

PROJECT

TRAVEL

Here → 100%

Fundraising in 4 Easy Steps

CREATE A PROJECT

TELL YOUR STORY

GET VERIFIED

LAUNCH!

PREPARED BY
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Fundraising in 4 Easy Steps

Create a Project

- Set a fundraising goal (\$1000-\$3000 is a good range)
- Tell us: Where do you want to go? With what organization?
- Set up a WePay account

Tell Your Story

- Upload a photo or video
- Why did you choose this program? What goals do you have?

Get Verified

- Choose a Project length & request verification
- PT contacts Program Provider to verify application
- Set up a WePay account

LAUNCH!

- Soft launch with friends & family and get feedback
- Make a plan-set weekly goals-host an event- Get Creative!
- Hit your \$500 Tipping Point & Then hit your goal!

TRAVEL! (ok...that is 5 steps.)

PROJECT

TRAVEL

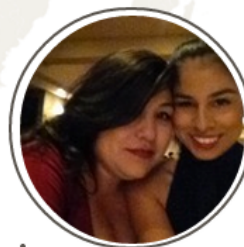
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Fundraising FAQ

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PROJECT GOAL
\$1,000

FUNDS RAISED 
\$900

TIME REMAINING
5 days

FUNDED
90%

*Whittier
California*

*London
England*



GIVE

PROGRAM NAME

Whittier College Faculty-Led Program

PROGRAM TYPE

Study abroad

PROGRAM TERM

Spring 2015

MY PROJECT

UPDATES

Share: ProjectTravel.com/oliviavaldes512

Hi! Education and travel are two very strong interests in my life. With this study abroad opportunity, I would be able to participate in both. I see travel as a form of education that provides a deeper understanding of the subject matter by appealing to all the senses and creating lifelong memories. As much as I would love to participate in this program, I do need a bit of help to pay for my ticket to and from England. Unfortunately, my hours at work have been cut and am not making enough to pay for both the plane ticket and the tuition. My parents have helped me tremendously with tuition and I would love to be able to take this financial burden off their shoulders. - Olivia

Thank You Supporters!

THE WORK

MINDSET

CRAFTING YOUR STORY

SETTING YOUR GOAL

ENGAGING YOUR COMMUNITY

DO'S

Q&A AND CREATE YOUR OWN PROJECT!

MINDSET

WRITE 5 WORDS THAT COME TO MIND WHEN I SAY..... FUNDRAISE

MINDSET

WHAT MOTIVATES YOU TO GIVE YOUR OWN MONEY VOLUNTARILY TO
INDIVIDUALS OR GROUPS?

MINDSET



HOW DO YOU FEEL ABOUT PEER FUNDING FOR A PERSONAL CAUSE?

MINDSET



**ARE YOU GOOD AT PLANNING AND THEN FOLLOWING THROUGH ON
THAT PLAN?**

MINDSET



DISCUSSION

IN THEIR OWN WORDS

Getting started.

"Just do it! You learn through it and I learned a ton even through the mistakes. The most important thing is to get going. Commit."

~Ashley Houston

The ups and downs.

"It's a lot of hard work, but it can pay off. I was very optimistic at the start, then I became pessimistic halfway in. Then, we [raised money]!"

~Chris Grant

Getting it done.

"I was surprised by how willing people were to advocate in our behalf. I found the easiest way to do that was to ask them bluntly to share it or introduce us to people who would take an interest. I always assumed people were greedy and was delighted when they were generous."

~Todd Jones

6

“Build a great story. Make sure you are passionate about it because that is what people really want. They want to live vicariously through you.”

TODD JONES

CRAFTING YOUR STORY

Why did you choose this program?

What goals will you achieve by completing this experience?

What academic goals will you achieve?

How will this program help your future success?

What will you contribute to your community as a result of this experience?

CRAFTING YOUR STORY

Share your story with your neighbor- 3 minutes

Give feedback and be honest:

Was it...Detailed? Specific? Interesting Authentic?

SETTING YOUR GOAL

Piece together your funding pie (identify all resources available)

Know your program costs (what is included, what isn't?)

Be realistic about your financial situation.

Once that is all figured out....

" Set an attainable goal. Once we got close to our goal, interest started peaking."

~Chris Grant

ENGAGING YOUR COMMUNITY

Make a plan for your 'Soft Launch'

"WOO HOO! My Project's big debut is today! Since you are a close friend or family member, you are the first to find out about one of the biggest decisions I've ever made in my life to: **study abroad**. Here's my Project: [Insert YOUR URL here].

You can support me with a gift, feedback, and/or by sharing with a friend. I can't wait to hear from you!"

Then, keep going!

"I'm raising \$2,000 for my plane ticket to Cuba, and I only have \$200 to go before I hit my Tipping Point (that's when the money becomes real)! Will you help me reach my Tipping Point by Friday by contributing \$25?"

The kicker:

"Coming into the final stretch!" I'm so close to reaching my goal of raising \$2,000 for my airfare to Cuba. Will you help me get there? Perhaps you will be the ONE donation I need to hit my goal..... Visit my Project at [Insert YOUR URL here]

DO's

1. Have fun. Learn from the process.
2. Set a realistic goal.
3. Make a video.
4. Get Creative with your outreach & calls to action.
5. Set a time limit for yourself. Be realistic!
6. Remain active for the duration of your Project.
7. Follow up with people....Even in person.
8. Create a calendar to stay on track.
9. Say 'Thank you' to every supporter! Hand written notes are unexpected delights!
10. Give regular updates: Create an email list so you can keep your community and supporters updated on your progress!

**Hit your Tipping Point in November or December and be entered into a raffle to win
this RAD Project Travel T-Shirt!**

6

*Changing the world takes more than
everything any one person knows,
but not more than we know together.
So let's work together.*

SIMON SINEK

PROJECT

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