



THE TRAVELING SCHOOL

**Investing in Your Future  
Toolkit  
2021-2022**

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# Part 1: Your Story

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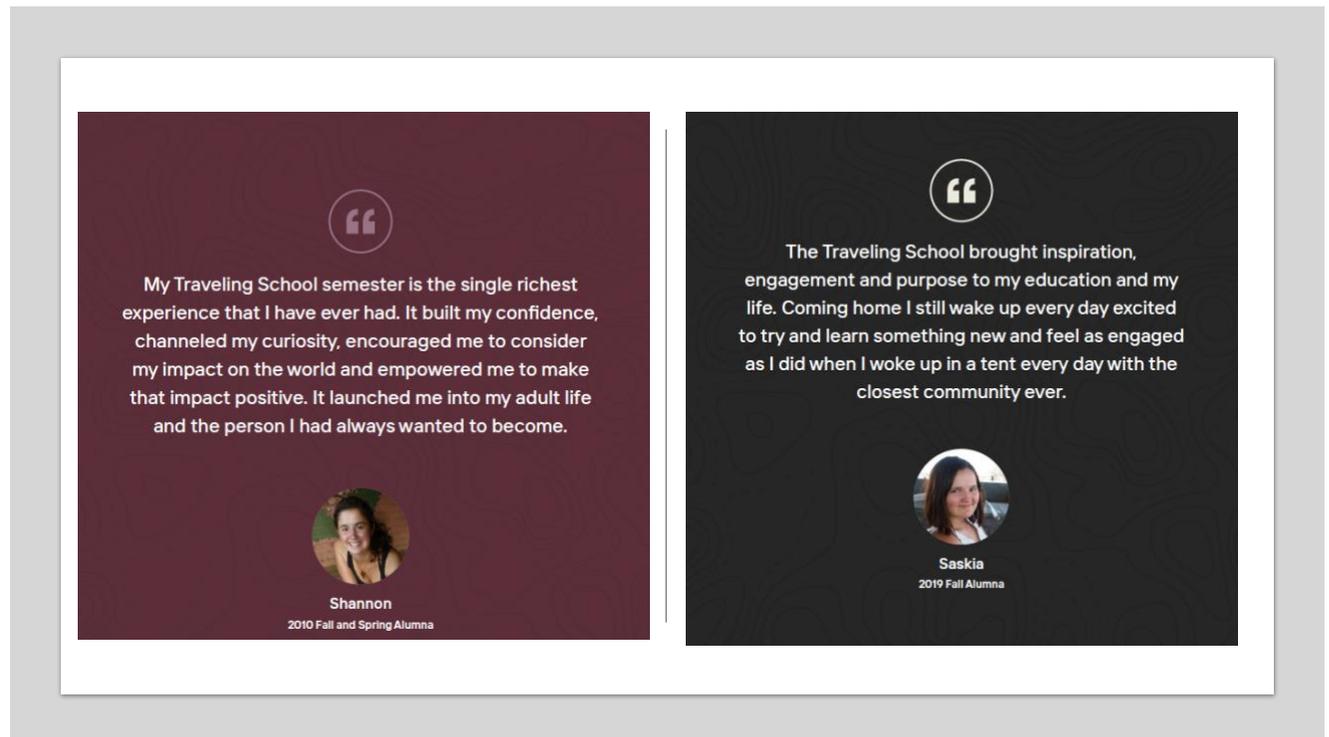
## Determine/Identify Your WHY

Before you begin asking people to contribute to your dream of a Traveling School semester, you need to be able to talk about WHY you want to spend a semester with The Traveling School. You should be able to tell people who you are and why you want to go to The Traveling School. You'll also need to be comfortable explaining why you are raising money and where the money is going. Make this fun, exciting, inspiring and personal. You may find it helpful to review The Traveling School's [website](#), mission and vision (see Part 7: Resources).

Next, consider these questions:

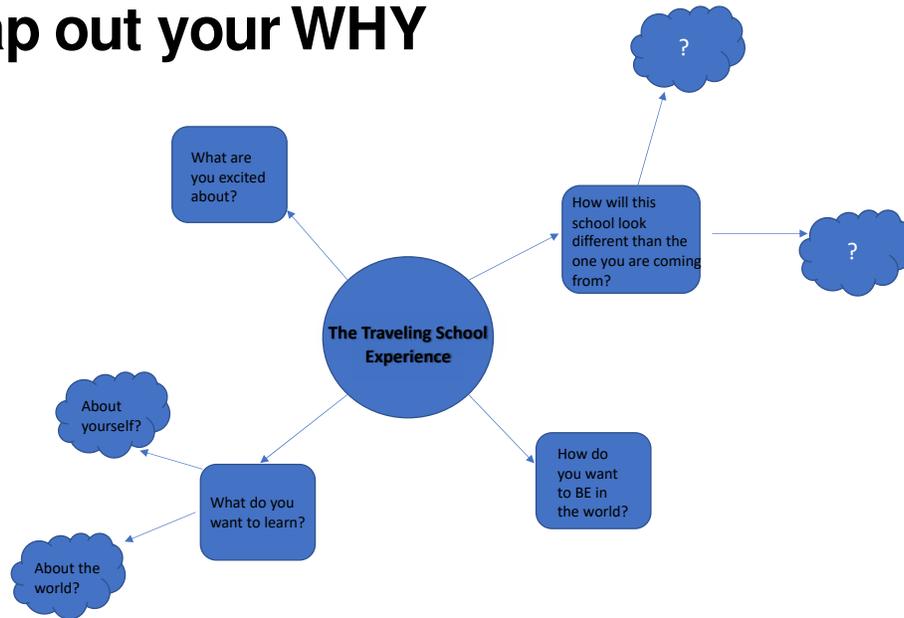
- What's your vision for your semester with The Traveling School?
- Why did you choose this path?
- What drew you to this program?
- Why do you want to turn your educational experience upside down?

What other students have said...



Take some time NOW to map out your why:

# Map out your WHY



Now, look at your map, review your notes from the above questions, and read through the examples provided. Write down why you are raising money to attend TTS in 2-4 sentences. This will be your “Why Statement” you’ll use again and again.

## Part 2: Goal Setting

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### SMART Goals: How to make your goal achievable

Before you jump into your fundraising efforts, take the time to make a good plan with goals, strategies and timelines. Set high goals but ensure they are realistic. Use the following to help you create SMART Goals: **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, **T**imely.

- **Specific:** Your fundraising goal should be clear and specific. When drafting your goal, try to answer the five “W” questions: What do I want to accomplish? Why is this goal important? Who is involved? Which resources are involved? Where are these resources located?
- **Measurable:** You should be able to measure your progress towards your goal. How will you track your progress? Will you have a chart in your bedroom? Get creative and keep it visible. Assessing your progress regularly helps you to stay focused, meet your deadlines, and feel the excitement of closing in on your goal.

- **Attainable:** Are you able to achieve your fundraising goal? How much effort will it take? Do you have the resources and support you need to meet your goal? If not, readjust your goal so that it is attainable.
- **Realistic:** Do you have a realistic goal within the availability of resources, knowledge and time? \$4,000 in three months might be a realistic goal, while \$10,000 in the same timeframe may not.
- **Timely:** Every goal needs a target date. Try to answer these questions: When do I need to have completed my fundraising goal (see Timeline section above for tuition payment deadlines)? What can I do in the next six months? Six weeks? Today?

## Part 3: Create Your Plan

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### Your Team: Identifying Your Resources & Getting Help

Don't be afraid to ask for help from friends and family. Take a moment to write down a list of people who can help you create a plan and brainstorm creative ways to fundraise, earn and save money. They can also help you spread the word to work or school groups.

1. **Make a list** of people who can help you
2. **Brainstorm** multiple ways you can raise money to meet your goal
  - a. Write down all your ideas to start, then choose your best 3-4 ideas
3. **Write out your Personal Savings Plan:**

*View & download here* → [TTS Personal Savings Plan](#)

  - a. List events/activities, timeframe, & projected money you will raise, earn or save
  - b. Use a calendar to plot out your steps to success
  - c. Send a copy of your Savings Plan to [info@travelingschool.com](mailto:info@travelingschool.com)
4. **Track Your Progress**
  - a. Update your plan as you bring in funds to get closer to your goal
  - b. Send regular updates to [info@travelingschool.com](mailto:info@travelingschool.com)
  - c. Revise your plan as needed

#### A few things to remember:

- **Incorporate variety.** Use a variety of methods to raise and save money to help you make your Traveling School semester affordable.
- **Use your time wisely.** Certain activities take more time to plan before you will receive any contributions, so make sure you get started on these first (letter-writing, contacting local media, etc.)
- **Stay organized.** You will need to stay on top of a few different activities, so make sure you use your Savings Plan template to keep it all straight!

- **Pick activities/ projects based on your skills, passions and resources.** Do you have (or can you get) a summer or after school job? Do you live in a neighborhood with lots of dandelions in the spring? Start a weeding business. Like to make jewelry? Sell your work online (Etsy) or at your community farmer's market. Are you a skier/runner/swimmer? Plan a ski/run/swim-a-thon for a winter weekend. Invite your friends to join you. Know someone who owns a restaurant? Ask them to let you host an event/ meal. Don't forget about dog walking, babysitting, shopping for an elderly neighbor, cutting your weekly expenses or just plain saving money.

## Part 4: Who to Ask

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### FRIENDS AND FAMILY

These are your biggest supporters. Your friends and family may be able to generously donate to your fundraising efforts. They may also be able to help you organize events, share in kind donations and spread the word. The more helpful hands the better. No donation is too small. Every little bit adds up!

### COMMUNITY GROUPS

Local service-minded groups such as giving circles and female-owned business coalitions like to support young people pursuing their educational dreams. If you know someone in a local group, ask them to host you as a guest to present about your Traveling School opportunity. If you do not have a contact, you can still ask for an invitation to attend. Oftentimes, groups will let you share your '*Why Statement*' / Traveling School story during the meeting.

#### Possible groups to contact

- Research local business organizations, especially if their focus relates to women's issues, education, or travel
- Consider community groups, businesses, entrepreneurs who care about: education, girl's education, travel, global leadership, and/or girl's leadership
  - Rotary clubs
  - Business and Professional Women organizations
  - League of Women Voters
  - Giving Circles
- If you have a college or university nearby, consider contacting Sorority groups, American Association of University Women (AAUW) and Study Abroad/International departments or faculty
- Ask to be invited to a meeting by writing a clear and direct personal letter that includes your '*Why Statement*' and explain why you want to speak to their group
- Emphasize what the Traveling School does and why you're passionate about attending

- Also offer to give a follow up presentation or provide an update about your semester when you return

## YOUR HIGH SCHOOL

You can seek support from your teachers, classmates and school groups. Here are just a few ideas:

- Sometimes schools have scholarships/grants specific to this type of opportunity- do you qualify?
- Plan an event at your high school
- Get students and teachers to pledge towards your fundraising events
- Meet with a reporter from the school paper to write an article about your upcoming semester or advertise your fundraising events
- Host a bake sale or car wash
- Organize a costume day – students and teachers pay \$5 or \$10 in order to wear a silly costume one day

## LOCAL BUSINESSES

Local businesses may be willing to support your fundraising efforts. Make a list of businesses to approach. Think businesses you or your family have connections to or businesses you frequent.

- Ways businesses can support you:
  - Cash donations: businesses may help with cash donations, particularly if you can give them something in return – such as, a certificate of thanks to hang on their wall.
  - In-kind donations: Instead of cash, businesses might be able to contribute an item for a silent auction, or some gear from your packing list.
- Fun ideas:
  - Ask local travel agents to support you by providing free or discounted airfare to your destination.
  - See if your local sporting goods store will support your efforts:
    - Present at a ladies' night event
    - Discount items on you packing list
    - Put up flyer
- How to get started:
  - Bring a letter or flyer that includes information about The Traveling School and your '*Why Statement*'
  - Ask to talk to the manager or owner and discuss ways the business may be able to support you - go in with ideas to share
  - If you collect an item or cash gift, ensure you record what you have collected
  - Always follow-up with a thank you (like a hand-written thank you card)

- Make sure to collect the money/ silent auction items immediately, otherwise you will end up spending lots of time and energy tracking people down

## LOCAL MEDIA

No matter where you live – local media love to know about cool things local people are doing.

- **Articles:** Contact your local paper, and magazines to see if they can help get the word by writing an article about you.
- **Radio:** A local radio station might help you advertise an upcoming fundraising event.
- **Local Newscast:** Your local news might be interested in featuring you in their daily news shows.
- **Press release:** You can send the Press Release from this toolkit (see Part 7: Resources) to local newspapers, high school newspaper, magazines, and radio stations.

## TRAVELING SCHOOL COMMUNITY

Reach out to our Traveling School community. Traveling School alumnae, families, staff, and members of the Board of Directors are pulling for you and will be positive contributors to your fundraising efforts. Check in with The Traveling School office to help you connect with TTS alumnae in your area. Contact us any time!

# Part 5: Fundraising Techniques

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## WRITE LETTERS

- **Make a list.** Make a long list of people you know: family, friends, acquaintances, neighbors, co-workers, friends' parents, teachers, your parent's friends, owners of local businesses, friends on your sports teams, people at your church/temple/mosque, people on your parent's holiday card list, your family dentist, doctor, lawyer, accountant, etc.
- **Draft your letter.** Create a template of a letter you can personalize for each person. In the letter:
  - Share your '*Why Statement*' and explain what The Traveling School is and share your savings plan
  - Keep your letter short
  - Set a clear deadline
  - Be very clear with how people can donate:
    - Enclose a donation form and consider including a self-addressed, stamped envelope
    - Provide an online link to your crowd-funding site

- Ask for a specific amount and let folks know you would love it if they could give more
- Provide a list of costs that your donors can help you cover as a sponsor (see student samples below)
- Offer an additional incentive for their contribution – a postcard, a souvenir from overseas, an invitation to a presentation when you return, etc.
- **Follow-up.** You will be surprised at how well letters work, especially when you combine the letters with a follow-up phone call. You can also send out a follow-up email or post/share on social media.

## Sample Student Brochures for Letter Writing Ask

- [Student Brochures: Simrill & Grayce](#)

## THROW A PARTY

This can be a great way to kick off your fundraising efforts. Invite people to come to a party at your house or a local gathering place.

- Create an event on Social Media and share with all your friends (in and out of town)
- Send an invitation with details about your event. Evite invitations are free: <http://www.evite.com/>
  - Include information about your upcoming semester and an enclosed envelope for a donation for those who are out of town or cannot make the event
- Before the party, make reminder calls, texts or posts on social media
- Plan for no more than two hours
  - Start with about 15-30 minutes for folks to mingle
  - Give a short presentation (your '*Why Statement*')
  - End with an “ask” for people to get involved by contributing a cash or check to help sponsor your semester
  - Leave time for questions and conversation
- Going Virtual: In the time of Coronavirus, it might not be safe to host in-person gatherings. Consider hosting your event on Zoom. You can still invite the same people, have a presentation and discussion, and ask for support.

## Ways to GO BIGGER with your party:

**Include a silent auction:** Our students have found you can put together a successful silent auction without a ton of work. Gather items to auction off from local businesses and friends to auction off. Everyone leaves happy – you will make money and bidders leave with a gift in return for supporting you. Students have made over \$500 on this event depending on the items for auction.

- Ask: local restaurants for gift certificates, movie theaters for tickets, golf courses for tee times, salons for pedicures, etc.
- Silent Auctions work best at community centers or a place with a lot of tables
- Set up tables with the items donated and a sheet for each item (see template included in this toolkit)
- Try combining this event with music, food, or a game to give people time to bid for items
- During the event, share your *Why Statement* to encourage people to bid higher and set a time to “close” the bidding

**Group meal:** Depending on where you live, having a group dinner where you sell a plate *and share your Traveling School aspirations* can be very successful.

- Find a venue to host the get-together
  - Local restaurant owners may be willing to give you a percentage of the money brought in (minus their expenses) for your fundraising efforts
- Potlucks, BBQs, and pancake breakfasts are inexpensive to host
- Feature International/regional cuisine: create a South American or African menu
- Give your *Why Statement* between courses
- Market your event on social media and flyers around town. See sample below:

You can help make a dream come true!



**OCT**  
**24**

**Dinner! A South American Feast**  
Sat 5:30 PM • The Livingston Food Resource Ce...  
8 people interested • 19 people going

★ Interested

**Details**

A South American Feast:  
Three Countries=Three Courses  
A Benefit Dinner to raise funds for tuition and expenses for Livingston high school students:  
Isabel Davis & Kate Helin-Burnett in their quest to attend The Traveling School spring semester 2016

Tickets are \$25--- confirm a reservation by 10/23, please!  
Silent auction  
Cash bar  
All donations support students

For more info on the program: [travelingschool.com](http://travelingschool.com)

## MAKE or SELL SOMETHING

Students have been successful creating items to sell in their communities, farmer’s markets, and schools. Past students have handcrafted jewelry and greeting cards, roasted coffee, and

commissioned artwork to sell. They have also taught music lessons, performed concerts, mowed lawns, washed windows and more.

- Malia baked homemade pies to sell prior to Thanksgiving and Christmas.
- Kathryn offered babysitting service for all the parents of her swim team during the holidays. She reserved the community center, asked her friends to help supervise, rented a holiday video, and played games while the parents had a night off to go Christmas shopping together
- Liz mowed grass, ran errands, house and dog sat, and did chores for her family, friends and neighbors. See her sign on the right.
- Kira designed and painted five pieces of artwork that she turned into cards. She gave the cards as Thank You's and also sold them to raise money.

See her sample cards below:

**Babysitting, Errands, House-Sitting, Dog Walking**

Hi! My name is XXX. I live in XXX and I'm going into my junior year at XXX High School. I was recently accepted into a program called The Traveling School. This coming Fall I will be traveling and studying abroad in South Africa, Namibia, Botswana, and Zambia. I am working this summer in order to raise money for my tuition. I am able drive kids to day camps, take them out for ice cream or to the beach club, to the zoo, run errands, grocery shop, house-sit, dog walk, etc. If you need a regular nanny for the weekdays, I am available. I have access to Volvo station wagon for driving.

My rate is 10 dollars/hour plus reimbursements for kids' food or activities that I pay for and gas if I will be driving far away.

FIRST & LAST NAME Babysitting, Errand Running, Odd Jobs PHONE NUMBER EMAIL ADDRESS	FIRST & LAST NAME Babysitting, Errand Running, Odd Jobs PHONE NUMBER EMAIL ADDRESS	FIRST & LAST NAME Babysitting, Errand Running, Odd Jobs PHONE NUMBER EMAIL ADDRESS	FIRST & LAST NAME Babysitting, Errand Running, Odd Jobs PHONE NUMBER EMAIL ADDRESS
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- Katie designed a logo she printed on t-shirts, created tattoos, & used as her *Save the Date* card for fundraising events.



### Where do I sell my merchandise?

- Sell online or on social media
- Ask a local store owner if you can sell your item at their business
- Set up a table: at malls, farmer's markets, grocery stores, college campuses, high school lunchrooms, churches, high-traffic stores, etc.

## How can I creatively market/display my products?

- Create brochures and flyers as a way to share your message: explain why it is important for you to go on your semester. Consider using maps/country flags from the region to keep with your theme. See Isabel's creative coffee labels on the right:

## ORGANIZE A GARAGE SALE

Garage sales provide an opportunity for people to help, while getting rid of unwanted items.

- Pool your resources: ask friends, family and neighbors to scavenge their closets, attics and garages for unwanted household items
- Locate a high traffic location, such as a school or church parking lot
- Advertise: put up signs around town, share on social media and in the local newspaper
- Have a good mix of items: popular items include furniture, tools, clothing, and toys
- Get friends and family to help during the sale
- Start early in the morning
- Make sure all your customers understand why you are raising money
- Provide a jar for additional donations and pledge forms

## APPLY FOR GRANTS OR SCHOLARSHIPS

Some foundations give grants or scholarships to individuals for international travel and educational purposes. These have a variety of application processes and may take some research to find one (or several) that fit you. Ask the counseling office in your home high school for additional local, regional and national resources.

## ORGANIZE HIKE-A-THON (SKI, SWIM, DANCE)

This is an easy event that you can replicate anywhere. Using the appendices in this toolkit, create your own day and itinerary to hike. Then, gather pledges of an amount for each mile you hike. Some students have hiked anywhere from 6-10 miles in a day. The amount you raise depends on the number of sponsors you gather. If you get 50 people to sponsor you for \$2 mile and you hike 10 miles, you will raise \$1,000. If you would rather organize a swim/ski/dance/ \_\_\_\_\_ (fill in the blank) -a-thon, you can easily do so. All you need to do is determine how you will measure your activity – is it distance (laps, vertical feet, kilometers), hours of sustained activity, or some other measure.

## NOT EVERYONE CAN GIVE MONEY

If people cannot pledge financial support, ask them for other encouragement. Can they cook something for a potluck or bake sale? Do they have frequent flyer miles to cover your airfare? Do they have outdoor gear you can borrow for the semester? Can they tell their friends and family about your fundraising efforts? Can they volunteer at one of your events (garage sale,

house party, silent auction)? Can they hike or dance if you are planning a hike-a-thon or dance-a-thon? If nothing else, ask for their moral support and any contribution of ideas toward your fundraising effort.

\*\*Be sure to review the “Making Tuition Contributions” section in *Part 7: Resources* before collecting donations.

## Part 6: Giving Thanks

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### Saying Thank You & Creative Thank You Ideas

The most important thing you need to do after you receive a donation is to say thank you. **Make sure you give thanks in a timely, sincere way.** There are many ways to thank your supporters, but **at the very least, send a thank you card or letter right away.** Let them know how meaningful their gift or donation is. In advance, draft some thank you language to use over and over.

#### Other ways to thank people:

- Make thank you calls to your supporters
- Post on your crowd-funding page
- Announce a thank you at your fundraising event
- Send postcards during your semester
- Send a follow up thank you card after your semester sharing your experience
- Make a thank you gift – below are a few examples:



# Part 7: Resources

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## Sample Documents

- [Personal Savings Plan Template](#)
- [Sample Donation Form](#)
- [Sample Silent Auction Bid Sheet](#)
- [Sample Fundraising Letter](#)
- [Sample Pledge Sheet for “A-Thons”](#)
- [Press Release Template](#)

## The Traveling School Logo

**Traveling School Logo** (open: right click on image to save/copy)

- You are welcome to use The Traveling School logo in web and print fundraising. Logos are attached to this fundraising toolkit.
- **Anytime you use The Traveling School logo – you need to include the mission and the website somewhere on the same brochure/site.** *See below for both.*
- Other logo uses: if you want to use the logo for merchandise printing, you need to contact the home office first. Ex. Printing the logo on t-shirts, other clothing, water bottles, etc. Contact [info@travelingschool.com](mailto:info@travelingschool.com) to inquire about merchandising use of logo and any other questions related to use of the TTS logo.

## The Traveling School Mission, Vision, Tagline

- Always include The Traveling School mission in any print/web fundraising. You may only use The Traveling School mission/vision/tagline in fundraising related to your semester (not any other use outside of The Traveling School).
  - **MISSION:** The Traveling School amplifies female voices through transformative education to ignite positive change.
  - **VISION:** We envision a world where strong, compassionate female leaders build an equitable and sustainable global community.
  - **TAGLINES:** Find yourself out in the world/ Empowering young women to spark change in the world/ Changing the world one girl at a time

## The Traveling School Website

- Always include The Traveling School website in your print/web fundraising. This provides your donors a chance to find out more information about the school.
- **WEBSITE:** [www.travelingschool.com](http://www.travelingschool.com)

## Social Media Channels

- Follow/Like us on our social media channels
- Feel free to tag our social media channels in your online fundraising
  - Facebook: <https://www.facebook.com/thetravelingschool>
  - Instagram: <https://www.instagram.com/thetravelingschool/>
  - YouTube: <https://www.youtube.com/channel/UCPH74J2aBqLfERAgWmazScQ>

## Traveling School Imagery

- We are happy to share images or videos of our programs in action for use in your fundraising materials and efforts. Reach out to our office if you are interested in using our imagery.
- Many videos are available on the YouTube Channel listed above. Feel free to share these resources in your fundraising materials/documents.

## DISCLAIMER:

- The Traveling School reserves the right to request any reference to our organization removed from any use that is not in alignment with the mission and values of our organization. References could include: name, logo, website, mission, vision, tagline, social media channels, etc.
- The Traveling School reserves the right to report abuse of social media mentioning The Traveling School.
- If you have questions about the following – ask before you act:  
[info@travelingschool.com](mailto:info@travelingschool.com) or 406.586.3096

## Managing Tuition Contributions

### How to collect tuition contributions:

- Most contributors may not be comfortable writing a check to you personally and prefer to pay The Traveling School directly.
  - Have contributors make checks payable to *The Traveling School* with your name and TTS semester in the memo line
    - Checks can be collected by you and sent to The Traveling School at regular intervals **OR**
    - Contributors can send checks directly to The Traveling School, PO Box 7058, Bozeman, MT 59771.

## Are the contributions toward my tuition tax-deductible?

Contributions made toward your tuition/expenses **do not qualify** as a tax-deductible donation. For a donation to be tax-deductible, it cannot be made on an individual's behalf. Donations to The Traveling School general financial aid fund are tax deductible but cannot be distributed to an individual student.