

WorldMUN 2012

Guide to Fundraising

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Dear WorldMUN Registrant,

If the cost of attending WorldMUN poses a problem for your delegation, have no fear! In addition to doing our best to find corporate sponsors and grants to help defray travel and accommodation costs for participants, we have put together a comprehensive fund-raising guide designed to get you to Vancouver in March. Read on to find out how your delegation can raise the funds necessary to attend the Olympics of MUN!

Sincerely,
The WorldMUN Team

STEP 1: CREATE A BUDGET

This should be done immediately, as soon as you are confident about attending the conference. A good budget will outline all of the costs a delegation will face as well as the sources of funding that will cover these costs. Below are some of the key elements to include in your budget as well as a sample budget that your delegation can use as a model.

Elements of the Budget: Costs

You should make the costs section of your budget first. At the very least, you should include estimated costs for the following major items:

- Travel-related costs
- Transport to/from the conference
- Visa and passport fees
- WorldMUN registration fee for each delegate and the delegation fee (includes all conference activities and conference materials, as well as the use of the conference equipment)
- Accommodations at one of the options presented on the WorldMUN website
- Meals during the conference
- Social activities during the conference - while these may be partially subsidized or occasionally free, we prefer to leave them optional and their cost defrayed up to delegates in order to truly maximize the funds we can attribute to waiving delegate fees and organizing conference events; please note that we always seek affordable, interesting and fun activities that are an essential part of the WorldMUN experience!

When creating your budget, be creative about ways to reduce costs. Many airlines, for example, offer group and student discounts. Contact your local Student Travel Agency and check on-line for special rates. Several sites offer low-cost airline tickets, including despegar.com, travelocity.com, priceline.com, kayak.com, and the websites of individual airlines (china-airlines.com, britishairways.com, www.cathaypacific.com). In many cases, having an International Student Identity Card (ISIC cards are sold at most Student Travel Agencies or Train terminals worldwide) will get you discounted flights!

The staff of WorldMUN is actively negotiating group discounts with airfare distributors for you; any such distributors listed on our website is committed to helping WorldMUN delegates get to Vancouver next spring. It is to everyone's advantage to use

a company that we have designated an official sponsor of the event; not only would such a company offer you discounted rates, but it may also match those discounts with in-kind sponsorship for the organizing committee. The more money we save on administrative costs, the more we will have left to attribute to delegate fee waivers, to subsidize delegate social events, and to provide you with inexpensive local arrangements such as shuttle buses and meal discounts. Please work with us and show your thanks to our generous sponsors! Our web site will include updated information on this as it becomes available.

Elements of the Budget: Revenues

After determining the costs your delegation will face, you should come up with the sources of funding (or revenues) that will allow you to cover these costs. Make sure that the total costs equal the total revenues and that your revenues are coming from a variety of sources in the absence of assured funding from your university or government!

The sources of revenue will vary from one delegation to another. Keep in mind which costs your school may be likely to cover for you, such as the school's registration fees, and which costs will be covered by delegates, such as hotel accommodations and meal costs. If you plan on seeking grants from outside sources, such as corporate sponsors or foundations, you should include these as well. We will cover these sources later in the fundraising guide. Just make sure to be sensible with your estimates – you do not want to create unrealistic expectations of each delegate's personal contribution or count on one sponsor to come through with a very large donation. You can always deal with exceeding expectations but managing the negative consequences of unrealistic expectations is far more difficult.

STEP 2: PUBLICIZE YOUR DELEGATION

Publicity is an undervalued tool. If your delegation has a presence in the local community's newspapers, newsletters, or even streets and campus sidewalks (by way of posters and flyers), you are that much more likely to obtain funding. Sponsors like to support groups that are well-known in their communities and have a good reputation with the public, and this starts with good publicity. Consider appointing a member of your delegation as a Publicity Director. Have them send out a press release (see Document 2 in the appendix for an example) describing your delegation's activities and the conference itself, perhaps even including a group photo of your delegation. Listing previous accomplishments of your delegation (conferences attended, awards won, present whereabouts of successful "graduates" of your MUN program and the testimonies of alumni and faculty advisors) can also be of significant help. In the case of a new team, it may be better to focus on the past achievements of the founding members. Emphasize the educational, leadership and teambuilding skills that WorldMUN fosters, and you are well on your way to gaining the support of organizations encouraging youth community initiative, international experiences, out of classroom education, etc.

Later, when you solicit sponsors, this document can be sent along with your letter of request, providing information about your delegation as well as demonstrating that you have taken initiative (if it gets published in the newspaper, clip the article and attach it instead). This person can also be responsible for publicizing events and activities through the use of colorful flyers and posters.

Some previous WorldMUN delegations have even set up websites with their delegates' credentials - listing their resumes and their accomplishments in the model UN circuit - the conferences and events the club is involved in, their faculty advisers contact information, etc. This is a great way to advertise yourself, as potential sponsors are a click away from finding out who you and why you need their help to

meet your goals! Also, this would allow you to work in collaboration with other MUN groups in your region!

A good publicity campaign can also help you gain support from a government agency, such as your country's Ministry of Education or Foreign Affairs. In the past, some countries, especially ones hoping to start a Model UN conference in future years, have been generous with their support.

STEP 1: MAKE IT HAPPEN

There are many ways to raise money for your delegation! You could approach corporations or businesses for sponsorship, you could apply for grants for foundations, and you could throw fundraising events. Do not limit yourself to these methods, however, and keep an open mind about others. Remember to start as early as possible though!

Securing Corporate Sponsorship

One of the most lucrative means of raising money is approaching businesses and organizations for support. In this section we will go over the process of getting a corporate sponsorship. It is by no means easy to find a sponsor, however, so be persistent, start early, and keep other fundraising methods in mind.

1. Do your Research

Do research on businesses and multinational corporations with offices in your area that may be interested in your delegation. You need not limit yourself to large corporations in major cities – often, some of the best sponsors are local neighborhood stores that need some publicity with the student body of your university. Make a list of target firms that you want to approach for sponsorship. Be sure to gather contact information of the appropriate person you should speak with at each business. Try not to cast too wide of a net when making a target list – prioritize those you firms that are more likely to provide you with support.

Also, consider developing a multi-year sponsorship plan. Many foundations and corporations want to see continuity and stability in any causes that they support.

Tip: Contact Alumni. Consider contacting prominent alumni and family friends that work at corporations or businesses in the area. These individuals will be some of your most valuable resources in the sponsorship process. Even if their own firms are unable to support you, they will have a wealth of contacts at other firms and may even be interested in supporting your delegation themselves.

2. Develop Sponsorship Materials

You should develop a short brochure that you can send to potential sponsors. At the very least, this should include:

- Description of WorldMUN
- Information on your delegation
- Brief version of your budget
- Reasons why the firm should sponsor your delegation

It is important that you stress that this conference is truly international is unlike almost any other Model UN conference. First, you should mention the international constituency that constitutes the WorldMUN delegates. WorldMUN draws more than 2,000 delegates from more than 60 nations on all six inhabited continents. You should explicitly state the importance of having your nation represented at HarvardWorldMUN. Second, you should mention that the conference is held in a different city each year and explain how you could benefit from the experience of being in a foreign city. It is important that you mention the educational benefits, so the potential grant-giver does not feel he/she is providing you with a subsidized vacation. The international aspect of the conference may be especially appealing to corporations, which may agree to sponsor your trip, providing that you hand out information or corporate items, such as pens, pins, etc.

Explain briefly the importance of the United Nations in the international political scene. You will wish to mention that the simulation format of WorldMUN allows you to experience, first-hand, the complexities and nuances of international negotiation and diplomacy. Furthermore, the delegate experience helps improve public speaking and analytical reasoning skills. Harvard WorldMUN has been recognized by former UN Secretary General Boutros Boutros-Ghali as “a thoughtful and welcome expansion in the scope and nature of the Model

United Nations concept” as a way of providing a “closer and more realistic sense of the nature and working of the World Organizations.”

Perhaps the most important component of a corporate sponsorship brochure is where you detail what you have to offer the potential sponsor. For example, you can put their names on delegation t-shirts or hats, or mention them on banners or flyers for social or delegate-related events. You can also mention the sponsor in future press releases and interviews. If your delegation has a website, you can put an advertisement there as well.

Different types of corporations will seek different sorts of publicity. A local business will care about publicity of their products at your school. A corporation will care about branding itself to delegates at the conference. Tailor a set of benefits to the corporation. Check with WorldMUN if you are unsure about where you can and cannot advertise at the conference, as we will also be working with conference-wide sponsors. Also, make sure that any publicity you offer supporters is in accordance with your school’s policies for campus groups.

Tip: Gain Legal Non-Profit Status. Some corporate sponsors, foundations, and governments may be more willing to donate to you if your team is able to gain legal recognition as a non-profit organization under your nation’s legal code. In some countries like the United States, many donations to legal non-profit groups carry a tax advantage for the donor. Furthermore, legal non-profit status adds another layer of professionalism and legitimacy when you solicit sponsors and foundation grants. Depending on the additional costs and the ease of registration in your home country, this option might be for you. See WorldMUN’s own corporate sponsorship brochure, which is attached, for an example. can always deal with exceeding expectations but managing the negative consequences of unrealistic expectations is far more difficult.

3. Contact Potential Sponsors

After you draft a sponsorship brochure, send it to potential sponsors along with a brief cover letter detailing your request. At local businesses, you can often speak directly with the manager in person. At larger corporations, it may be unclear as to whom you should approach. In these cases consider contacting Human Resources or the Marketing Department.

Do not limit yourself to monetary donations from sponsors. Often the most helpful donations come in the form of plane tickets, t-shirts, laptop rentals, or other helpful in-kind contributions. If you decide to host a fund-raising event, perhaps your sponsor can provide refreshments or allow you to use their location for the event.

Tip: Be Persistent. After sending the materials to a firm, you should follow up with them within a week. People at these firms are generally very busy and they will often forget about your inquiry unless you remind them.

4. Thank Your Sponsors

If your delegation plans to continue asking for funding, you should make sure that sponsors and other people that help you are thanked promptly. A letter with a photo of your delegation, a reflection on the conference, or a handwritten note from the leader of the group, is usually most effective. Make sure to keep a list of your contacts at sponsoring corporations or organizations, and you can even send them delegation updates to keep them interested in what you are doing. The important thing is to maintain a good relationship with your sponsors, so that they will want to continue supporting your delegation in the future. Even those potential sponsors who did not come through for you deserve a thank you for their time (and they might be able to accommodate your request if their budgetary allocation for community involvement changes, if you ask them earlier next year, etc.)!

FOUNDATION GRANTS

1. Finding the Right Foundation

Researching foundations is a little different from researching corporations. The majority of foundations support causes that meet specific criteria. Foundations will often have less visibility than businesses, as well. When researching foundation grants, it is important to bear the following in mind:

- Does the foundation's interest or range of awards include the type of program you are proposing?
- Does the foundation make disbursements in your geographical area?
- Does the foundation tend to support groups/individuals like you? What are the maximum and minimum amounts that the foundation is willing to distribute?
- Does the foundation have specific application deadlines and procedures or does it review proposals continuously?
- What happens after you receive the grant? Will the foundation require anything like a spending report or a reflection on your conference experience?

Online Grant Directories:

- Fundsnet
<http://www.fundsnet.com/internet.htm>
- SRA International
<http://www.srainternational.org/newweb/grantsweb>
- Foundation Center (United States)
<http://www.fconline.foundationcenter.org>

2. Writing Grant Applications

You should check with every foundation to see what specific materials are required with the application. If possible, try to recycle a lot of the corporate sponsorship materials you have created. The main difference is that foundations do not care about the benefits you have to offer them. Instead, they want to know that they are supporting a worthy cause. Thus, in the application, focus on the nature of the conference and what you have to gain from the conference. You also want to explain that you are not just another group student wanting to attend the conference, but that you have something unique to offer the conference, either in terms of background, beliefs, experience, etc. Though the specifics of every team will guide the situation, we suggest focusing on foundations that seek to promote education, international awareness, youth involvement in politics, and international cooperation.

For more help on crafting grant proposals, visit the Foundation Center's online grant writing course: <http://foundationcenter.org/getstarted/tutorials/shortcourse/index.html>

The following resources may also be helpful in crafting a proposal:

- The "How To" Grants Manual : Successful Grantseeking Techniques for Obtaining Public and Private Grants Fifth Edition (ACE/Praeger Series on Higher Education) (Hardcover) by David G. Bauer. Praeger Publishers; 5th edition (November 30, 2003).
- From Idea To Funded Project : Grant Proposals That Work, Fourth Edition, by Jane C. Belcher, Julia M. Jacobsen (Paperback - February 4, 1992). Oryx Press.
- Secrets of Successful Grantsmanship : A Guerrilla Guide to Raising Money (Jossey Bass Nonprofit & Public Management Series) (Paperback) by Susan L. Golden. Jossey-Bass; 1st edition (January 29, 1997).
- How to Write a Grant Proposal (Wiley Nonprofit Law, Finance and Management Series) (Paperback) by Cheryl Carter New, James Aaron Quick. Wiley; Bk&CD-Rom edition (March 7, 2003).
- The Foundation Center's Guide to Proposal Writing (Foundation Center's Guide to Proposal Writing) (Hardcover) by Jane C. Geever, Patricia McNeill, Foundation Center (Corporate Author). Foundation Center; Revised edition (April, 1997).
- Foundation Fundamentals; A Guide for Grantseekers (Paperback) by Mitchell F. Nauffts. Foundation Center; 5th edition (May, 1994).
- Grant Application Writers Handbook, Fourth Edition (Paperback) by Liane Reif-Lehrer. Jones and Bartlett Publishers, Inc.; 4th edition (September, 2004).
- Winning Grant Proposals: Eleven Successful Appeals by American Nonprofits to Corporations, Foundations, Individuals, and Government Agencies (Paperback) by Gordon Jay Frost (Editor). Taft Group (May, 1993).

Other Resources:

- The Council on Foundations (www.cof.org)
- The Foundation Directory 2008 (Foundation Directory) (Hardcover) by Foundation Center (Compiler), David Jacobs (Editor). Foundation Center; 30th edition (April, 2008)
- National Directory of Corporate Giving (National Directory of Corporate Giving) (Paperback) by David L. Clark (Editor). Foundation Center; 15th edition (August, 2009)

Tip: Multi-Year Strategy. Instead of applying for a grant or corporate sponsorship for one year, consider seeking funding for several years into the

future. While this may not be feasible for all teams, it may be worth a try. Sponsors may be more likely to give money if they are assured that your team's attendance will be a regular occurrence, meaning that the benefits of their sponsorship can be realized over several years!

GOVERNMENT SUPPORT

Due to the educational nature of Harvard WorldMUN, it may be worthwhile to ask your national and local government for financial support. A branch such as the Ministry of Education or Foreign Affairs might consider your participation in the conference worthwhile.

Some governments, especially local ones, may be interested in hosting WorldMUN in future years or improving an existing Model UN conference. It might strengthen your case if your team notes that attending WorldMUN could help your city or country gain experience in organizing and running a Model UN conference. Furthermore, if you can target officials in your government with ties to Harvard or your university, it may help your request for funding stand out from many others.

ALUMNI RELATIONS

Contact with alumni should not be limited to those working at firms or foundations that might be in the position to sponsor your team. A strong alumni relations network is the cornerstone of any long-term fundraising campaign. Even though alumni networks might take several years to build at first, the information grows more valuable after you have several years' worth of contacts.

1. Define Your Goals

Ideally, alumni will donate money to your cause immediately, but some teams may need to help their alumni reconnect with the organization before they are ready to help you fund your trip to Vancouver. Therefore, before starting to build your alumni network, define what you hope your contact with alumni will accomplish in the first and subsequent years, and establish a clear timeline for accomplishing these objectives.

2. Gathering Contact Information

You can start building a comprehensive database of team alumni with just a few contacts. Starting with graduating team members from Singapore, The Hague, Puebla, or Geneva, try contacting as many graduating team members as possible. Even if they are not in the position to contribute money today, ask them if they know the contact information of other members from past years. By continuing to ask each alumnus for a few more leads, your list can grow impressively within a few years. This strategy can also be particularly helpful if you can find alumni at corporations or foundations that may be able to provide sponsorship.

3. What You have to Offer

If your alumni relations program is just starting or you are hoping to raise funds from older alumni, updating them on the recent WorldMUN experiences and successes of your team can help your team build credibility when it comes time to solicit donations. Some of your corporate sponsorship materials could be reshaped to form a post-conference alumni newsletter. In this case, showing your enthusiasm for the conference and demonstrating its impact on your educational experience are probably more important than going through the basic information introducing WorldMUN. As opposed to efforts to engage corporate sponsors, alumni will probably be less concerned with what you can do for them, but like foundations, they will want to know that their donations go to support a worthy cause.

If you are in the position of starting a new team, you might not technically have any alumni, but it may still be possible to find alumni who pursued similar interests through a different channel during their time at your university. You may be able to narrow down your focus by reaching out to individuals who attended a particular college within your university or joined students groups that dealt with issues like cross-cultural communication, conflict resolution, or global development.

FUNDRAISING EVENTS

Do not restrict yourself to looking for corporate sponsorships and foundation grants! These are by no means easy to attain, and you should spend a considerable amount of time brainstorming other ways to raise money. When WorldMUN examines any financial aid application, it is always helpful to see that your team has tried as many fundraising strategies as possible.

Events can be the largest source of funding for your delegation and are a great way to publicize your delegation's activities around campus. Be creative when thinking of potential events! Past successes include:

- Club/Bar Nights

Talk to the owner of a local nightclub or bar and ask if he or she is willing to set aside a certain percentage of each customer's cover charge for your delegation one night, in exchange for promoting the club at your school. Alternatively, renting a club or bar can often be done at a low price on a Sunday or Monday night. Paying a fixed fee for the rental and re-selling entrance tickets to students on your campus can help raise revenue for your WorldMUN budget.

- School Dances/Parties

This type of activity requires a bit more planning and initial expense, but can earn hundreds of dollars in one evening if you can secure venue space and music at a low price.

- Concerts and Performances

Ask cultural or arts-related groups on campus if they are interested in performing in a student-produced show -- many will do this for free to publicize their groups.

- Auctions/Raffles/EBAY Online Auctions

These fundraising events work well if you can convince local or national merchants to donate items.

- Graduation/Garage Sales

- Walk-a-Thons/Talk-a-Thons

INTERNET AND SOCIAL MEDIA FUNDRAISING

In addition to improving your ability to solicit alumni donations and identify potential corporate sponsors and foundation grants, the internet can serve as a potent fundraising tool alongside other strategies. Through resources like a team website and WorldMUN's alumni groups on Facebook and other social networking sites, you can better publicize your cause to people most likely to see the value in the WorldMUN experience.

Depending on your location and tax-registration status, various sites like Facebook or Twitter will allow users to publicize your fundraising cause on their homepages. These social networking sites can hook more visitors to your team's homepage and publicize your cause. While there is no conclusive data regarding the effect of social networking on fundraising, registering your team as a fundraising cause can provide low-cost way to reach more donors not located in your geographical area.

HOW TO GET HELP

For more specific information on fundraising, or if you have any questions or comments, please contact WorldMUN's Director-General, Samir Patel, at directorgeneral@worldmun.org, or WorldMUN's Under-Secretary-General of Operations, Richard Ebright at finance@worldmun.org.

Also, we encourage you to share any successful fundraising strategies not covered in this guide with us so that we can continue to understand how teams devise innovative ways to fund their conference experience. Good luck and we hope to see you in March!

SAMPLE BUDGET

COSTS

<u>Item</u>	<u>Unit Cost</u>	<u>Number</u>	<u>Total</u>
Round-trip plane tickets to/from Mexico City	\$900	8	\$7,200
Transport Puebla to/from Mexico City airport	\$23	8	\$184
Accommodations (for entire conference)	\$175	8	\$1400
Mexico Visa	\$36	8	\$288
Delegate fee	\$90	8	\$720
Delegation fee	\$100	1	\$100
Meals (3 per day for 1 week)	\$105	8	\$840
Conference-related social activities*	\$60	8	\$480
Travel insurance*	\$20	8	\$160
Long-distance phone calls*	\$10	8	\$80
Post-conference trip*	\$400	8	\$3200

TOTAL \$14,652

* denotes optional items

REVENUES

<u>Item</u>	<u>Unit Rev.</u>	<u>Number</u>	<u>Total</u>
Delegate Contribution	\$600	8	\$4800
Subsidy from school	\$100	8	\$800
Fundraising activity 1	\$400	1	\$400
Fundraising activity 2	\$400	1	\$400
Local business sponsorship	\$500	1	\$500
Corporate sponsorship	\$2500	1	\$2500
Alumni donation	\$520	1	\$520
Delegate fee waiver	\$90	8	\$720
Delegation fee waiver	\$100	1	\$100
Delegate contribution, optional items*	\$490	8	\$3920

TOTAL \$11,460