



SAMPLE FUNDRAISING PACKET

September 2013

Dear Student,

Take a look at this fundraising packet to help you formulate ideas on how to raise the money you need to participate in the Mock Trial Program. Many students have used the tips included in the packet with great success. For example, you might want to try contacting a law firm and asking them to sponsor you. In return you could intern at their office over a school break.

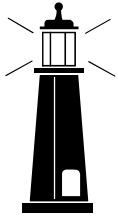
Enclosed you'll find:

- Action Plan
- Ideas for raising money
- Telephone Tips
- Letter Writing Tips
- Sample Letters
 - Request for Donations
 - Thank You
 - Follow Up

Good luck!

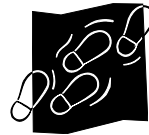
ACTION PLAN

First things first:



- Set a clear goal.
- Define your audience.
- Make requests for funds.
- Host activities to raise funds.
- Thank sponsors.

What are the first steps?



Prepare a budget.



- Determine how much money you will need.
- Determine if there are already funds available to you.
 - Are there any school funds available?
 - What amount can your parents/family contribute?
 - Will you be able to be employed and save funds before mock trial begins?

Come up with a timeline.



- Start with the month you'll that mock trial begins and move backwards from there to today!!
- Be sure to put any deadlines on your timeline.

What is the next step?

Contact your local or county Bar Association for support.



- Ask your Mock Trial teacher or your attorney coach for Bar Association information. Contact your Bar Association, describe the Mock Trial program and ask if they would be interested in sponsoring you or in helping you find additional funding.

Search the Internet for law firms in your area or visit these web sites: www.calbar.org and www.freeadvice.com/law/linkbar.htm. You can also visit the library and use The Parker's Directory.

Approach locally owned businesses in your neighborhood and any law offices or firms.



Speak with the owner of the business or partner at the law office. Be prepared to answer questions about why you want the business to sponsor you. Offer to complete an internship at their office in exchange for the sponsorship.

Don't give up until you speak with the person who makes the decisions! Write a letter if the owner/manager/partner is not available.

Check with Community groups for sponsorship.



Kiwanis Club, Rotary, Lions, Knights of Columbus, church/temple groups, and other community groups.

See if your parents' place of employment offers any programs that help pay for children's education.



Some employers offer a "matching gift" program. The employer will match what the parent puts towards the child's education.

Check for In-kind support.



Newspapers, radios, TV may let you run ads or thank-you's for free.

See if your local library has the *Taft Resource*, which is a directory of companies and their charitable guidelines.



Many large businesses contribute to education.

You might need to put together a proposal to submit to the corporation.

Check with CRF before preparing and submitting a proposal, because the corporation might already contribute to CRF.

What do I need?



Ledger to record -



Who you've approached.

Who has donated funds.

If the money has been received.

Any follow-up

Letters (samples included)



Request for donations

Thank you letters

Follow-up letters

Post cards

Confidence!



Be prepared to make a quick presentation describing Mock Trial.

Explain why attending the local, state or National competition is important to you and to the community (business community also).

Explain how the money will be used.

Explain how the support will be recognized -

Church bulletin

Local newspaper/radio

School newspaper/bulletin/yearbook

Certificate/Letter of thanks and recognition

General Tips:

When calling or writing a letter, always get the person's name and correct spelling.

When leaving a message on voice mail, state your name and phone number clearly (speak slowly).

Be prepared with information -

When/where is the competition?

How much does it cost/how much money do you need?

How will you benefit from participating in the competition?

Speak with as many people as you can about raising funds:

Teachers

Principals

Church/Religious leaders

Parents

Business owners

Community groups

Use your telephone book; it's a great resource!

Members of Congress cannot give students donations.

When you return, visit your sponsors and show photos of your trip to the State or National competition.

Don't forget to send a Thank You for any donations!

How else can money be raised?

There are many ways to raise money quickly. Here are some ideas:

- Perform Odd Jobs around the neighborhood for individuals or businesses.
- Help neighbors with their pets or their homes.
- Collect donated clothing, furniture, books, etc. from neighbors and hold a garage sale.
- Get permission to hold a bake sale at your church/temple/mosque.

Group fundraising activities -

Product Sales

Discount Cards and Coupon Books

- Ask local businesses to arrange special offers. Put all the offers together in a booklet. Sell the booklets.
- Sell advertisements - Some businesses may want to advertise in the Coupon Book.

JAD Acrylics (call 1-800-523-2205 for a starter kit)

Personalized and customized acrylic items to sell for fundraising.

Human-I-tees (call for a starter kit 1-800-275-2638)

An environmental fundraising company specializing in T-shirts that carry environmental messages.

Global Relief (call 1-800-545-8733 for a starter kit)

Buyers purchase tree planting certificates and a map showing where their tree will be planted.

Special Events -

Car Wash

Hold a bottle and aluminum-can drive

Kiss the Pig

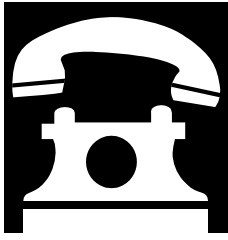
Donkey Basketball

Arts & Crafts Fair

Baby Picture Contest

Raffle off Prizes

Principal-for-a-Day Raffle



Telephone tips:

- Find a quiet place and time to make the call.
- Always get the person's name – jot it down along with the date and time.
- Have all of your information written down on paper in front of you.
- Introduce yourself – speak slowly and mention that you are a high school student.
- Ask if the person has a couple of minutes to speak with you. If not, ask for an appropriate time to call back.
- State the reason for your call -
 - Be brief and to the point;
 - Take notes;
 - Listen carefully.
- Choose a time to make a follow up call.



Letter Writing Tips

- Make sure the name and address are spelled correctly.
- Be sure the salutation and title are correct.
- Make the letter informative and to the point.
- You might want to mention personal achievements:
Honor Role,
Student Government,
Contests that you have participated in or won.
- You might want to mention if your family is in financial need.
- Be sure that your name and address (and phone number if needed) are included in the letter.
- Use your school's letterhead if possible.
- Have a teacher, another adult or a friend read over the letter before you send it.
- Make a follow-up call to make sure the person received the letter.

Your Name
Home Address

SAMPLE LETTER REQUEST FOR DONATIONS

Recipient's Name
Address

Date

Dear Mr./Ms. _____ ,

I will be participating in the California Mock Trial program at the (local, state, national) level. The competition will take place in (city), on (date). The Mock Trial is an academic competition, in which schools compete at the county, state and national levels. The trial itself is a simulation of a criminal case, in which students portray each of the principals in the cast of courtroom characters. Student teams study a hypothetical case, conduct legal research, and receive guidance from volunteer attorneys in courtroom procedures and trial preparation. Students acquire a working knowledge of our judicial system and there by encourages young people to develop their analytical abilities and communication skills while gaining increased self-confidence.

I am a (year in school) at (school name), and I'm an active member of our schools Mock Trial team. The California Mock Trial Program is an excellent opportunity for me to improve my understanding of our legal system and the role it plays in our society. This experience will help prepare me for university and beyond.

I am seeking donations to cover (travel, hotel, fees) to participate in the program. The total cost of participating in the program is (\$). I am presently looking for financial support, and with your contribution of \$dollar amount, you will help me in my effort to raise enough funds to participate in the program.

I would be happy to speak with you about the rewards of participating in the program. It's an investment in education and in your community. Thank you for your support.

Sincerely,

Signature

Name

SAMPLE THANK YOU LETTER

Your Name
Home Address
Phone number

Recipient's Name
Address

Date

Dear Mr./Ms. _____,

I would like to thank you for you donation of \$amount. Because of you and other supporters, I am able to participate in the California Mock Trial Program. Once the competition is complete, I would be happy to meet with you to share my experiences.

Thank you for your support.

Sincerely,

Signature

Name

SAMPLE FOLLOW UP LETTER

Your Name
Home Address
Phone number

Recipient's Name
Address

Date

Dear Mr./Ms. _____ ,

I am writing in reference to the letter *(or phone call)* dated *date letter was sent or phone call was made.* I have not yet heard back from you and I wanted to make sure that you received the letter *(I have not heard back from you and I wanted to remind you of the subject of the phone call).*

I am seeking funds in order to participate in CRF's California Mock Trial Program at the (local, state, or national) level. With your contribution of *\$dollar amount,* you will help me in my effort to raise enough funds to participate.

I can be reached at the address or phone number listed above. Thanks for your time. I look forward to hearing from you.

Sincerely,

Signature

NAME