

# SCHOOL FUNDRAISING

As a student travel company, we encourage educators to conduct fundraisers to make trips more affordable for more students. Keep in mind these unique aspects of fundraising for a student tour:

- Use your tour destination as inspiration for your fundraising methods by staging a creative, themed event.
- Brightspark can allocate fundraising any way you like – to your group overall or to an individual participant. While many students will want their fundraising money to be allocated toward their individual trip, this may not be possible as some states require fundraising money to be pooled.
- **Keep in mind that fundraising payments must be provided to Brightspark Travel two weeks before final payments are due!** This helps us ensure both group leaders and parents have a smooth experience in preparation for your trip.

While you are raising money for your **Brightspark Travel** tour, you will have access to the following:

- ✓ Resources such as e-books and blog posts.
- ✓ Assistance from our staff of experts with fundraising experience.
- ✓ Option to automatically send donation requests to friends and relatives.



## Planning

- **Set realistic dates.** Remember that we must receive all your fundraising two weeks before your final payment date.
- **Know your audience.** Who would support your goal? Friends and relatives are usually safe bets. Also, think of community members with ties to your goals.
- **What does your audience have to offer?** Will they be donating large or small sums, time, or resources? Understand their interests and motivations to better tailor your requests.

## Execution

- **Showcase student skills.** Choir, band, dance, or theatre students can put on a recital or talent show, and history, language, math, or science buffs can take part in a trivia decathlon. Sell tickets in the community and complement the evening with auctions and raffle prizes!
- **Leverage relationships with local businesses.** Ask members of your community to donate items to a silent auction or raffle. Work with a local restaurant to see if they'll pay to advertise on an official trip t-shirt, or see if they'll agree to host an event and donate the proceeds.
- **Take advantage of seasonal events** like holiday gift wrapping, a Halloween haunted house, selling chocolates for Valentine's Day or flowers for Mother's Day.
- **Themed fundraisers** help get your supporters excited for your trip. One group headed to Germany sold Bavarian pretzels to highlight their destination. A marching band held a "march-a-thon," spending all Saturday marching around town while volunteers collected donations.
- **Get donors involved!** Many want to be an active supporter, not just a signature on a check. Try hosting an adult spelling bee, a game night, or even a cooking class.
- **Make reading FUND-amental!** Set up a read-a-thon for students, and consider running a PTA or Book Club version for adults.
- **Host a Healthy Fundraiser.** Bake sales have gone stale as more and more schools focus on nutrition and healthy habits. Partner with a smoothie shop (like Jamba Juice or a local fresh juice retailer) to set up an event with fresh-squeezed juices, tasty smoothies, and other healthy snacks.

## Success

- **Apply your funds!** Keep in touch with your dedicated Tour Consultant for instructions on how to submit your fundraising two weeks before the final payment due date.