

## Sample Crowdfunding Kit

When we asked in a recent survey, members told us that finances present the most significant obstacle to attendance at Soroptimist Conventions, especially for the Next Generation (NextGen) of Soroptimist members.

As you plan your trip to [SIA's 46<sup>th</sup> Biennial Convention in Bellevue, WA](#) we want to help remove obstacles to your participation.

Younger members told us that fundraising and sponsorship idea to help defray registration and travel costs would make it easier for them to attend Convention.

A great place to begin seeking donations or sponsors for your travel is right online in your own social networks. Consider crowdfunding to help meet the expenses.

### Platforms

Platforms like GoFundMe or even Facebook offer the opportunity to create a personal fundraiser, which you can leverage to help meet the expenses of travelling to Bellevue to participate in the SIA Convention in 2020. Each platform has their own guide to set up a simple campaign, which can take just a few minutes. Learn more about some of these options:

- [GoFundMe](#)
- [Facebook fundraisers for personal causes](#) (only permitted in USA and Canada)

### Tips and Templates for a Successful Campaign

#### 1. Setting your fundraising goal

When considering your travel budget and fundraising goal, be sure to account for the following:

- Will you be the club delegate, with your individual registration fee covered by the club?
- If you are registering as an individual and responsible for paying the registration fee, when you register will affect the member full registration rate:
  - Early-bird Registration by January 15 2020: \$550
  - Registration by May 15, 2020: \$625
  - Registration after May 15, 2020 or On-site: \$675
- What is the cost of airfare on the dates of your travel to Convention?

- What is the cost of your lodging at convention?
- What do you expect to spend on meals while you are traveling and attending Convention?

You can find details about registration costs, meal tickets for functions during Convention, airline discounts for members attending our Convention, hotel rates at the convention hotel, and more, in [this informational document](#) for attendees.

## 2. Writing your appeal

When you set up a crowdfunding campaign, it is important to write a compelling appeal that explains to your potential donors why it is so important to you to be able to attend Convention. Please feel free to use sample paragraphs below and adapt them to make it more personal. We hope this may be a useful starting point for you!

*Sample appeal text:*

### **Help me attend a global event for women leaders, volunteers & change-makers!**

As some of you may know, I am part of a global women's volunteer organization called Soroptimist International of the Americas (SIA) through my membership in our local club, SI of (Name of Club). Our organization volunteers worldwide to provide women and girls with access to the education and training they need to achieve economic empowerment!

SIA's Biennial Convention is coming up and it is our opportunity every other year to gather from all corners of the globe to learn from one another, pursue leadership development, and explore new ways to make an even bigger difference. This year I have the opportunity to participate in special programming for the Next Generation of Soroptimists and I am so excited to help create a vision for our organization's future!

But I need help to meet the costs of traveling to this incredible event. (Optional: say a few words about why you need help, e.g. Some of you may know that this year has been a hard one for me and family. While I know I am still luckier than many others, the costs are nonetheless a big challenge for us to juggle.) I have created a realistic budget, and to cover my anticipated expenses of attending the SIA Convention in July in Bellevue, WA, my goal is to crowdfund (\$Cost).

I would be deeply grateful if you could chip in with a donation so that I don't miss this amazing opportunity for learning, leadership, and connection with fellow change-makers!

Even \$15 (think of it like treating me to lunch) would be seriously AMAZING.

Thank you so much for reading and considering! The support of all my friends and family truly means more than I can say.

P.S. If you can't contribute right now that's okay—I'd love if you could like or share this post so more people see it. Thanks!

### 3. Keeping your campaign active

Be sure to post your crowdfunding effort to your social media pages regularly as you work toward your goal. Ask your fellow club members if they can help to spread the word by sharing your posts on their pages. The more frequently your posts appear, the more likely new people will see it, and will remember to click through and make a donation!

### 4. Reach out individually

Think about who in your network might be willing to make a gift and consider asking them one on one. People tend to be more eager to help when they've been asked directly rather than passively. It's also your chance to say how much their support means to you personally!

Consider reaching out to: friends, family, co-workers, neighbors, and fellow members of groups of which you are a part (such as an alumni association, professional network, teacher parent association, faith community, or book club). Get creative and think outside the box! You never know who is willing to lend a hand.