDING INTERESTS	WEBSITE
Cooperative Development Foundation	Agriculture, Farm cooperatives, Education, Aging centers / services, Housing/ shelter, International economic development, Leadership development	www.coopdevelopment.org
The Greenville Foundation	Child development services, Civil rights advocacy, Community development, Education, Environment / Energy, Family services, Human services, Goodwill promotion, Leadership development, Public policy research, Religion, Youth development services	www.fdncenter.org/grantmaker/grnville
Marshall Christenson Foundation	International development and Education for Kazakhstan	
Echoing Green Foundation	Children / Youth services, Civil rights, Economic development, Education, Environment, Public affairs	www.echoinggreen.org
Deutsche Bank Americas Foundation	Community development, Education, Urban development, Arts, Economic development, Environment, Housing / shelter development	www.deutschebank.com/community
The Ford Foundation	Agriculture, AIDS, Community development, Civil rights, Education, Economically disadvantaged, Employment, Environment/ Natural resources, International economic development, Human services, Leadership development, Rural / Urban development, Citizen participation, Women, and Youth development	www.fordfound.org
Foundation for Deep Ecology	Agriculture, Animals / wildlife preservation/ protection, environment	www.deepecology.org

NAME	FUNDING INTERESTS	WEBSITE
W. K. Kellogg Foundation	Agriculture / food, Education, Community development, Health care support services, Health organizations, Neighborhood development, Leadership development, Minorities / immigrants services, Rural development, Voluntarism promotion, Youth development	www.wkkf.org
Autodesk, Inc. Corporate Giving Program	Arts, Community development, Education, Environment, Human services, Public affairs, Science	www.autodesk.com
International Community Foundation	Community development, Arts, Education, Environment, Health care, Neighborhood development, International development	www.icfdn.org
International Youth Foundation	Education (vocational & drop-out prevention) Youth development, Environment, Crime / violence prevention, Civil rights, Dispute resolution, Children/Youth, Health care	www.iyfn.org
The Vernon K. Krieble Foundation	Leadership development, Youth development services, Arts, Civil rights, Public affairs, Public policy research, Education, Hospitals, Gov't / Public administration	
Lowe - Marshall Trust	Adult education, Literacy / basic skills, Developing countries, International conflict resolution, International development	
The LIFT Foundation	Children/Youth services, Education, Human rights, Youth development (primary focus is Romania)	www.liftfoundation.org

NAME	FUNDING INTERESTS	WEBSITE
John D. & Catherine T. Mac Arthur Foundation	Community development, Education, Environment & natural resources, Neighborhood development, International affairs, Media/Communications, Foreign policy, Mental health/crisis services	www.macfdn.org
Ahmed Mirza Testamentary Charitable Trust	Education, Community development (giving limited to India)	
Charles Stewart Mott Foundation	Community development, Education, Environmental/natural resources, Urban / Rural development, Human services, Economic development, Civil rights, Voluntarism promotion, Crime/violence prevention	www.mott.org
The Ogilvy Foundation	Youth development, Adult / continuing education, Animal / wildlife preservation, Environment / natural resources	www.ogilvy.com
The David & Lucile Packard Foundation	Children / Youth services, Community development, Education, Economically disadvantaged, Employment, Urban development, Environment / natural resources, Health organizations, Performing arts	www.packfound.org
The Phelps - Stokes Fund	Africa, International economic development, Education, Women, Economically disadvantaged, Civil rights, Race / Intergroup relations	www.psfcd.org
Rockefeller Brothers Fund, Inc.	Agriculture, Arts, Economics, Education, Health care, Urban/Community development, Environment/Natural resources, International Affairs	www.rbf.org

NAME	FUNDING INTERESTS	WEBSITE
Shaler Adams Foundation	International economic development, Civil rights, Education, Women, Immigrants / Refugees	
South Coast Foundation, Inc.	Employment services, Child development, Environment, Human services (available to South African Community based organizations)	
Spirit Foundation, Inc.	Community development, Education, Human services, Women, International affairs	
Conservation, Food & Health Foundation	Agriculture/Food, Developing countries, Health care, Wildlife preservation / protection, Environment / natural resources	www.grantsmanagement.com/cfhguide.html
Share our Strength	Agriculture / Food, Microenterprise development	www.strength.org
The Stewardship Foundation	International economic development, Community development, Leadership development, International affairs, Christian agencies & agencies	www.stewardshipfdn.org
John Templeton Foundation	Economic development, Leadership development, Youth development, Science, Religion, Health care	www.templeton.org
The Bancker - Williams Foundation	Environment / natural resources / wildlife preservation and protection, Women	

NAME	FUNDING INTERESTS	WEBSITE
Cabot Family Charitable Trust	Environment / Natural resources, Higher education, Reproductive health	
Christensen Fund	Environment / natural resources conservation Arts, Education	www.christensfund.org
The Compton Foundation	Population studies / reproductive health, International affairs, Environment and natural resources	www.comptonfoundation.org
The Barbara Delano Foundation	Environment / natural resources, Wildlife / endangered species preservation / protection	www.bdfoundation.org
Rainforest Alliance, Inc.	Environment / natural resources	www.rainforest-alliance.org
The Shared Earth Foundation	Wildlife / Natural resources preservation / protection	www.sharedearth.org
The Summit Charitable Foundation	Biodiversity, Population studies, Women, Reproductive health	www.summitfdn.org
Tides Foundation	HIV- AIDS, Community development, Economic development, Women / Youth development services, Economically disadvantaged, Environment / natural resources	www.tides.org
The Trust for Mutual Understanding	Environment / natural resources protection & preservation, Wildlife preservation, International exchange	www.tmuny.org

Appendix C: Spreadsheet for Organizing Donor Information and Contact Status

Organization	Address	Contact Name	Phone/Email	Date contacted / method used	Amount requested / received	Thank you letter
(EXAMPLE) Ford Foundation	320 E. 43rd Street New York, NY 10017	Mr. Sample	mrsample@ford.com	Letter sent April 1 Follow-up call April 15	Requested \$500 US Received \$500 US May 30	Sent May 30

Appendix D: Press Release Template

MEDIA RELEASE

EMBARGOED FOR RELEASE
DD/MM/YY

YOUR CONTACT DETAILS:
Name, Email, Phone, Cell Phone, Fax



CATCHY NEWSPAPER-STYLE HEADLINE

(This headline should be straight to the point, be in ACTIVE verb tense, and somewhat catchy, i.e., make people want to read on e.g. MAN BITES DOG)

Paragraph 1

The first paragraph, the lead, is the most important piece of text on this page. It must answer the 5 W's: Who, What, When, Where and Why???? It must be succinct, clear and arresting. It must grab the journalist and editor's attention.

Paragraph 2

More elaboration. What will this thing do? Why is it important? (Without saying "this is important because...")

Paragraph 3

A quote from someone (these let you say all the words you can't say out of quotes: "fantastic", "excellent", "amazing", etc.)

Paragraph 4

More elaboration, details.

Paragraph 5

Second Quote.

Paragraph 6

Who we are? Offer a standard description.

The Youth Employment Summit (YES) is a global campaign focused on placing the issue of youth employment firmly on the agenda at all levels. YES will be hosted by the Arab Republic of Egypt in the new Library of Alexandria in September 2002. YES is dedicated to identifying and disseminating creative youth employment strategies worldwide. Launched in 1998, YES's goal is to promote sustainable livelihoods for youth.

The Youth Employment Summit is based at Education Development Center, Inc., an internationally known educational research and development organization located in Boston, Massachusetts, USA.

