



Fundraising Guide

For Students Admitted to Brown Pre-College Programs

The Brown University Pre-College Program offers scholarships based on financial need to as many qualified students as possible. Since our funding is limited, we strongly encourage students to apply early.

Whether or not you are awarded a scholarship, it is likely that you will need to contribute additional funds toward your program.

Each year, admitted students work with their extended families, friends, neighbors, schools, churches, and community organizations to fund program fees and transportation.

Such efforts require effective planning, perseverance, and creativity. As an outstanding and resourceful young person, you are capable of doing this work. This will be a challenging but rewarding experience that will build your leadership skills and confidence.

Please use this guide to help organize your efforts.

1. Build a Budget

Every fundraising effort starts with a goal. You need to clarify your costs, define your resources, and set a fundraising goal.

Sample: Goals Planning Worksheet

Fundraising Goals					
Program Costs		Available Funds		Potential Funding Goals	
Program Fee		Your contribution		Friends and Neighbors	
Textbooks		Family contribution		Community Organizations	
Transportation		Scholarship From Brown		Local Businesses	
Spending money		Other Scholarships		Fundraising events	
Total Expenses		Total funds Available		Fundraising goal (Costs - Funds)	

List friends, neighbors, organizations, and businesses you plan to visit:

2. Scheduling your payments

Program Deposit

You will pay your **\$300 non-refundable program deposit** online through your student portal at <https://brownuniversity.force.com>.

You should pay this as soon as possible once the payment portal opens because you cannot enroll in a course until you have paid your deposit. Once we have received your deposit, you will receive instructions via email detailing how to select and enroll in a course.

Full Payment

The summer 2021 Pre-College Programs payment deadline is **Wednesday, May 26, 2021**.

Keep the deposit and payment due dates in mind as you plan your fundraising schedule.

3. Identifying Resources

Step One: Find an adult who can help.

This could be a teacher, family member, coach, or member of the community. They can help you brainstorm ideas, connect you to people who can donate, and help you solve problems when you encounter challenges. It is important to have a trustworthy adult assist you in this process.

Step Two: Make a list of all possible donors. Please read below for some ideas.

People you know well

- All family members (grandparents, cousins, aunts, uncles, god-parents, close family friends)
- People who might give you a birthday and/or holiday present (ask them to help you with this instead)
- Former employers, current employers, teachers, coaches, scout masters, clergy members
- People you have babysat for, medical professionals, engineering groups, environmental groups, health organizations

School Based Contacts

- Teachers (find a supportive teacher and ask about the protocols of raising money in your school; you do not want to break any rules or upset anyone by doing something that is not allowed)
- Guidance counselor
- Principal
- School clubs related to the topic that you will study
- PTA/PTO

Community Organizations/Businesses

- Civic groups such as Rotary Club, Lions Club, and Kiwanis (these organizations will include many business people from your community)
- Chamber of Commerce
- Community Foundations
- Large stores (ex. Home Depot, Lowes, Wal-Mart, insurance companies, car dealerships, medical providers, etc.)

- Theme groups related to the topic/subject you are going to study (ex. medical professionals, engineering groups, environmental groups, health organizations, theatre groups, etc.)
- Banks
- Board of Education
- Women's clubs
- Successful businesses in your community

4. Writing a Funding Request

We recommend that you meet with potential sponsors in person. However, it is also important to give them a letter that includes:

- A description of the program
- Your educational goals and how this program fits with those goals
- What you are willing to share and/or give back to your school/community as a result of this experience
- Your interests, activities, accomplishments
- How much money you are trying to raise
- An amount that you are asking them to donate
- How and where they can send their contribution

Here is a sample letter:

Dear _____,

I am a (*freshman/sophomore/junior/senior*) at (*name of high school*) and I have recently been accepted by Brown University to attend a summer program for outstanding high school students. I have maintained a grade point average of ____ and have been highly involved in (*list activities, teams, community work*).

I have enrolled in a course, (*name of course*), because I am passionate about _____. I am hoping that this course will help me explore this academic interest and help me prepare for college. Students from all over the world attend these programs. I know that I would gain a great deal from both my studies and interactions with my peers. I am so eager to participate in this life changing experience.

My challenge is that I need to raise \$ _____ to help with program costs, and \$ _____ for transportation in order to attend the program. I have raised \$ _____ from my family, friends, and neighbors. I am contributing \$ _____ from my savings and from part time jobs.

I am reaching out to you to ask for help. I need to raise an additional \$ _____ by (*due date*). I am hoping that you will consider helping me with a donation.

I have enclosed information about the Brown University Pre-College program. I will contact you next week to answer any questions and discuss the possibility of your support. If you choose to donate, you can make the check payable to Brown University and include my full name on the memo line. I will be sending all checks together at one time to Brown's Cashier Office to pay for the program.

I greatly appreciate your consideration. When I return from Brown, I plan on meeting with all of my supporters to share my experiences with them.

If you have any questions, you may contact me at _____ (phone and/or email).

Sincerely,

5. Online Crowdsourcing

Seeking donations via online funding websites is becoming a popular and viable option for students of all ages who hope to fund their educational endeavors. Here are some tips to remember when creating your online crowdsourcing campaign:

- **Use a site which allows you flexibility.** We suggest using a fundraising site that does not require you to set up rewards to those who make donations, allows withdrawals at any time, and allows you to keep whatever money is raised, even if the goal is not ultimately met.
- **Always choose the “personal campaign” option.** If you categorize your fundraiser as “charity” or “non-profit”, your funds will be sent directly to Brown University as a general donation and will not be applied to your student account. Do not list your fundraiser as “charity.”
- **Set your goal using the goal planning worksheet on page one of this guide.** Be clear in your online fundraiser description about what the dollar amounts are and what the money is going towards.
- **Read through the crowdsourcing website’s FAQ carefully.** Be aware of fees that are charged for online transactions, how long withdrawals take to be processed, and which types of currencies are supported.
- **Choose an early end-date for the fundraiser.** If your deadline to make your full program payment to Brown is, for example, May 26, your online fundraiser should end well before that date (ex. May 10). You must allow time for funds to be transferred to you from the funding website, and for you to submit the payment to Brown on time.
- **Promote your online fundraiser via social media, email, and word-of-mouth.** Include the information and link to your online fundraiser in your written funding requests, and when you speak to organizations and friends/family about supporting you.

6. Additional Tips

Fundraising Events

Do not try to do these alone. Involve your family and friends. They are a lot of work, but have good potential gains. Here are some ideas to think about:

- Garage sale, online auctions
- Babysitting, odd jobs, or services for people in the community, neighbors
- Boutique bake sales
- Fundraising party

General Reminders

- Start early, this takes time.
- Find a mentor or adult to help you.
- Reach out to people you know and organizations where you have a connection or relationship.
- Target organizations that might have an interest in the subject that you will be studying.
- Be confident. Your admission into the summer program is an honor to be proud of. Let people know that their investment in you is an investment in your community.
- Be clear and concise.
- Keep good records of conversations and donations.
- Send thank you notes and tell people about your progress.
- Don't get discouraged. You may have more "turn downs" than donations, but you will get there.
- After your program, send a letter to all those who helped you. Thank them for their help and tell them about your experiences in the program, such as what you learned and how the program helped you. Follow through on your offer to meet with donors.