**Six easy steps to effective fundraising and sponsorship**

**Step 1: Prepare a Budget**

What will be your total expenses?

* Conference Fee
* Travel Arrangement ( by budget airlines if possible )
* Visa Fee ( applicable only to those who required visa to enter Thailand )

Before you begin your fundraising efforts, prepare a detailed budget and outline the costs for each of these categories. It is very important to start this process with a positive and ambitious mindset. You have to realize that there are companies and organizations who are interested in supporting youth initiatives, and it is only a matter of approaching the right sponsors.

**Step 2: Find Out What The Conference Is About**

Before embarking on any fundraising activity, it is important that you know what the conference is about and how it will benefit you.

You need to know what you will gain from attending the 2nd Peace Summit. You need to justify why attending this leadership conference is important to you and how you will benefit from it. More importantly, how it will help you create social change in your community.

**Step 3: Identify Potential Sponsors**

Your University / Educational Institution

Your University or Educational Institution is the best place to start your fundraising. You should approach the Office of Student Affairs / Study Abroad Office / Mobility Office for advice on financial assistance. Most colleges have funds set aside for academic endeavours and they can direct you to the right department. For example, some universities may have centrally distributed short-term mobility grants, or more specifically awarded faculty-based scholarships. This differs based on the university you attend, so be sure to research if these kinds of funds are potentially available to you.

Once you know who to talk to, explain the nature of the Peace Summit and the type of funding that you seek, and they will hopefully be able to advise you on the best plan of action. Most Colleges have bursaries, scholarships or special grants that you may be eligible for.

You can also approach your alumni for assistance as they will be willing to sponsor the current students.

Ask the University Alumni Office for a few contacts whom you can approach.

The best thing you can do is be honest - that you really want to participate in this educational experience, and you would like their assistance. If your university cannot fund your participation, request for a letter from them which you can use to seek funding from external sources.

NGOs and Foundations

A number of local and international non-governmental organizations and foundations support youth training. By doing an online search, you can find numerous NGOs, Foundations which can support you financially.

Approaching such organizations, however, may be a time-consuming process. You might need to submit an official application form, and then wait for months before you find out their decision. If you decide to pursue this opportunity, you need to start early.

Private Enterprises

When approaching private enterprises, it is very important to convince them how their sponsorship will further enhance their Corporate Social Responsibility Program.

You may want to suggest to them that upon your return you will initiate a local community project in partnership with their Corporate Affairs Department.

**Step 4: Approach Potential Sponsors**

By the time you make a contact you should know precisely:

* What the organization does
* What values and goals it pursues
* What Corporate Social Responsibilities policies it has in place, if any
* What funding / scholarship resources it offers, if any
* Who the right person to contact ( marketing, advertising, public relations )

Phone Call

Make a phone call to your potential sponsors to find out the email contacts of the person you should send your letter to.

Be prepared to answer the three basic questions that people will want to know:

* Who are you
* What are you doing
* Why are you approaching them

After introducing yourself, you need to find out the email address of the person you need to send your request to. It is always better to talk to the Operator or to the Personal Assistant of the right person to request for the email address. Never ask the person concerned directly for his/her email as he/she has other important things to attend to.

Be polite and sincere and they will provide you with the email address. If possible, make your call on Thursday after lunch time.

**Step 5: Step the Request**

Sending the Request Most organizations will ask you to provide something in writing.

Have documents prepared and ready to send. These include some or all of the following:

* Sponsorship Request Letter ( refer to below template for example on page 4.)
* Copy of your Acceptance Letter from the conference organizer
* Your budget

Follow Up

Don’t let too much time lapse between the time you sent in your request - whether by post or through email - and your follow up. Make a follow up call seven days after you have sent in your request.

Again here is another chance to make a personal contact. This is where you want to request for a meeting, if not with the original contact then with whoever you think is the next best person.

The Meeting

Have all the materials you need or that they have requested, dress professionally, and be on time. Have a clear plan of presenting your case to the decision maker.

Introduce yourself again – briefly, if they are already familiar with your case. Emphasize that you are one of the selected 1,500 university students from around the world chosen to participate in the Leadership Conference. Let them know how you want to contribute to society and thus the need to attend this humanitarian leadership conference to gain an understanding of global needs.

**Step 6: Thank Your Sponsors**

Be sure to be appreciative of your sponsor, and inform them of your experience upon your return. Ensure that you communicate the value of your experience.

Date XX/XX/XXXX

Executive Board

Local Union

Dear (Recipient’s Name),

My name is Name) from (University). I am writing as I have recently had the privilege of being accepted to represent (University) and (Country) at the 2nd Emerging Leaders Peace Summit. I would like to request your support for my attendance to this event, hosted by Humanitarian Affairs Asia and the Government of Thailand, between February 5 - 7, 2020. The 2nd Emerging Leaders Peace Summit is a youth leadership development program which Humanitarian Affairs Asia holds for youth leaders who are passionate about positive social change.

Last year’s event gathered over 400 students from 47 countries, and this year’s event is expected to gather 500 youth leaders from across the globe to celebrate the 2nd edition of the program.

The video at this link: (https://www.youtube.com/watch?v=nkFCUCT-fkI&t=8s) documents last year’s edition of the program held at the United Nations Conference Centre in Bangkok. You can find more information regarding the conference, including registration fees, what is included, and the aims of the conference in the brochure.

A primary goal of this conference is to offer students the skills, resources and support to develop as effective leaders in positive social change. The summit would be a unique opportunity for me to interact with key stakeholders in my field, network with the brightest and the best university students from across the globe, and learn from the many inspirational and thought- provoking speakers.

I would love to represent (University) and (Country) at this year’s edition of the program. There has been interest among students in (X faculty/club etc.), and we are very much hoping that the university/institution will be able to provide financial support for us to attend this program.

I have attached the letter of acceptance from Humanitarian Affairs Asia for your kind perusal. Registration to the conference is USD 777.00 (tax excl.) per person. You can view a full pricing list, as well as an outline of what is included in the package, in the brochure.

Thank you and I hope that you can consider my sponsorship to be a part of this rare opportunity. Please contact me if you have any questions or queries about the program.

Yours sincerely,

(Your Name)