Fundraising Fundamentals:
Your Guide to Success

RAISE MORE, REACH MORE:
YOUR FUNDRAISING TOOLKIT

WorldStrides®
Educational Travel & Experiences

3 keys to effective fundraising

Turn educational travel aspirations into reality with WorldStrides Canada's Fundraising Guide. In addition to raising funds, fundraising also helps teach students responsibility, brings participants together, and ultimately, makes the overall experience more rewarding.

Gleaned from WorldStrides Canada Tour Consultants and Program Leaders, this guide provides suggestions for useful fundraising campaigns to help tour participants raise money to put towards a life-changing trip. Many ideas in this guide are intended for groups; however, some can be done by an individual to raise money for their own trip. We hope you find one, or two, or ten, fundraising ideas that will help your group succeed!

Get the word out: Advertising is the most crucial aspect to holding a successful fundraiser. We recommend starting all advertising at least four weeks prior to an event, and employing several different mediums by which to advertise. At school, post flyers and add announcements on the PA system and in the school newspaper. Spread the word through digital channels like Facebook, Instagram, and X, using geo-targeting where possible to reach your most invested supporters.

You can also advertise in physical locations around your neighbourhood, including community centres, grocery stores, and other areas where flyers and signs can be posted. Be sure all ads for the fundraiser have the date, time, location (including URL or QR code, if applicable), and reason for the event. On the day of the event, make sure you have plenty of signs and volunteers ready to provide directions and answer questions.

Ask for help: Delegating the planning and preparation to a student and/or committed parent frees more time for you to plan the next fundraiser and focus on your trip. It also helps group members feel included in the planning stages. As an added bonus, taking this leadership role looks fantastic on students' university or college resumes and bodes well for future employment.

Save money on costs: Be savvy. Ask for donations on as many needed tools or products as possible, e.g., paper supplies, t-shirts, sponges, and candy. For events with admission fees, hourly compensation, or food sales, research local pricing for similar offerings to set appropriate entry fees, rates, and food prices. Additionally, we recommend being flexible and creative with your fundraising choices. Most importantly—enjoy! Look at all these opportunities as fun activities to get you, your students, and the community involved in an amazing experience.

Starting your fundraising journey

Fundraising may seem daunting at first, but if you break it down into a few manageable steps, you'll reach your goal in no time. Here are a few general steps to follow when you're kicking off your fundraiser.

1. Begin fundraising as soon as possible

The sooner you start, the longer you have to raise money for your trip and reduce the overall fee. Also, the more time your tour participants have to pay, the lower their tour payments. Here are a few initial questions you should ask yourself at the start:

- How long do you want your fundraiser to last?
- When is a good time to host your fundraiser?
- What do other groups and clubs in your school do to fundraise?

2. Set a goal

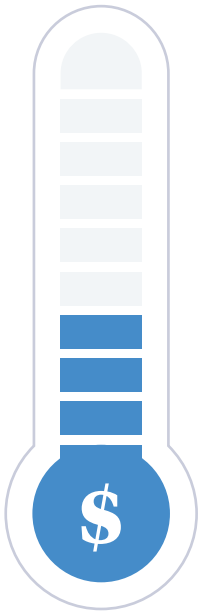
What are your fundraising goals? Setting a goal will help you choose the best fundraiser to meet your needs. Keep in mind that each paying tour participant may also have access to a personal fundraising page by logging into their Tour Centre.

3. Host a meeting

Gather all registered tour participants to brainstorm fundraising ideas and develop a plan to raise money for your tour. Jumpstart the discussion by referring to the fundraising ideas outlined on page 5 of this guide.

4. Put your plan into action

Get out there and start raising money! To keep your tour participants engaged and mindful of their goals, create a visual map of your progress, with markers for different milestones—use fun images like a thermometer or the Eiffel Tower, get creative! As your group reaches their milestones, reward them with small prizes, like destination-specific travel books or special treats. Then give them a larger reward when they reach their final goal, like a destination-themed lunch party!



FUELING YOUR FUNDRAISING EFFORTS:

Resources and assistance

Financial Assistance Program

At WorldStrides Canada, we believe in the transformative power of educational travel for all. That's why we're committed to making our tours accessible, regardless of financial background. Strong candidates include those who have undergone family financial hardships, identify as a member of an underrepresented group, or possess a disability. As a global leader in educational experiences, we're committed to social responsibility, environmental stewardship, and ethical travel. This dedication fuels our Financial Assistance Program, ensuring everyone can access enriching adventures that broaden horizons and ignite curiosity.

For individuals to be considered for financial assistance, the participant's school must submit an application through our confidential application process. For more information, please reach out to your Tour Consultant.

Personal fundraising pages

Included with some of our programs, we give every paying traveller their very own fundraising page. The simple, user-friendly interface puts the "fun" back in "fundraising" by enabling tour participants to solicit and accept online donations using their favourite social communities. Participants can set their own fundraising goal, write a message about why the trip is important to them, and share their page with family and friends.

Student travel grants

In addition to our guaranteed best prices, we also offer student travel grants throughout the year to further reduce the tour fee. These offers can help make travel even more accessible.

Teacher-to-Teacher mentorship program

Sometimes the best teaching is done peer-to-peer. At WorldStrides Canada, we embrace this philosophy through our Teacher-to-Teacher (T2T) program, focusing on training and mentorship for new Program Leaders. This exclusive program connects you with teachers from across the country who have years of experience leading educational tours, offering you additional guidance alongside the WorldStrides Canada staff. Some of our most seasoned Program Leaders, the members of the Teacher-to-Teacher program, have a wealth of knowledge for fundraising tips and ideas to get you started.

Fundraising ideas

In addition to more tried-and-true ideas such as bake sales, car washes, sponsoring school dances, or running concessions stands at sporting events, past WorldStrides Canada groups have come up with some creative ideas for raising funds. Here are some ideas to get your fundraising initiatives started.

ONLINE RESOURCES

Social media

Make your trip a social media sensation! Create an Instagram account and a Facebook group, then keep everyone excited with daily posts about fundraising milestones and trip updates. Let your students learn influencer marketing through fun social media takeovers. Maximize reach by having students share posts and consider paid social media advertising to expand your audience. Platforms like Facebook and Instagram even let you host fundraising events directly—just get your Instagram account verified for non-profit status if needed.

Also check out our social media guide for how to connect with your community, and ways to promote your fundraiser!

Email campaigns

Use emails as a way to spread the word about your fundraising efforts. Craft subject lines that are engaging and informational and keep emails focused on one main call-to-action to really drive home the purpose of what you're sending. Also, engage your students in the process—have them write content, test headlines, learn HTML skills, and analyze post-campaign data to understand email marketing effectiveness. Turn fundraising into a learning experience!

Virtual meeting platforms

Gone are the days of location limitations for events. Even if everyone can't be in the same space, you can utilize online meeting apps to get a large group together. Consider turning your event virtual through apps like Zoom, House Party, Google Hangouts, and more. You can plan engaging activities, showcase entertainment online, and provide easy donation links. It's all about keeping the fun factor high, even through the internet!

EVENTS

Silent (or non-silent!) auction

Host food and beverages at a community centre or the school, and throughout the night, attendees bid on items that were obtained through donation sign-ups. Alternatively, find an auctioneer (someone who is vibrant, loud and lively, and not afraid to put on a show) and host your event in an auditorium, where you will give your guests paddles with numbers (thick paper with tongue depressors work) for live-bidding. Successful auctions combine the two types, with a silent component to start and then live bidding for the biggest prizes—we've seen groups raise $10,000 by fundraising this way! You can also try a live virtual auction hosted on a platform using comments as bids.

School dance

Host a school dance and party the night away! All you need to do is find a DJ (ask a teacher to save on costs), secure the high school gym or cafeteria, and volunteers. Make it extra fun by creating a theme that reflects your destination!

Babysitting event

Students and teachers invite local elementary age children and their siblings to join them in a "Kids Night Out" at the school. High school students babysit from 6-10PM in an evening full of events, fun, and learning. Groups charge $10-$15 per child. We recommend setting a specific age range for the children between 5-12, having the babysitters responsible for a specific group or activity, and having parents sign an authorization form. Making sure there's a volunteer nurse on hand that night is great reassurance for the parents as well; they love this event because their kids have a wonderful time, they enjoy an evening alone for dinner and a movie, and it costs far less than hiring a babysitter.

Car wash

Find a local parking lot with a water source that's on a road frequented by traffic and is willing to transform into a one-day car wash—and of course, hope for a warm sunny day. Make sure to prepare posters in advance and assign a group of students to promote the car wash along the sidewalk for advertising! This has proven to be a very successful fundraising campaign, with so many drivers loving a freshly washed car, done by someone else. Charge a $10 minimum per car or ask for donations. To make it more organized, customers can sign up for timeslots in advance and limit the number of cars being washed at one time.

Local business support

There are a variety of ways to fundraise with the help of your favourite local businesses! Bag groceries at a local supermarket and collect tips. Work as a cashier or server at a local restaurant in exchange for a portion of the night's proceeds. Ask servers to invite customers to round up their bill to the nearest dollar, with the difference going towards your trip. Write letters to local businesses requesting a sponsorship for your upcoming event. To advertise, send out emails, individually reach out to people you know in the community, and put up posters with the date and time of your fundraiser. On the day of the event, ask the business who sponsored to let your students do a social media takeover on their accounts. This not only benefits the business with fresh content and new customer prospects, but it also gives your students an opportunity to rally support for the fundraiser.

Bake-off

Get ready to stir up some fun and raise some dough! Hosting a bake-off is a delicious way to engage your community and fuel your fundraising efforts. Spread the word through emails, social media, flyers, school announcements, and more. Gather your bakers and encourage students, parents, and teachers to participate with a small entry fee. After your contestants face-off, award the winners with a special prize and then sell the baked goods—everyone's a winner!

50/50 raffle

A raffle is always a great way to earn money and reward the winner on the spot. Sell tickets for $1 each, or 5 for $3, and have students walk around during a game or local event selling the tickets, where permitted. If you get the permission of a local fair, you can host several 50/50 raffles in a day and make some serious cash! Pay out the winner and put your earnings towards the trip. You can also host the raffle virtually, displaying the amount of winnings available to entice more participation.

Concession stand

Work the concession stand at local events, games, presentations, and community gatherings and collect tips and/or a portion of the proceeds. Sell delicious treats, drinks, or anything customers would want to buy at the event. The stand is great for earning money and keeping spectators happy.

Holiday flower sale

On Valentine's Day, Teacher's Day, or a special day you organize, buy bunches of flowers, such as carnations, to sell for $2 each. Students can hand out order forms to faculty, peers, and staff 2-4 weeks prior to the event and fill out the name of the recipient with a message, if desired. Encourage a local flower shop to donate as many flowers as they can to offset costs. On the day of the event, pick up the flowers and have students distribute order amounts to the staff homeroom. You can also deliver carnations to student's and faculty's homes. Whether you give or receive a carnation, this fundraiser puts a smile on everyone's face.

Holiday gift wrapping

Students can wrap presents for shoppers during the holiday season. Ask the manager of the local shopping mall if you and your students can set up two booths for 3 weeks during the holidays from 4–9:30PM. Display signs advertising your goal for the fundraiser and cost per wrapped gift. Then start wrapping! To help keep costs down, ask a shop to donate wrapping paper, tape, etc. Everyone is busy around the holidays, the shoppers will no doubt thank you for your help!

Concert or talent show

Your students' talents open up even more fundraising opportunities. Sell tickets to a special concert (holiday or otherwise) and create posters that promote performance sign up as well as indicate ticket cost and the event date. The show can generate lots of excitement and interest from both the community and school, as it provides a platform for staff and students to showcase their talents.

Other FUNdraising ideas

One-day fundraisers

These easy fundraisers can generate funds in a day or less. Many of them can be implemented with little planning.

- Organize a community yard sale in the school parking lot and rent spaces to families and vendors. Sell concessions to boost profits.
- Hold a board game tournament and charge a small entry fee.
- Organize a community clean-up and have friends and family donate for each bag you fill with trash.
- Ask parents who are instructors of enrichment classes (like art, cooking, yoga, or dance) to volunteer to teach a class and charge participants a small donation to attend.
- Manage coat checks for formal events and collect tips.
- Clean up your local sports stadium following a game in exchange for a donation towards your trip.

Special events

These fundraisers require considerable planning and organization but have earned some groups $10,000 or more!

- Coordinate a coffeehouse at the school and invite student acoustic bands, jazz acts, interpretive dancers, and poets to perform. Sell hot beverages and baked goods to raise funds.
- Sell meals to busy parents. Organize a drive-through dinner for people on their way home from work or provide meals at school before evening events (like PTA meetings) for those who don't have time to get dinner beforehand.

Creative fundraisers

Even if your school has multiple groups that hold fundraisers, you can certainly find a creative idea that hasn't been done yet.

- Organize a dodgeball tournament and charge participants and attendees an entry fee (can work for any sports event).
- Collect donations for your group to participate in a community service project that benefits the local area, like painting community centres.
- Contact the community relations office of a nearby national sports team and ask if they will sell you a block of seats at a discounted rate. Sell the tickets to your school at face value and have a fun "night at the game" spirit event. If you or a contact of yours know some of the players, have them sign the ticket for extra value!

Corporate fundraising

Many corporations offer fundraising programs specifically for student groups. Past WorldStrides Canada Program Leaders have recommended the following as their top picks.

RECIPES IN A JAR

Raise money while giving back with Recipes in a Jar! This organization offers a unique way to raise money for your school or non-profit organization in Canada, all while supporting local businesses and helping those in need.

Fundraising with them is convenient and flexible. You can choose to sell online through their user-friendly platform or use paper forms to collect orders. Plus, every item sold contributes to providing a free meal to a local Canadian shelter. This means your supporters get a delicious product while making a positive impact on their community.

They offer 15 different options to choose from, including soups, chilis, cookies, pancakes, and even dog treats. You can choose a pre-set price of $11 per jar or set your own. With something to satisfy everyone's taste buds, your fundraising campaign is sure to be a success!

FlipGive

Looking for a unique and easy way to raise funds for your team or organization in Canada or the USA? Look no further than FlipGive! This innovative app lets you support your cause while doing your everyday shopping.

They partner with major brands to offer cashback on gift card purchases. You create a team account, share a unique code, and your supporters simply buy gift cards through the website—it's that easy! No need for selling physical products or coordinating deliveries.

FlipGive provides all the resources you need to promote your fundraiser, including email templates, posters, and social media tips to help spread the word. There's even a $50 credit referral bonus, so you can earn extra funds by introducing other teams to use the company. Plus, team leaders have the flexibility to create their own payout plans for distributing the raised funds.

FundScrip

Turn everyday shopping into a fundraising opportunity for your campaign! FundScrip offers gift cards from over 230 retailers across Canada, covering everything from grocery stores and restaurants to clothing stores and entertainment venues. Supporters can shop where they normally would, but a portion of each gift card purchase automatically goes towards your fundraising goals.

Getting started with them is easy! They offer free information kits and dedicated "fundraising coaches" to answer your questions and guide you throughout the process. Plus, the program is available in both English and French for added convenience. FundScrip is a win-win—supporters save money on everyday purchases, and you reach your fundraising goals!

Ready to raise some dough (and money) for your fundraiser? Then check out Krispy Kreme's fundraising program! They've been helping organizations achieve fundraising goals for years with their iconic Original Glazed doughnuts.

Here's how it works: Krispy Kreme offers their doughnuts to your group at a discounted price, allowing you to resell them for full retail or even slightly higher. You can either pre-sell the doughnuts to friends and family or set up a booth at a community event for same-day sales.

Krispy Kreme also provides all the materials you need to pre-sell if you go that route. They offer a minimum order of 50 dozen doughnuts at a cost of $8 per dozen, which you can then sell for a suggested price of $12-$18.

Simply contact your local Krispy Kreme location to check availability and get started!

Discover a hassle-free way to raise money for your school in Ontario, Québec, or New Brunswick at MacMillans! They've been a trusted fundraising partner for local groups for years, offering delicious and popular treats that are easy to sell.

MacMillans offers a wide variety of products perfect for fundraising, including individually packaged cookie doughs, muffin batters, and other sweet treats. They even have savoury options like ramen and soups, along with other entertaining favourites. Everything arrives conveniently pre-packaged and labeled, ready for you to sell. Plus, they provide promotional materials to help you spread the word about your fundraiser.

Best of all, every organization earns a minimum of 30% profit on all sales. With online ordering available, running a fundraiser with MacMillans is a breeze.

KERNELS

Pop up some fun with Kernels fundraising! They offer a variety of delicious, ready-to-eat popcorn products that are perfect for any campaign. From classic flavours to unique gourmet options, there's something to satisfy every taste bud. Plus, Kernels caters to different dietary needs, ensuring everyone can enjoy a delicious treat while supporting your cause.

Fundraising with Kernels is easy, simply contact your local participating store to discuss your campaign. While prices may vary by location, the popcorn's popularity guarantees a tasty and profitable fundraiser. Also, be sure to check availability as this program isn't offered in all provinces.

What works for you?

We're always looking for innovative fundraising ideas! Have a unique and profitable strategy not mentioned here? Send your ideas to your Tour Consultant or email us directly at wsonline@worldstrides.ca. Providing educational travel opportunities for all students is our passion, and creative fundraising makes it possible.

Good luck and happy travels!

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Gift of *Travel*

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Dear

Drumroll please…..I'm packing my bags and joining an epic educational adventure with WorldStrides Canada alongside my school! This once-in-a-lifetime opportunity is packed with immersive experiences that will take my learning far beyond the classroom walls.

We'll be travelling to for incredible days, exploring the culture, learning the history, and of course, trying the delicious local foods—I can't wait to share all the amazing memories I create! Here's what has me in wanderlust mode...

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Help make my dream trip a reality!

Your contribution, no matter the size, will help me reach my goal for this once-in-a-lifetime trip. Any support is greatly appreciated!

Call or email me if you have any questions or want to hear more about this transformative travel experience. You can also check out my trip itinerary online at

Sincerely,

✳ Let's make this happen—you can help! ✳

I will donate the following amount:

- ☐ $25 for a souvenir to remember my trip
- ☐ $50 to try out some local foods abroad
- ☐ $100 toward tips for my expert local guide
- ☐ $250 toward my hotels on tour
- ☐ $500 toward my airfare
- ☐ $ other amount

Sponsor name:

Sponsor address:

Please attach a cheque made payable to:

OR

Donate via e-transfer by sending your contribution to: