



FUNDRAISING

USY'S ULTIMATE GUIDE

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The background of the entire image is a dense, overlapping pile of US dollar bills. Visible are several \$100 bills featuring Benjamin Franklin, and several \$20 bills. The bills are scattered across the frame, creating a textured, financial backdrop. Two semi-transparent yellow rectangular boxes are overlaid on the image, one on the left and one on the right, containing text.

SHALOM!

Thanks for opening up this packet – you are taking the first step on your journey to fundraising effectively. This packet was made for you, the USYer, in the hopes that you will use it to raise funds that impact communities around the globe. I am so excited to see what you will do this year. One small act of kindness at a time,
Hannah Weiss

DON'T KNOW WHERE TO BEGIN FUNDRAISING?

Look no further. Whether you need help raising personal funds for a convention or money for USY's Tikun Olam Fund, this packet has got you covered. Just wait and watch the cash roll in.

RAISING \$ FOR TIKUN OLAM

There are tons of ways you can raise money for charity. Here are some of our favorites.

- **Ask congregants!** Adults are usually willing to give, especially if you ask nicely. Come around with donation buckets during holiday services (make sure it's not a yom tov - you cannot handle money on those days) and minyan. **Hosting a phone-a-thon is a great way to grab their attention.** Teach your members how to make a phone pitch, and focus on 1 or 2 charities on the T.O. Allocations list that you will donate the money to. You can also use [iGive.com](https://www.give.com) - when congregants purchase things online, part of the proceeds go to your chapter. Look it up!
- You can (and should!) put the message out about your chapter's Tikun Olam fund in your **synagogue's newsletter** or e-mail blast. Simply letting people know why you are raising money is usually enough incentive to donate.
- **Buy-in programs:** Charge a few dollars to participate in chapter programming! If you are going on a chapter retreat, buy-ins are an especially great option for Saturday night. After your Saturday night program, offer a buy-in program: members can either go to sleep at curfew or pay to participate in an awesome late night program with their friends. Money for T.O.; fun for everyone.
- **Auctions:** Invite congregants and USYers to an auction; for example, USYers and Kadimaniks can make art to sell.
- **Sock wrestling:** Host this simple event in which participants will get on all fours and try to rip the socks off of their opponent. Charge to play, and charge the audience to make bets on the winner.
- Sell **snacks** at programs!
- See if your synagogue will allow you to have a **booth** during holidays or special events. For example, you can sell boxes of mac and cheese to use as groggers during Purim and then re-collect them at the end to donate to a food bank.
- During Hebrew School at your synagogue, offer to **wash the cars of parents** who are waiting to pick their children up. *fgr*
- Before Hebrew School (especially on Sunday mornings), you can set up **bagels and coffee** for parents to purchase! You can also run a "snack shop" during hebrew school and sell snacks to the kids.
- Hang up **posters** in bathroom stalls!
- Have a **tzedakah box in your youth lounge.** Every time a board member interrupts during a meeting, have them pay a quarter.
- Selling **regalia?** Keep your eye on the time and be strategic. Some stuff will sell better under pressure (i.e. pretend to wrap up auction bidding earlier than you normally would to drive up the price).
- Be **aware** of when you're selling (A touching program on orphan relief is a great way to raise awareness and funds for the cause, but let people chill out for a bit after before asking them to donate money. This way, they have more time to digest the message and they won't feel bombarded.).

TIPS

- At the beginning of the year, **chase 1 or 2 charities off the T.O. Allocations list.** Educate your members on those charities, and teach them how to advocate on behalf of those charities when selling things for Tikun Olam.
- Always **mention who you're helping** by donating. **Show your passion** and why T.O. is meaningful to you! If you're helping the USY Tikun Olam fund, here are some of the places that we have donated to in the past:
 - Magen David Adom
 - Michael Levin Memorial Fund (for Lone Soldiers)
 - Israel Guide Dog Center for the Blind
 - Jerusalem Shelter for Battered Women
 - Tikvah Program of Camp Ramah
 - Abayudaya - Uganda
 - Israel Cancer Research Fund
- Make sure your event is **promoted** beginning at least two weeks beforehand! Sending e-mails to parents usually works, but you should call all your members and post on all social media too. **Heavily advertise!**
- **Reach out** into the larger community and see if other groups want to get involved in your project. You could partner with a church youth group, a club at your school, or another local organization to complete a project.
- **Plan ahead!** Make sure you are planning your fundraiser as far in advance as possible. Don't forget that adults and other USYers are there to help if you get stuck.
- Show your support for other synagogue events and causes - they'll support you back. Attend their events, encourage USYers to come to services, and maybe even donate to their fundraisers.



Ayudabaya Youth Association - Uganda (above), Israel Guide Dog Center for the Blind (below)



RAISING \$ TO ATTEND A CONVENTION

Have you ever wanted to attend a convention, but were short on funds? Here's what to do.

- Find out what **scholarships** are available to you. First, ask your synagogue to see what scholarships they might have. Usually, they can also help direct you to the regional office; the region often has scholarships available for you. Depending on the region, you might even have a specific fund just for convention scholarships.
- See what **grants** are available in your local area. There may be a grant for creating a social action project in your area - if you do the project in your chapter and have remaining money, you'll be able to use it to cover convention costs.
- **Utilize Jewish and community organizations** in your area (Federation, Rotary Club, etc). They will usually let you come pitch your cause and ask for donations.





FUNDRAISING FOR CHAPTER PROGRAMMING

Recently in USY, it has become a trend among chapters to host fundraisers and not donate the money to USY's Tikun Olam Fund. Instead, chapters keep the money for themselves in order to grow. This has drastically effected the fund, cutting money from charities that truly deserve it.

Instead, **chapters should be striving to program on a budget or charging for programs that cost more money.** This not only saves the youth budget of the synagogue but also promotes the practice of Tikun Olam. Events that can be done on a budget include:

- Up-cycling: Take some old junk and make it into art! Pinterest is your friend. A popular program is using your chapter's old USY tees to make tote bags (which you can then instead if plastic bags when you grocery shop!). <http://www.mommypotamus.com/no-sew-t-shirt-tote-bag-tutorial/>
- A lock-in: All you need are some snacks and some simple activities and you're good to go!
- A volunteer day: Take the chapter out to volunteer somewhere local!
- Potluck Shabbat Dinner: Bond your chapter by having everyone bring a different food item to a Shabbat dinner.

ADDITIONAL TIDBITS

THANK YOU NOTES

Always send a thank you note to those who have donated to your cause. It makes them feel good about what they donated to, and they will be more likely to donate to your cause again in the future.

BE EXTRA KIND

When you're asking for money, be extra kind (You're already kind, but just be even nicer than your nice self). Don't forget to smile!

SHOW YOUR PASSION

Make sure to show how passionate you are. Pick a cause off of the list that USY donates to and make it your goal to raise a certain amount of money for

ASK QUESTIONS!

Don't be afraid to ask for help, and don't be afraid to ask about allocations. It can be confusing!

E-mail sato@usy.org with any questions you may have!