



GUIDE TO FUNDRAISING

Dear Harvard National Model United Nations Latin America Delegate or Advisor,

It is my distinct pleasure and honor to welcome you to Harvard National Model United Nations Latin America 2015. As Director-General, my goal is to ensure and facilitate the journeys of each and every one of you to this conference.

HNMMUN Latin America understands that delegations may need assistance in covering the costs of participating in our conference. We stand by our commitment to diversity, accessibility, and education and so are happy to announce an expanded Financial Assistance budget for our 2015 conference. We encourage you to apply for aid through the Financial Assistance Application found on our website. In applying for financial aid you will be expected to demonstrate previous fundraising efforts and so I am privileged to share with you the newly revised and updated 2015 Guide to Fundraising for Harvard National Model United Nations Latin America. This comprehensive Guide will be a useful companion for helping you achieve your financial goals and attend the conference in January. Please take the time to read through the Guide but remember that the recommendations provided are neither definitive nor all-encompassing. Use the suggestions provided herein as the foundation for your efforts and expand upon these ideas to ensure you can be part of the HNMMUN-LA experience in 2015.

In this Guide to Fundraising, you will find: a itemization of your conference-related expenses and suggestions on how to minimize them, a guide to raising money through grants, sponsorships, and fundraising projects, and key fundraising skills and tips. Completed applications are due by the priority deadline of **15 October 2014**. After the priority deadline, applications will continue to be accepted and considered on a rolling basis until the final deadline of **31 October 2014**.

Thank you very much for your interest in HNMMUN-LA 2015 and best wishes in all your fundraising endeavors. Please feel free to contact me with any questions, comments or concerns and I look forward to hearing about your fundraising efforts!

Sincerely,

María Camila Rincón

María Camila Rincón
 Director-General
 HNMMUN Latin America 2015
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I. CONFERENCE EXPENSES

One of the first things you should be doing as you plan your HNMUN Latin America participation is to prepare your budget. Having a well-planned and well-researched budget will guide you as you plan your fundraising activities, help you pre-empt unnecessary stress from unexpected costs, and ensure you have all the funds you need for your trip.

Your main conference-related expenses will be your transportation costs to and around Lima, your hotel accommodations, your conference fees, your meals, and social and shopping money.

Transportation

Your transportation costs will depend largely on where you are coming from and on whether you come to Lima by plane, bus, or train.

If you are planning to travel by plane, sites such as www.kayak.com, www.expedia.com, and www.statravel.com are useful tools for comparing and finding the cheapest available flights. Depending on your route, early morning flights, late night flights, or flights with stopovers can sometimes offer significant savings. Also, make sure to check specific airline websites directly as booking search engines can sometimes miss “special deal” offerings. Depending on your origin, airport taxes and visa fees may also be a consideration.

If you live within a reasonable distance of Lima, traveling by bus or train can be much cheaper than flying. If other Model UN teams from your area are coming to HNMUN-LA, consider booking a bus together to reduce costs.

Hotel Accommodations

HNMUN-LA negotiated a discounted room rate of US\$115 plus tax per night with Deflines Hotel and Casino in the center of Lima for all conference delegates. For more information, look on our website under the “Resources” tab.

Please note that rooms may fill up quickly, particularly large ones, so do be sure to book your reservations early.

Conference Fees

There is a US\$80 Delegate Fee per delegate, and a US\$60 Faculty Advisor Fee per advisor. The registration fee must be paid upon registration online and must be received before your school account can be activated. Delegate and Faculty Advisor Fees can be paid at your convenience before a final deadline on 1 December 2014. Pay early to avoid any late fees! Additional details can be found on our website.

Meals

We recommend planning for at least four days of meals while at conference. The HNMUN-LA staff will provide you with a list of suggested establishments around the hotel where you can find cheap food and entertainment.

Socials, Shopping, and Miscellany

This type of spending is entirely at your discretion. This year a variety of HNMUN-LA conference merchandise will be available for purchase. We encourage all delegates to save money by buying the social event package when registering rather than the events individually.

II. RAISING MONEY

Here’s the fun part. Now that you know how much money you need, the next step is figuring out where you can get it.

A. LOCATING SOURCES OF FUNDING

Your University

Your university should be your very first resource. Many universities have grants that they provide for student organizations, and some may even be able to meet almost all of your financial need.

Before contacting any officials, make sure your MUN team is an officially registered student organization in good standing. Enlist the support of your faculty advisor and any team members with experience in seeking grants or with connections in any of the school departments. Approach your student governing body, your student activities office, your Political Science, International Relations, Economics, or appropriate Humanities departments, and finally, your university administration. Your university may also have specific research institutions whom you can contact for both grants and research help. Depending on your country assignment, you can also contact departments which study that country’s region or issues of interest.

Your Community, Foundations, Non-Profit Organizations, and Government Agencies

In addition to being a great source of funding, your university can also be a great source of information and can refer you to what other organizations you can try to contact.

Some other types of organizations that your delegation should approach are community clubs, foundations and non-profit organizations, government agencies, and businesses.

For delegations coming from abroad, government agencies can be a valuable source of support. Agencies like your Foreign Affairs, Education, Defense, or Domestic Ministries may be able to support your MUN program as a youth project that boosts awareness of foreign cultures, international affairs, and public policy. Also get in touch with your country's United Nations Association (UNA) for possible sponsorship or at least further referrals (locate your nearest UNA on www.wfuna.org).

Community groups such as Rotary Clubs, Lion Clubs, and Kiwanis Clubs have a strong history of supporting MUN programs. Seek out chapters of these groups in your local area and see if they can sponsor you.

Large foundations and non-profit organizations can also be a valuable source of assistance, so long as your MUN program fits within their area of work. Look for organizations that support education, civil society strengthening, international studies or youth involvement in government or international relations. Be aware that many larger foundations do not accept unsolicited grants, and take care to look up any established grant procedures you will need to follow. As you research foundations and non-profit organizations, pay attention to who their sponsor or partner organizations are — you can approach them for help as well.

As you approach these organizations, in addition to explaining why you want to come to HNMUN-LA, what you would gain from the experience, and how much their support would help, clearly describe how your MUN participation is relevant to their field of work and aligned with their organizational mission. You can even offer to provide them with a report or a presentation about your experiences after the conference.

Businesses and Corporate Sponsorships

Local, regional, and national businesses are other possible sources of sponsorship. Many businesses will have strong commitments to education and youth programs and will be happy to contribute towards your MUN experience. Some such companies with demonstrated commitments to education and the youth are Hewlett-Packard, IBM, Bayer, Honda, Lufthansa, Coca-Cola, ExxonMobil, and Travelocity. Local companies are often also happy to support local MUN teams. Even if businesses are unable to provide cash donations, they may often be able to donate food, gift certificates, services, or products which can then be used in your organized fundraisers.

As you contact companies, also try to identify and pitch the benefits they also stand to gain from being your sponsor. Typically, the best thing you can offer them is good publicity and you can help promote their business by acknowledging

them as your official sponsors, featuring their logos on team merchandise or publications, and mentioning them in any publicity efforts your team may have.

Be sure to check with your university or your office of student affairs about any college-wide policies on soliciting corporate sponsorships or external grants. There may be campus guidelines previously established procedures for obtaining such donations.

Individuals

As you compile your list of sources, don't forget to include specific individuals who may be able to either donate money or connect you with other potential donors. Consult your school's Career Services office for a list of alumni involved in international affairs. Contact your MUN team's alumni. You may even try writing to family, friends, and neighbors.

B. SOLICITING DONATIONS

Here are some basic steps to follow as you solicit aid:

1. Identify and list the organizations and individuals you plan to contact.

Plan to contact as many people as you can! Once you have compiled a list of organizations and individuals you'd like to reach, brainstorm ways of making each sponsorship appeal **personal**. Look within your team and each member's family and networks for personal connections to school administrators, community clubs, foundations, non-profit organizations, government agencies, and businesses. Having someone to advocate for your program from within an organization will dramatically improve your chances of getting sponsored. If that is not possible, at least determine who the right contact person within each organization is and contact this person directly. Make sure your solicitation process is well-coordinated and organized, and never have multiple people calling the same organizations for the same requests.

2. Prepare a mailing package to send out.

You should send everyone personalized letters introducing yourself, your team and HNMUN-LA, why you'd like to come to HNMUN-LA, what you expect to gain from the experience, and how their support would help. If applicable, also discuss your past HNMUN or HNMUN-LA experiences and successes. Include in your letter specifically how much you need and how much you hope to fundraise. Depending on who you're reaching, it may also help to ask for specific amounts of money. Have distinct letter templates for businesses and for non-profit organizations. For businesses, promote the benefits the company has to gain from sponsoring your trip. For other organizations, discuss how MUN fits with their work and mission. In addition to a letter, it would help to include your HNMUN-LA invitation letter, a letter of support from a college official such as your Faculty Advisor, Dean of Student Affairs, or University President, if possible,

and a self-addressed envelope to facilitate their donation. Also include any publicity your team has received (such as newspaper articles and school newsletter encouragement) in your mailings. [Please see the sample donation solicitation letter at the end of this guide.]

3. Contact your potential sponsors, send them your package, then follow up, follow up, follow up!

Once you have sent your mailing package to potential sponsors, allow enough time for the package to arrive, and then call them to confirm that they're received it. Before you even pick up the phone, make sure you are already prepared with what you are going to say. Introduce yourself, and ask to speak with your contact (or the person in charge of donations if you don't have a specific name). When you speak to your contact, introduce yourself, remind them of the letter, summarize for them its contents, and then ask if they might be able to help. If it might help, offer to call back in a few days to give them some more time to think. It is essential to follow up! Your potential sponsors are likely very busy, so it will be your responsibility to see each donation through. Every phone call helps.

4. Gain something from each contact.

Ideally this will be money or grants, but if people are unable to directly donate see if there might be some other way for them to help you, whether through other donations or additional referrals. If someone in an organization says they do not have the authorization to make a donation, find out who does and how to contact them.

5. Show gratitude and maturity.

Thank your sponsors after each donation and, after the conference, get back in touch with each of them to let them know how you did. Prepare a little presentation to give or a newsletter and pictures you can send them. Share your experience and build a sustainable relationship with each donor. You'll want to build a base of sponsors whom you can approach again in the future. If it seems possible, your delegation could host a simple, home-prepared thank you dinner for individual sponsors and organization representatives.

C. FUNDRAISING PROJECTS

In addition to soliciting sponsorships, you should also expect to do a number of fundraising projects to help you raise money on your own. Any fundraising projects should always be tailored to your community, your school, and your target audience. It would help to also consider what kinds of projects have worked for you or other local organizations in the past. Your fundraising success will depend mainly on your creativity and your persistence!

For all of the suggestions that follow, remember that publicity and sales are absolutely crucial. While there are many different substantive projects that you can use to fundraise, the financial success of any event will really depend on how

many people you can get to go to each event and how much you sell. When organizing fundraising events, be sure to publicize them as widely as possible both in the press and on campus through posters, email lists, and word of mouth. This will both increase the success of your events and increase your team's public presence. Building a strong public presence will also make it easier for you to solicit donations. Strong visibility will help them have a better idea of who you are and how committed you are to attending HNMUN-LA.

Discount Cards

You can try selling students and other members of the community discount cards which will get them special deals or discounts at local stores. To make this idea work, you will need to find local businesses that are willing to work with you in providing deals and discounts. Local businesses usually support such ventures as ways of promoting their business and their products.

Your only cost is that of printing the discount cards, which can be on simple card stock or custom-ordered business cards. On each card, be sure to include the names of participating stores, the terms of each deal, the name of your MUN team, and the selling price of each card. Make your cards distinctive so that other students can't just try to make their own copies.

Raffles

A raffle is a very popular and relatively easy to organize fundraiser, just make sure you consult your local gambling regulations to make sure raffles are legal in your area. The first real step is finding and securing prizes for which people will be willing to gamble a small amount of money. These should be relatively valuable prizes with widespread appeal and you would ideally get these prizes at no cost, as donations from either individuals or companies. The hardest part of running a raffle will be selling tickets. Make sure your entire team is involved in selling tickets and offer some sort of incentive for your top salespeople. You can design the raffle tickets yourselves or buy pre-made ones, but be sure that every time someone buys a ticket you retain a copy of the ticket with their full contact information. Make sure buyers know where and when the raffle will be.

Silent Auction

A silent auction is another fun and straightforward way to raise money. The first step to organizing your silent auction is gathering all the items you plan to auction off. Your aim should be to offer one or two grand prizes and many smaller prizes, like movie tickets and dinner vouchers at local restaurants. Ask for gift certificate donations from tour companies, hotels, or spas. See if a well-known professor at your university would be willing to host dinner for the winning bidder. If one of your team members has a vacation home that they would be willing to lend out for a weekend, that would be an example of a great grand prize. Other prizes could include technology

gadgets, sports tickets, gift certificates, and DVDs. If you are feeling artistic, your team could create or decorate its own products. Be creative in coming up with items. Unique prizes usually get higher prices than things people could buy at the store. Even combining and packaging otherwise ordinary items in creative and eye-catching ways can increase their value considerably. As much as possible, collect your sale items as donations.

At your auction, set all your items about the auction room in an attractive manner and provide interesting descriptions of each item. Place items in locations that will enhance their visibility and salient characteristics, and make sure to feature your most important items prominently. Place a bidding sheet by each item with a minimum bid for each object, the minimum possible bidding increment, and space for people to place their bid. As people arrive, have them register their names and contact information with you and assign each customer an identification number. This number is what they should put down with each of their bids. If you wish, you may charge individuals an entry fee that can then be applied towards any of their purchases.

Before you start your auction, make sure you have a specific end time for your silent auction and a plan for how to clear your items. For instance, you can request that all bidders stay after the bidding period is over and then go through your items declaring and collecting the winning bids one by one.

Parties, Concerts, and Other Events

Other fundraising events you can host are events such as movie nights, concerts, and club nights.

Movie nights are usually easy to organize as they consist primarily of holding a special movie showing and charging for admission. Pick a popular or a specially themed movie, find a central location with a big screen, a good sound system, and comfortable seating, then sell your tickets. Just make sure to look into the legal regulations of holding for-profit movie nights, as you usually need to rent movies directly from the movie distribution companies to get their permission to charge admission for the movie. One possible way around this is to show old “classics” whose copyright licenses have expired.

Concerts can quite a bit more work but much more fun. The first steps to planning one are to find a good venue and good light and sound systems you can use. The next step will be finding artists who can perform for you. Selecting performers well is crucial as your roster will make or break your concert. Always try to bring in one or two well-known performers who will help you draw a crowd. Then you can try to find popular local artists who will then bring their own following, or at least plenty of family and friends.

Club nights can also be great moneymakers. Talk to a local club owner and see whether you can get a portion of the club’s entrance fees for one night in return for publicizing

the event on campus and bringing them significant business. If you are not sure that your MUN team can draw that many people to a club on its own, think about partnering with another campus organization to host the event together. Be conscious of each club’s minimum age restrictions.

With all of these events, don’t overlook opportunities to gain more revenues by soliciting event sponsors and by selling food and drinks!

Sales, Sales, and more Sales

Sales can be a very reliable way to fundraise on any campus and you have much room for creativity. When at all possible, try to sell items which you can either make yourself or which you can sell on commission. You risk losing money if you buy many items in advance and then don’t manage to sell them.

Here are some ideas that have worked in the past:

- Compile stress relief packages for students during exam periods. These could include stress-relieving food (such as chocolate), stress balls, relaxing face masks, or anything else you like. You could also advertise these as gift packages for students to send to their friends.
- Sell coffee outside of morning classes to help keep students awake.
- Gather donations from local families and host a yard or garage sale.
- Host a traditional bake sales or food sale at your university. This often works best in combination with another event, such as selling food at your silent auction or car wash, and can greatly enhance your profits.
- Partner with a business to sell their goods in return for a part of the profits. Many businesses have formal programs where students can sell things such as magazine subscriptions, chocolate, or other goods in exchange for a commission. Even if a company has no specific program in place, they might still be interested in selling their products through you if you present them with a good proposal. Many restaurant chains will host meals where they will donate a portion of their profits to you; all you have to do is have members sell tickets and advertise the date so people come in the door.

For even more ideas, simply search the web for “fundraisers” or “creative fundraising ideas.” Sites like www.fundraiserhelp.com or www.fasttrackfundraising.com can be very helpful. Think carefully and creatively about what your team can offer your school or local community.

D. PUBLICITY

Publicity will be a helpful tool for improving your success in both sponsorship solicitation and fundraising through events. Donors will be much more likely to help you if they

already know who you are and what you are doing. School and community members are more likely to come to your events if your organization sounds familiar. It is crucial to publicize your team and HNMUN-LA in your university and community.

This is especially important if Model UN is not well-known where you are from. As soon as you have been accepted to HNMUN-LA, draft a press release for distribution to your campus and community newspapers.

Organization is critical in drafting your press release. Have a catchy and informative title, and use your opening paragraph to summarize who you are, what you will be doing at HNMUN-LA, why it is important, and when you will be going. You can add detail in subsequent paragraphs, but put the most important information in the beginning of the release to catch your audience's attention. Do not forget to mention that your team needs financial assistance to attend and publicize your sponsors and fundraising projects. Include contact information and ways in which people can help you. [Please see the sample press release at the end of this guide.]

III. APPLYING FOR FINANCIAL ASSISTANCE

If you have exhausted all of the fundraising suggestions provided in this Guide and still have a budget shortfall, your delegation may consider applying directly for financial assistance from HNMUN-LA. Committed to making the HNMUN Latin America experience accessible to as many people as possible, the Secretariat of HNMUN-LA 2015 has allotted a substantial amount of money for its financial aid fund. Financial aid will be granted according to two criteria:

- Demonstrated need; and
- Demonstrated fundraising efforts.

The 2015 Financial Assistance Application is now available on the HNMUN-LA website and will be due by the priority application deadline of **15 October 2014**. After the priority deadline, applications will continue to be accepted and considered on a rolling basis until the final deadline of **31 October 2014**.

Remember to keep records of all your written requests for aid and relevant correspondences with university institutions, grant-giving bodies, and other potential sponsors. We will be asking for copies of these and documentation of any fundraising efforts and events. We look forward to reading and reviewing your applications!

IV. YOUR HNMUN FUNDRAISING TIMELINE

Now that you have a clear idea of everything that might be involved in your fundraising efforts, you should take the time to create a timeline for everything you will be doing between now and HNMUN-LA. Detail your plans for your publicity efforts, your sponsors solicitation process, and your fundraising event planning as well as when you expect to book transportation tickets, hotel rooms, and the like. A timeline will be a great aid for staying well-organized and well-prepared. Be conscious of how you space out your various fundraising events and make sure you continuously update your timeline as new events and circumstances arise. As much as possible, you should be contacting potential sponsors and making solicitations through the summer (June, July, and August) and holding fundraising events through the summer and September.

Please feel free to contact the HNMUN Latin America Secretariat at info@hnmunla.org at any time, particularly if you feel you can use some fundraising support or advice.

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 January!

SAMPLE DONATION SOLICITATION LETTER

30 September 2014

Dear Mrs. Sophia Smith:

My name is Jane Jones and I am writing on behalf of Ace University Model United Nations (AUMUN), an award-winning Model United Nations team. Through participation in interactive simulations, our team provides students at Ace with the opportunity to learn about the United Nations and world affairs, share their opinions with students from around the world, and become active global citizens.

On 13-16 January, 2015 our team will be attending the Harvard National Model United Nations Latin America (HNMUN-LA) conference in Lima, Peru. The conference, staffed entirely by Harvard University students, is an opportunity for the students to experience firsthand the challenges of international negotiation and diplomacy and to share their experiences and opinions with other students from around the world. This will be Ace's first year attending HNMUN-LA, and we are very excited for this new opportunity. However, the trip will cost us about US\$850 per student in travel, hotel, and conference costs to attend, an amount few of our members can afford to pay.

In order to allow us to participate, we are seeking your sponsorship. As the Coca-Cola Company has long been a leader in supporting educational initiatives throughout the world, we were hoping you might be interested in sponsoring our team. Were Coca-Cola to sponsor us, we would be more than happy to include information about the company on our team website (<Address Here>), list it as a sponsor in all of our publications, and feature its logo on our team shirts at conference. We strongly hope to be student representatives and ambassadors of the Coca-Cola in this exercise of diplomacy and inter-cultural dialogue.

For more information about our team and HNMUN-LA, I have included with this letter a note from Ace University Dean of Student Life Tom Hutchins, our team budget, the HNMUN-LA invitation letter, and a Ace Uni News-Press article on our team's recent fundraising auction.

In a globalized world, international education is critical to fostering today's citizens and tomorrow's leaders. With the opportunity to actively debate international problems and interact with fellow students from around the world, we believe that HNMUN-LA will be a uniquely valuable educational experience. Any support you could provide would be immensely appreciated.

Thank you so much.

Sincerely,
Jane C. Jones

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AUMUN Non-Profit No.: 02-3450959

SAMPLE PRESS RELEASE

Contact:

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30 September 2014

FOR IMMEDIATE RELEASE

Local Students to Represent India at Harvard Conference

The Ace University Model United Nations (AUMUN) team has been selected to represent the nation of India at the prestigious Harvard National Model United Nations Latin America conference to be held in Lima, Peru from 13-16 January 2015. Twenty students will have the chance to attend and are actively fundraising to make the trip possible.

This will be the Ace students' first chance to participate in the international conference, which students and faculty members from universities across the globe. The conference, staffed entirely by Harvard University students, is an opportunity for the students to experience firsthand the challenges of international negotiation and diplomacy and to share their experiences and opinions with students from around the world.

The trip is estimated to cost around US\$850 per student, a figure which the team hopes to reduce significantly through a variety of fundraising efforts, including a silent auction scheduled for 25 October at the Oaces campus. The AUMUN delegation will also benefit from the generous sponsorship of the Coca-Cola Company. Yet, even with this help, the cost of attending may still be prohibitive for some students and the AUMUN team is actively seeking other forms of sponsorship and support from the community.

For more information about AUMUN, contact Jane C. Jones, head delegate, at (555) 123-4567 or jcjones@ace.edu.