



# MEDLIFE Fundraising & Donations Manual

**Every dollar counts!** Utilize the tips and best practices in this document to help your Chapter reach its fundraising goals this year. Whether fundraising efforts are allocated towards Service Learning Trip (SLT) participation fees, or local initiatives, fundraising is an important tool for Chapters. Remember, planning fundraising events early in the year will be crucial for the financial success. Best of luck!

## Steps to a Successful Fundraiser

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1. [Establish your fundraising goals](#) (What will the proceeds go to? What dollar amount are you trying to reach? etc.)
2. [Elect a fundraising committee](#)
3. [Pick your fundraising event... or a few!](#)
4. [Create an elevator pitch](#)
5. [Execute your fundraiser](#)
6. [Send thank you notes](#)
7. [Reward successful team members](#)

## Fundraising Committee

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For larger Chapters, the Executive Board should consider implementing a fundraising subcommittee. This is a great way to engage more members in leadership roles and maximize fundraising efforts. Led by the Fundraising Officer, the members will apply to be part of the committee at the beginning of the semester. These members should have personal fundraising goals (i.e. raise x amount of dollars per semester) that will be achieved through leading, coordinating, and brainstorming new fundraising events. A committee comprised of individuals with varied interests can help stimulate fun, new ideas.

## Fundraiser Ideas

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One of the most challenging aspects of fundraising is identifying models that will be successful on your campus. The table below lists successful fundraisers from various MEDLIFE Chapters. We hope this list helps your Chapter generate new ideas and launch into action this year. Need additional resources? Please continue sharing successful fundraisers with your Chapter coach and the MEDLIFE community!



*The fundraisers below are all great for a group, but the ones indicated with an asterisk (\*) next to the title can also be great for individuals fundraising for their SLT participation fee.*

Type	Description	Duration of Event	Estimated Revenue
Dorm Storming*	Go door-to-door in dorms or apartment complexes on campus, asking people for spare change. This is also a great way to spread the word about MEDLIFE. You can consider selling candy or other snacks during the dorm storm for extra profit too.	2 hours	\$
Bake Sale	Bake sales at local hospitals or night events can be a great way to raise money. Healthcare professionals understand the importance of MEDLIFE's work and often donate extra money. Bake sales on campus often make less money, but are a great way to spread MEDLIFE's message.	4 hours	\$
Letter Campaign*	Create a letter (example templates can be found on page 9 of this manual) for members to send to family, friends, and local businesses. Even though the letter is generic, members should write a personalized note on the back. Include a return envelope in each letter so it's easy for recipients to mail a check or include online donation directions. Encourage each Chapter member to send letters to 10 contacts.	Varies	\$-\$
Food Sales	Various food companies (Krispy Kreme is a great example!) allow pre-orders and allow Chapters to keep a certain percentage of the profit. Chapters can purchase more than ordered at a set time to sell the products later. Explore businesses in the area that may give food donations as well! Pizza Hut is an example of a business that will typically donate food to philanthropy causes. Consider food sales both on and off-campus at high traffic regions and time periods.	4 hours	\$



Profit Shares	Reach out to restaurants near campus that offer a percent of all sales to your organization during a given timeframe. Be sure to print out flyers that people can give to the cashier to ensure the funds are going to MEDLIFE! Some places have a certain distance that you have to maintain from the building when handing out flyers (be aware) but it can be helpful to stand outside the facility and tell people as they enter the building to mention MEDLIFE at check out. Profit shares can be successful but it's super important to promote the event to be the most lucrative.	3-5 hours to pass out flyers and promote event	\$
Partnership Event	Seek organizations, both on and off campus, who have a similar mission to MEDLIFE. Ask them to partner for events or offer to work at other club's events in exchange for donations or a portion of their profits. Partnering with greek life can be very beneficial since they have to host philanthropy events throughout the year. Partnerships also offer great exposure for the Chapter to reach new audiences.	2-4 hours	\$
Giving Tuesday	November 28th, known as Giving Tuesday, is a global day of giving back to kick off the charitable season. You can table for donations or coordinate a social media campaign in light of MEDLIFE.	November 28th	\$-\$\$
Canning	Head downtown during a popular time (Friday night before a big game is a great example) with cans to ask patrons for donations. Canning near downtown hospitals or business districts can be extremely successful too!	1-3 hours	\$
Dress Down Day	Reach out to local corporate companies or private schools. Ask them to provide an optional dress-down day to their employees/students for a small fee of \$1-5, with all proceeds going to the Chapter.	6-8 hours	\$\$
Gift Wrapping	Wrapping gifts during the holiday season can be a great way to raise funds. Companies like Barnes & Noble or Amazon allow non-profits to come and wrap gifts for donations.	Varies	\$\$



Miracle Minute*	Reach out to a local high school or a campus sports team. Ask if the Chapter can present a quick intro about MEDLIFE during halftime and implore the crowd to donate money for one minute. Set a goal (approximately \$100 to \$250), put a minute on the clock and have members walk through the crowd with donation buckets.	1 hour	\$-\$
# in a Day*	Host a campaign to raise a donation goal in 24 hours (examples include 1K in a day, \$100 in a day, etc.). Post on social media and contact people to help you reach your goal throughout the 24 hours. Present personal or group incentives if the goal is reached. Examples could include wearing a tutu to class, cut your hair, participate in a polar plunge, etc.	24 hours	\$-\$
5K Run / Virtual 5K run ( <a href="#">Example</a> )	Coordinate a themed 5K run-- A Zombie Walk and "Run with the Dogs" through a Humane Society Partnership are a few creative ideas from the past. Work with a local company to help sponsor the run by providing a timer, finish line, and other items. After determining an entry fee and the top 3 prizes for the race, start promotion to find participants.	2-3 hours	\$\$
Benefit Concert	Contact local artists/bands that are well-known in the community to perform at a popular venue. Advertise a week or two before the event through posters, flyering, and social media. Select an entrance fee and hold a raffle with donated prizes from restaurants, coffee shops, supermarket, and gym memberships.	2-3 hours	\$\$\$
Cornhole / Bean Bag Toss Tournament	Find a popular venue such as a restaurant with a large outdoor space to host this tournament. Rent boards and bean bags, and use a ticketing system to enter the tournament (suggested entry fee is \$5 to \$10). Provide a hefty prize to the winner(s) of the tournament, as well as mini gift bags to each player winning 5 games to encourage greater participation. During the event, consider incorporating raffles through donations for a greater profit.	4-5 hours	\$\$\$
Sports Tournament	Find a sport that is popular at your school (volleyball, dodgeball, soccer, and softball are some examples). Reserve a facility to host the event, determine the entrance fee per team (\$50 per team is less than \$10 per person for a 6 person team!), and try to find local businesses to donate food for	2-3 hours	\$\$



	lunch sales.		
Gift Card Raffle	Ask various companies such as coffee shops, restaurants, stores, etc. to donate a gift card. Sell tickets for \$2 to \$5 (pending on the amount per gift card) and have participants write their name and contact information on a ticket or slip of paper. Draw lucky winners at the end of the event and disperse to winners.	4 - 6 hours	\$
Latin American Product Sales*	Students going on Service Learning Trips can bring back scarves, scrunchies, bracelets, shoulder-bags, and other items home to sell on campus, farmer markets, or even on an online Etsy shop. Share a bit about MEDLIFE with each purchase.	Varies	\$
CycleGiving	<u>CycleGiving</u> is a philanthropic effort by CycleBar to give back to the community. Non-profit organizations and clubs can partner with them to host a charity ride where <b>100%</b> of the proceeds go back to your organization. Check out their website to complete the easy registration and get started!	1 hour	\$\$\$
Apply for Grants	A quick google search of scholarships available for college non-profit groups can yield many grant opportunities. The application process usually involves a written response or possibly an interview. Applications deadlines are throughout the year, so keep checking!	Varies	\$\$\$
Apply for Scholarships*	Similar to grants, a quick google search of scholarships can provide many opportunities. Participants of an upcoming Service Learning Trip (SLT) should be encouraged to apply for scholarships, either offered by their school or externally through an organization. Organizations such as Rotary International and Kiwanis are also willing to donate money if you present in front of their board and share a bit about MEDLIFE and SLTs.	Varies	\$\$\$
Relay for Life	Many campuses host a Relay for Life every year. This event raises money for the American Cancer Society. Different clubs can set up tables at the event, selling various foods, crafts, and other items. In the past, Chapters had success with walking tacos, icees, cotton candy, pizza and a baked potato bar.	8 hours	\$\$



Car Wash	Reserve a spot to hold a hand car wash (ask for permission if on public property!). Pre-sell tickets at a discounted price and allow for cars to drive in on the spot. Recommended supplies: hoses, buckets for soap, and towels. Members can choose whether to work a ticketing, washing, or drying shift.	6 hours	\$\$
On Campus BBQ	Set up a grilling station on your campus quad (if your campus has strict rules on food distribution, consider a high traffic spot off-campus) to sell hamburgers and hotdogs with condiments.	4 hours	\$\$-\$
Volunteer with Local Charities	Some local businesses or charities will host events such as 5ks, bike races, concerts, etc. Support them by volunteering at their events in exchange for donations to the Chapter.	Varies	\$\$-\$
Yankee Candle Sale*	Visit the Yankee Candle <a href="#">website</a> to learn more about their profit share opportunities-- you can receive 40% profit from each candle sale! This is a great fundraiser around the holidays.	Varies	\$\$-\$
Pumpkin Carving Event	Get donated pumpkins from a local grocery store and advertise a local community pumpkin carving Event. Provide warm, pumpkin-spiced drinks or apple cider to entice more people to come. Suggested entry fee is \$5.	2-4 hours	\$\$-\$
Valentines / Holiday Grams	Sell valentine grams or roses on Valentine's Day. Individuals can order a gram for pick up or request delivery to a recipient. This model can also work well for Halloween, winter holidays, Mother's Day, May Day, etc. <i>Check whether another organization or the university is already doing a similar event beforehand.</i>	Varies	\$
GoFundMe*	Once signed up for a Service Learning Trip, you may use this platform to raise money for your SLT participation fee. Depending on your credit card provider, 2-3% of each donation will go towards processing fees and the remainder of each donation will directly go towards your trip.	Varies	\$\$-\$



Venmo Page*	Create a Venmo account for the Chapter and request money from your venmo friends for the organization. Friends are typically receptive to a \$1 to \$2 request to support the cause. After the Venmo campaign, allow people to pay for things during sales events through the Venmo platform.	10 minutes	\$
Welzoo*	If you register your MEDLIFE Chapter on Welzoo and have members register and set Welzoo as their browser homepage, your organization will get a small donation everytime they go online. This is an easy way to make a little money. Check it out <a href="#">here</a> .	10 minutes	\$
Succulent Sale	Ask a nearby Home Depot or local nursery for succulent donations, and sell them on campus! Charging \$5 to \$10 per succulent has been successful for other Chapters.	4 hours	\$
Power Hour	1 hour of virtual fundraising in partnership with MEDLIFE HQ		\$\$\$
Social Media Challenges + Get to know your new Exec!	<a href="#">Example 1</a> , <a href="#">Example 2</a>		\$\$
Video Game Tournament	<a href="#">Example</a>		\$\$
Art competition	(given a prompt, and then everyone digitally submits their artwork) <a href="#">Example</a>		\$
Virtual Auction	(Local business prizes)		\$
Classic Bingo (via IG)	<a href="#">Example</a> , <a href="#">Example</a>		\$\$

## The Elevator Pitch

Be prepared to share what MEDLIFE is, why our work is important, and how much each donation means to you and our communities being supported. Have members prepare a short blurb about why they are fundraising for MEDLIFE, and practice it as a group. The following is a generic example but please make it your own, allowing the donors to see your passion for MEDLIFE involvement.

Hi, my name is [\(insert name here\)](#) and I am a member of MEDLIFE at [\(insert university name here\)](#). MEDLIFE is a



non-profit organization that partners with low-income communities in Latin America and Africa to improve their access to medicine, education, and a safe home. Our Chapter is fundraising to send students on a Service Learning Trip. This year we are going to [\(insert place\)](#) during [\(say when the Service Learning Trip will take place\)](#), where we'll work with local doctors and nurses to provide free quality medical care, and work hand in hand with community members to complete a community development project. Service Learning Trips enable MEDLIFE's year-round work, even when our trip ends, so your contribution will directly support communities in need. Our Chapter also volunteers in [\(say your city\)](#) to help our local community. Would you be able to support our initiative of empowering impoverished communities by giving a donation?

## Execute your fundraiser

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Keep in mind, there are various outlets for gathering funds and materials. Many MEDLIFE Chapters ask local businesses for food donations (both for sales and general body meetings), medical supplies for Service Learning Trips, and monetary donations. For donations, you will likely need to present a W-9 form to confirm MEDLIFE's charity status. You can request proof of our 501(c) status from your chapter coach.

To identify which businesses are most fruitful for donations, take a look at their websites. Find businesses that have a history of donating to non-profits; they might even have a form that can easily be filled out and submitted online. When seeking medical supplies, ask members to reach out to personal connections at medical facilities. Clinics are more likely to donate if they personally know the person who is asking for the donation.

To begin reaching out, send an email to a manager and follow-up with a phone call if you don't hear back within 3 business days. Suggesting an in person meeting to share a bit more about the Chapter and MEDLIFE's work is a great way to start a potential partnership.

[You can find some email templates here](#)

## Thank you Notes

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After each fundraising initiative, it's important to write personal, hand-written thank you notes to every person who contributed. Share personal details such as if you met your fundraising goal or what event the donated materials supported. Adding personal experiences from your Service Learning Trip, and even a few photos, allows each donor to have a greater connection to the Movement and mission. Be sure to say that none of this would have been possible without their generous contribution and always say thank you!

## Rewards for Fundraising



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## Point Systems

Many MEDLIFE Chapters have great success with implementing point systems in their Chapters. Points can be earned by volunteering at fundraising events and other activities throughout the year. Each Chapter manages point systems differently but one suggestion is to use points to determine how Chapter fundraising efforts are dispersed among members for SLT participation fees. The more points a person has, the more money they can earn towards their Service Learning Trip. Point systems ensure that people are being fairly rewarded for the time they put into their Chapter.

### ***How to implement a point system:***

Each time a person helps table at a fundraising or volunteer event, attends a social event, comes to a meeting, or assists with promotion and recruitment, they earn a point. These points are tracked through an excel spreadsheet, and as the semester progresses, members continue to earn points for Chapter engagement. Right before the trip, determine how much money you have to allocate to participants and determine the total number of points all members have earned up to that point. Divide the amount of money by the total number of points, determining the amount of money that one point is worth. Then, determine the amount of money that each member will receive by multiplying the amount of points they earned by how much money one point is worth.

## **Banquets and Ceremonies**

Some MEDLIFE Chapters host a banquet or rewards ceremony at the end of each year to celebrate the Chapter's successes. Consider implementing this type of event and highlighting the efforts of individual members during it. Members appreciate being recognized for their hard work and it's an exciting social to reflect on the year. Recognizing the fundraising goals that were met and individuals with the greatest fundraising successes can be motivating.



## Email Templates

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Name

Address

City, State, Zip Code

Dear [recipient name]

Dear [recipient name]

During my time at [insert school], I've had the privilege of becoming involved with an impactful non-profit organization called MEDLIFE. This organization partners with low-income communities in Latin America and Africa to improve their access to medicine, education, and a safe home. They achieve this through Service Learning Trips, Moving Mountains development projects fundraiser campaign, and student empowerment. I personally play a role in MEDLIFE's mission through my engagement with my MEDLIFE Chapter at [insert school]. Our Chapter focuses on educating students about the root causes of poverty, volunteering in our local community, and sending students on Service Learning Trips.

Service Learning Trips are one-week educational trips to locations in Latin America and Africa that bring free, high-quality healthcare directly to communities who lack access to basic health services. Staffed by local practitioners, MEDLIFE mobile clinics offer basic medical treatment and preventative screenings, subsequently finding patients who are in need of long-term assistance to enter MEDLIFE's patient follow-up program. As student volunteers, we shadow medical professionals, help in running the mobile clinics, and learn about local medical practices, global health, and the constraints of poverty. During the week, we also help complete a community development project by working hand in hand with local communities.

This year our MEDLIFE Chapter is sending students on a Service Learning Trip to [insert location] during [say when the trip is]. I have a goal of raising [insert fundraising goal] this year to help me fund my trip. Your donation will not only help cover my participation fee, but it also funds the mobile clinic and is used for the patient follow-up program after we return home from our Service Learning Trip. With your help, I will be able to travel abroad and assist in providing life-changing care for low-income communities. There are two ways to donate, (1) Send a check written out to [insert school] MEDLIFE, with which I have included a return envelope for your convenience. Or (2) Donate online through my personal fundraising page: [insert GoFundMe campaign link]. For more information about MEDLIFE, please visit our website at [www.medlifemovement.org](http://www.medlifemovement.org)

Together we can impact communities around the world. And without you, it simply would not be



possible. Thank you in advance for your support.

Signature

Name

Address

City, State, Zip Code Dear [recipient name]

Dear [recipient name]

During my time at [insert school], I've had the privilege of becoming involved with an impactful non-profit organization called MEDLIFE. This organization partners with low-income communities in Latin America and Africa to improve their access to medicine, education, and a safe home. They achieve this through Service Learning Trips, Moving Mountains development projects fundraiser campaign and student empowerment. I personally play a role in MEDLIFE's mission through my engagement with my MEDLIFE Chapter at [insert school]. Our Chapter focuses on educating students about the root causes of poverty, volunteering in our local community, and sending students on Service Learning Trips.

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We have a goal of raising [insert fundraising goal] this year to help students pay for their trip to [insert location]. With your help, more students from our Chapter will be able to travel to help provide life-changing care for low-income communities. To donate, [Insert method for donating]. For more information about MEDLIFE, please visit our website at [medlifemovement.org](http://medlifemovement.org).

Our dream is to send [insert number] students to [insert location]. Together we can impact communities around the world. And without you, it simply would not be possible. Thank you in advance for your support.

Signature



Name

Address

City, State, Zip Code Dear [recipient name]

Dear [recipient name]

During my time at [insert school], I've had the privilege of becoming involved with an impactful non-profit organization called MEDLIFE. This organization partners with low-income communities in Latin America and Africa to improve their access to medicine, education, and a safe home. They achieve this through Service Learning Trips, Moving Mountains development projects fundraiser campaign, and student empowerment. I personally play a role in MEDLIFE's mission through my engagement with my MEDLIFE Chapter at [insert school]. Our Chapter focuses on educating students about the root causes of poverty, volunteering in our local community, and sending students on Service Learning Trips.

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We have a goal of raising [insert fundraising goal] this year to [insert what you are raising money for (a specific patient, a project, MEDLIFE in general, etc.)]. With your help, MEDLIFE can provide life-changing care to low-income communities. To donate, you can [Insert method for donating]. For more information about MEDLIFE, please visit our website at [www.medlifemovement.org](http://www.medlifemovement.org)

Together we can impact communities around the world. And without you, it simply would not be possible. Thank you in advance for your support.

Signature