



The WorldStrides International Discovery programs Fundraising Guide is part of our continued effort to help you bring learning abroad to life for your participants. Gleaned from WorldStrides International Discovery programs employees and teachers, the following guide provides suggestions for useful fundraising campaigns to help raise money for your educational tour. While it is possible that not all will apply to your group, each has been helpful to someone in the past. We hope you find one, or two, or ten, that will help your group succeed!

### 3 Keys to Successful Fundraising

- 1. Advertising Campaign:** Advertising is the most crucial aspect to holding a successful fundraiser. The key is to start all advertising at least four weeks prior to the event. Employ several different mediums by which to advertise. At school, post fliers all around school, put announcements on the school PA system and in the school newspaper. Spread the word around the community, at the YMCA, churches, community centers, grocery stores, coffee shops, via word of mouth and networking, and, where possible, purchase ads in the local paper. Any signs for the fundraiser should always have the date, time, location, and reason for the event. On the day of the event, make sure you have plenty of signs and volunteers ready to provide directions and answer questions.
- 2. Ask for help:** Delegating the planning and preparation to a student and/or committed parent frees more time for you to plan the next fundraiser and focus on the trip. It also makes group members feel that they have a larger role in the planning of the tour. In addition, taking this leadership role looks fantastic on a college resume and bodes well for future employment.
- 3. Save money on costs:** Be savvy! Ask for as much product as possible to be donated, i.e. paper supplies, t-shirts, sponges, candy, carnations, and more! In any situation where admission is charged, or hourly wages are earned, check local wages and pricing to charge the correct entry fees, rates, and food pricing.

Our best advice is to be flexible and creative with your fundraising choices. And most of all—enjoy! Look at all these opportunities as fun activities to get you, your participants, and the community involved for an amazing educational experience!

## Fundraising Ideas

### *Babysitting, Dog Walking, Snow Shoveling, Taxi Driver*

Initial Operating Cost:	\$0
Planning & Execution Time:	Continuous, 10-20 hours/week (per student basis)
Materials:	Fliers, shovels, rakes, car, leash – items consistent with business model
Staff:	Individual student
Expected Earnings:	\$8-\$15/hour

Working towards paying for the cost to travel abroad teaches students a lot about responsibility, and often makes the tour that much more personally rewarding! Students advertise their business in the community via word of mouth and fliers. Jobs include, but are not limited to: babysitting, dog walking, leaf raking, lawn care, snow shoveling, and more. The taxi system requires organization, but works well helping older citizens run errands, visit friends, and attend appointments. Not only have your students created a solid income towards the cost of their tour, but they have also become entrepreneurs and assets to their community. In addition, students can set up a personal bank account and watch the earnings for their tour grow!

# Fundraising Guide

## *Language Lessons & Mentor Program*

<b>Initial Operating Cost:</b>	\$0
<b>Planning &amp; Execution Time:</b>	10 hours plan, run 8 week program (one-hour lesson twice a week)
<b>Materials:</b>	Fliers, school classroom or local library
<b>Staff:</b>	Student tutors, Teacher to oversee
<b>Expected Earnings:</b>	\$20/hour

What better way to promote learning and leadership than providing an after-school tutoring program for young learners? Advertise with the PTA and elementary schools and enroll students for private tutoring. If you have 8 travelers you can have 8-16 learners depending on tutor ratio and how many times a week the student attends. Tutoring is very valuable for younger students, but expensive for parents. This program offers great tutoring for a very reasonable price. Students learn how to teach others and become excellent role models for younger students.

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## *Commuter Café*

<b>Initial Operating Cost:</b>	\$100 (depends on donations and coffee used)
<b>Planning &amp; Execution Time:</b>	5 hours preparation, 4 hours/morning for 4-8 weeks
<b>Materials:</b>	Permission of commuter rail, coffee, hot chocolate/tea (optional), hot water, gallon coffee containers, creamers, stirrers, sugar, table, signage with pricing, money box and change, baked goods (optional), straws
<b>Staff:</b>	Parent volunteer/Teacher, two students each morning
<b>Expected Earnings:</b>	\$300-\$600/month

Remember lemonade stands? Welcome to the 21st century stand: The Commuter Café! Set up a hot chocolate and coffee stand with snacks at the local train or metro station. Ask local coffee shops for donations to the café. Open the stand from 6-8:30 AM and serve fresh hot coffee to commuters! In the rush of getting to the train many do not have time to stop for coffee and will be pleasantly surprised to see the morning brew! WorldStrides International Discovery programs' very own Caitlin O'Connor said the Commuter Café fundraiser was extremely profitable and resulted in many happy commuters! Quick tip: iced coffee is very popular! Any coffee not sold the day before save for tomorrow and offer iced coffee! It takes a week for commuters to catch on to your daily attendance and note the duration of time you will have your café open.

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## *Concession Stand*

<b>Initial Operating Cost:</b>	\$100-\$200
<b>Planning &amp; Execution Time:</b>	3 hours/per game, 1 hour for preparation
<b>Materials:</b>	Food, beverages
<b>Staff:</b>	Parents, Teachers, students
<b>Expected Earnings:</b>	\$500-\$1000/per event

Supply a concession stand at local events, games, elections, debates, presentations, and community gatherings. Supply candy, baked goods, hot cocoa, sodas, water, coffee, soft pretzels, popcorn, and anything consumers would want to buy! The stand is great for earning money and keeping spectators happy!

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## *Appreciation Carnation!*

<b>Initial Operating Cost:</b>	\$0-\$150 (depending flower donation)
<b>Planning &amp; Execution Time:</b>	2 hours/week, 2 hours event day
<b>Materials:</b>	Order forms, bulk flowers
<b>Staff:</b>	Parent or Teacher, students
<b>Expected Earnings:</b>	\$200-\$500

On Valentines Day, Teachers Day, or a special day you organize, buy bunches of carnations to sell for \$2 each. Students traveling sell order forms to faculty, peers, and staff 2-4 weeks prior to the event and fill out the name of the recipient and a message, if desired. Encourage the local flower shop to donate as many flowers as they can to the event to offset costs. On the day of the event, pick up the flowers and have students distribute order amounts to the staff homeroom! Whether you give or receive a carnation, this fundraiser puts a smile on everyone's face!

# Fundraising Guide

## *Start Wrapping!*

<b>Initial Operating Cost:</b>	\$50-\$250 (depending on supply donations)
<b>Planning &amp; Execution Time:</b>	20 hours/week for 3 weeks
<b>Materials:</b>	Mall permission, wrapping paper, tables, tape, gift tags, signs, gift bags and ribbons (optional)
<b>Staff:</b>	Teacher/parent, 3 students per booth
<b>Expected Earnings:</b>	Teacher/parent, 3 students per booth
	\$50-\$200/night

Students wrap presents for shoppers during the busy holiday season. Ask the management of the local shopping mall if you and your students can set up two booths for three weeks during the holidays. Set up your booths from 4-9:30pm three nights a week and have signs advertising your goal for the project and cost per wrapped gift. Then, start wrapping! To defer the cost of the event, ask a shop to donate wrapping paper, tape, etc! Everyone is busy around the holidays making this an exciting and necessary event!

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## *School Dance*

<b>Initial Operating Cost:</b>	\$0-\$200 (depending on donated food/decorations/DJ)
<b>Planning &amp; Execution Time:</b>	2 hours/week, 7 hours day of event
<b>Materials:</b>	Gym or cafeteria, music, tickets, advertising, food/beverage, tables, chairs, decorations (optional)
<b>Staff:</b>	DJ, chaperones, ticket collector, concession & decoration volunteer
<b>Expected Earnings:</b>	\$500-\$2000

Dance the night away like the discothèques in Spain! Dances are popular with the students, demand a simple setup (the hard part is finding the chaperones!), and are very profitable. Find a DJ (ask a student/teacher to save on costs), secure the high school gym or cafeteria, and book volunteers. Wherever your educational travels are taking you, why not make a theme around the dance? Flamenco?

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## *School Fair*

<b>Initial Operating Cost:</b>	\$75-\$200
<b>Planning &amp; Execution Time:</b>	2 hours/week, 8 hours event day
<b>Materials:</b>	Tickets, track or gym, games, dunk tank, baked goods, whip cream pies and apples
<b>Staff:</b>	Students, volunteer game hosts
<b>Expected Earnings:</b>	\$500-\$2000

Set up a carnival day in the gym or around the track for all the local schools and your community. Children love participating in events like bean toss, egg toss, dunk take, pie eating, pie throwing, volunteer face painting, bob for apples, and more. What a great event to host that brings the community together! Sell tickets for general admission for a day of fun. Put the principal in the dunk tank and watch the money grow! You can even have a chili, apple pie, or BBQ bake-off among a group of Teachers/students where you sell the food and people vote! Some people charge \$1 per pie thrown and run the event two days in a row!

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## *High School Musical or Talent Show!*

<b>Initial Operating Cost:</b>	\$0
<b>Planning &amp; Execution Time:</b>	3 hours/week advertising, ticket sales, enroll/organize acts, 6 hours event day(s)
<b>Materials:</b>	Auditorium/theater, fliers, sign up performance sheets
<b>Staff:</b>	Emcee, performance groups, ticket collector, ushers
<b>Expected Earnings:</b>	\$500-\$1500/night

Does your school have an amazing glee club? Reserve the school auditorium, have talented students and staff sign up to perform, and have fun! The show generates lots of interest from the community and school, as staff and students are encouraged to showcase their talents. Create posters that promote performance sign up as well as indicate ticket cost and the event date. Then sit back, relax, laugh and enjoy the night!

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# Fundraising Guide

## *Are you Smarter than a 5th Grader?*

<b>Initial Operating Cost:</b>	\$0-\$50
<b>Planning &amp; Execution Time:</b>	20 hours
<b>Materials:</b>	Auditorium, desks, microphone, projector, questions
<b>Staff:</b>	Contestants, game show host, elementary student game players, ticket collector, chaperones
<b>Expected Earnings:</b>	\$200-\$500

Produce your own game show! Host the popular show in the school auditorium and sell tickets for entrance. Have students and faculty donate questions (i.e. History, Geography, Art, English, Foreign Languages, etc) for the competition and recruit one student, one teacher, one administrator, and one community member to play! Have food for sale and allow audience members to submit sponsored question! For example, donate a question worth \$5 if the one playing the game gets it right, \$5 goes towards the tour! If contestant gets it wrong, the question submitter receives half donation in return! It's a fun and educational event for all! You can also run family feud or jeopardy event night!

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## *Kids Night: Treat Parents to an Affordable and Fun Child Care Option*

<b>Initial Operating Cost:</b>	\$100 (depends on donations and coffee used)
<b>Planning &amp; Execution Time:</b>	5 hours preparation, 4 hours/morning for 4-8 weeks
<b>Materials:</b>	Permission of commuter rail, coffee, hot chocolate/tea (optional), hot water, gallon coffee containers, creamers, stirrers, sugar, table, signage with pricing, money box and change, baked goods (optional), straws
<b>Staff:</b>	Parent volunteer/Teacher, two students each morning
<b>Expected Earnings:</b>	\$300-\$600/month

Students and Teachers invite local elementary school students and their siblings to join them in a "Kids Night Out" at the school. High school students baby-sit elementary school kids from 6-10pm in an evening full of events, fun, and learning. Groups charge \$10-\$15 per child. We recommend setting a specific age range for the children between 5-12, having students responsible for a specific group or activities, and having parents sign an authorization form. Having a volunteer nurse on hand that night is great reassurance for the parents as well! Parents love this event because their kids have a wonderful time, they enjoy an evening alone for dinner and a movie, and kids night cost far less than a babysitter! Works very well on nights like Valentines Day!

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## *Tournament of Champions! Teachers vs. Students or Parents vs. Teachers*

<b>Initial Operating Cost:</b>	\$0
<b>Planning &amp; Execution Time:</b>	10 hours plan, 4 hours event day
<b>Materials:</b>	Ball field/game boards
<b>Staff:</b>	Umpire, players
<b>Expected Earnings:</b>	\$100-\$300

Set up a competition, any type of sporting game – softball, kickball, basketball, track/field, jeopardy competition, scrabble tournament, and more! Set the opposing sides and collect \$5 per person for all who want to play. Students can root for one team or the other by making donations to that cause! All the proceeds can go to the trip or half to the school! Every school needs a cordial rivalry!

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## *Flea Market*

<b>Initial Operating Cost:</b>	\$0
<b>Planning &amp; Execution Time:</b>	5 hours plan, 8 hours event day(s)
<b>Materials:</b>	Parking lot, gym or cafeteria, tables
<b>Staff:</b>	Student vendors, adult chaperones
<b>Expected Earnings:</b>	\$100-\$500/per student

Find a parking lot or the school gym to set up a large, open flea market. Students visit neighbors, friends and family to collect a variety of donations – clothing, posters, records, etc. Each student sets up their own table and keeps the money they earn to put towards the trip. This event is another way students develop business skills, especially in negotiation and fair pricing! If the entire group cannot run the flea market, suggest that students individually host a yard sale at their house based on the same premise!

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# Fundraising Guide

## *Car Wash*

<b>Initial Operating Cost:</b>	\$50-\$75
<b>Planning &amp; Execution Time:</b>	5 hours plan, 6 hours event day (Sat & Sun 10am-4pm)
<b>Materials:</b>	Parking lot, sponges, buckets, hoses/water source, soap, advertising signs
<b>Staff:</b>	Student washers, adult chaperone
<b>Expected Earnings:</b>	\$500-\$1500

Find a local parking lot on a road frequented by traffic, willing to transform one day to a car wash with a water source, and then hope for a warm sunny day. Day of advertising via the students waving posters on the sidewalk is very successful, and car owners love not having to wash their car! While the concept is simple, car washes can be surprisingly profitable. Charge a \$5 minimum per car or ask for donations.

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## *Flipping Pancakes!*

<b>Initial Operating Cost:</b>	\$50-\$75
<b>Planning &amp; Execution Time:</b>	3 hours plan, 6 hours event day (Sat & Sun 7am-1pm)
<b>Materials:</b>	Cafeteria, pancake mix, plates, napkins, plastic-ware, syrup, trash bins
<b>Staff:</b>	Student cleaners, cook, ticket attendant
<b>Expected Earnings:</b>	\$500-\$1500

Pancake breakfasts are a huge hit and easy to profit on! Moms and dads, tired from a long week, love taking the family out for an affordable breakfast (this can be great for Mother's Day or Father's Day)! Buy bulk pancake mix, syrup, butter, napkins, plates, forks and knives, find a great chef and the gym, community center, or willing place to participate and run the event from 8am-12pm on Sunday! Charge per head (you might want to charge different for adults and children), provide all you can eat service, and watch families enjoy! Just make sure the students stay as the clean up crew! You can also set up a donation jar as well if you want!

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## *Stress-Free Holiday Shopping Night*

<b>Initial Operating Cost:</b>	\$0
<b>Planning &amp; Execution Time:</b>	2 hours, 4 weeks sell tickets
<b>Materials:</b>	Tickets, permission of mall
<b>Staff:</b>	Teacher/parent coordinator, student sellers
<b>Expected Earnings:</b>	\$300-\$1000

Certain malls will open their stores from 6pm-10pm on a Sunday night before the holidays to help student groups fundraise. Once date is secured, sell \$10-\$15 entry tickets to interested shoppers. The ticket grants holiday buyers the ability to shop in a quiet mall at their own leisure without Disneyworld-like lines and crowds. What a relaxing way to shop for the holidays! Earnings can go to the group as a whole, or can be given to individuals based on their ticket sales.

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## *Boo! High School Haunted House*

<b>Initial Operating Cost:</b>	\$0-\$150
<b>Planning &amp; Execution Time:</b>	8 hours plan & decorate, 6 hours event day(s) (Fri & Sat 4pm-10pm)
<b>Materials:</b>	Gym or school hallway, costumes, music
<b>Staff:</b>	Parent/teacher, students
<b>Expected Earnings:</b>	\$200-\$600/night

Decorate a hallway in the school that all ages can visit! Grab costumes, design a spooky mansion, and use your creativity! Fill the space with dark colors, candles, and spooky music! Charge an entrance fee and all proceeds go towards the tour as a collective donation! Students need to help set up, decorate and spook!

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# Fundraising Guide

## *Road Race, Running Event, or Walk: Getting the Community Active and Involved!*

<b>Initial Operating Cost:</b>	\$0-\$300
<b>Planning &amp; Execution Time:</b>	8 weeks plan & advertise, 3 hour set up pre-event, 7 hours event day
<b>Materials:</b>	Fliers, city race permit, event location – park or track, advertising, registration forms, waivers, t-shirts, donated water, food, oranges
<b>Staff:</b>	Registration table, results recorders, food table attendants, course attendants for water stations & turns, lead & last car driver, nurse and police
<b>Expected Earnings:</b>	\$500-\$5000

Find a course near your school that requires little or no traffic control. The track works as well. Confirm local permission requirements. Pick a distance or two (i.e. 5k and 10k) and have students/parents volunteer for different event jobs. Advertise the race in local papers, on the web at [www.active.com](http://www.active.com), [www.craigslist.com](http://www.craigslist.com), or [www.signmeup.com](http://www.signmeup.com), local running magazines, the school paper and website, as well as fliers around town/school. Distribute student-designed fliers to local athletic/running, community centers, gyms, schools, grocery stores, and other locations. Perhaps a science or geography teacher will help design and measure the course? Students may even want to design and print a race t-shirt. Mark the course the day before, or morning of, with cones and clean directions around corners, and have students pointing the way at all turns. Have the finish line ready with plenty of water and food for finishers. A bake sale, raffle, or sale of race t-shirts after the event can add to the proceeds. Contact Michael Edelstein at WorldStrides International Discovery programs (800-989-0888 x4513 or [michael@educationaltravel.com](mailto:michael@educationaltravel.com)) with questions. As a former teacher and avid runner, Michael led this fundraiser, and the parents loved this event! It not only raised money from outside the circle of parents who contribute much to their child's fundraising, but it also promoted the health and wellness of the community. Races yielded \$500 to \$2000 in one day in a small town – when races were expensive at \$15 to enter. Now races tend to run \$20-\$40+ per entry.

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## *Celebrity Dine or Debate!*

<b>Initial Operating Cost:</b>	\$0
<b>Planning &amp; Execution Time:</b>	8 hours
<b>Materials:</b>	Permission of restaurant, tickets to evening
<b>Staff:</b>	Celebrity, student waiters
<b>Expected Earnings:</b>	\$40-\$75 tips/student

Ask a local restaurant to host a “Dinner with a Celebrity” evening or invite a local star (mayors, superintendents, actors, etc.) to speak or run a workshop. If you dine, students can bus tables for tips, if you debate/workshop sell tickets to the event. If you're looking for celebrities with a little more buying power, search your hometown on [www.wikipedia.org](http://www.wikipedia.org) and scroll to the bottom. You'd be surprised at how many famous personalities hail from your neck of the woods!

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## *Barnes and Noble Fundraising*

<b>Initial Operating Cost:</b>	\$0
<b>Planning &amp; Execution Time:</b>	2-3 weeks
<b>Materials:</b>	Customizable promotional flyers, postcards and bookfair vouchers can be downloaded from the Barnes & Noble website
<b>Staff:</b>	students to hang flyers, mail/hand out postcards and vouchers
<b>Expected Earnings:</b>	20% of book sales

Host a bookfair at your local Barnes & Noble and receive up to 20% cash back to use toward your tour. Work with your local Barnes & Noble to arrange a bookfair date and time. Download materials from [www.bn.com/bookfairs](http://www.bn.com/bookfairs) and customize them to fit your bookfair. Hang promotional flyers around school, mail postcards and pass out vouchers to as many school can community members as possible to promote the bookfair. Your school will receive a percentage of the bookfair sales, up to 20%. Visit [www.bn.com/bookfairs](http://www.bn.com/bookfairs) for all the details about this great fundraising opportunity and to download materials that will help you promote it.

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# Fundraising Guide

## *High School Sleepover!*

Initial Operating Cost:	\$100
Planning & Execution Time:	5 hour planning, overnight for event
Materials:	Fliers, enrollment & waiver forms, games, food/beverages, TV/DVDs
Staff:	Nurse, chaperones
Expected Earnings:	\$300-\$600

Set up at the gym with games, movies, and a big potluck dinner! Charge admission at the door for all participants, everyone brings their sleeping bags, has dinner, watches a movie, and sleeps in the gym after dinner. A liability letter that everyone signs, and rules that no one can leave until 5am is good to have established and on hand.

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## *Work-a-Thon: Volunteer in your Community*

Initial Operating Cost:	\$0
Planning & Execution Time:	10 hours
Materials:	Sponsorship sheet
Staff:	Individual student
Expected Earnings:	\$500

Contact a community organization such as Habitat for Humanity, Big Brothers/Big Sisters, or the local senior citizen center. Set a volunteer day, time, and location. With your participation set, obtain sponsorship from neighbors, church, family, and friends for specific price per amount of volunteer time. For example, if the student volunteers for 10 hours and has 50 sponsors at \$1 an hour, that results in a \$500 profit!

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## *Work Auction: Students Sell Work Hours*

Initial Operating Cost:	\$0
Planning & Execution Time:	5-10 hours/week
Materials:	Work sponsorship sheet hours
Staff:	Individual student
Expected Earnings:	\$100-\$1000/student (depends on work hours per student)

Does a teacher need help grading or raking leaves? Maybe a house needs to be painted or some errands need to be run? Teachers can “sponsor” a student for hours worked (i.e. they pay the student \$50 for 5-6 hours of work) and can spread the work throughout the year! This works really well when extra hands are needed around town and all the money goes directly towards the students’ tour.

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## *Cleaning Crew: Halloween*

Initial Operating Cost:	\$0
Planning & Execution Time:	2 hours/week from October 1
Materials:	Insurance order forms, trash bags, rakes, gloves
Staff:	Student cleaning crew
Expected Earnings:	\$75/student

Sell “Mischief Night” Insurance to neighbors and friends for a few dollars each. If the insured house gets hit on Halloween, the students will clean up the mess. Service guaranteed. It’s a fun idea, teaches students about the operations of insurance, and saves friends/family time if their house does indeed get “egged”! There may be other holidays or events in your area where cleaning insurance may be much appreciated!

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# Fundraising Guide

## *Hollywood Stars!*

Initial Operating Cost:	\$0
Planning & Execution Time:	Continual
Materials:	Plaques, designated property, permission of administration
Staff:	Student sellers, Teacher
Expected Earnings:	\$1000-\$5000

Campaign to sell engravings on bricks, chairs, benches, desks, auditorium seats and more! What better way to honor a great secretary, school nurse, the star athlete or flute player than to purchase an engraving in their honor? Administrators will have to approve the property alteration, engravings, and design, but the purchase is both lasting and meaningful to the school. Engravings earn quite a bit of money so often times donating some of the proceeds to the sponsoring school is beneficial for getting this activity approved!

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## *Buy Bulk: Costco, Sam's Club, BJ's and More!*

Initial Operating Cost:	\$75-\$100
Planning & Execution Time:	2 hours/week
Materials:	Candy, food, beverages
Staff:	Individual student
Expected Earnings:	\$50-\$400/student (depends on student commitment)

Purchase items in bulk that people would want to buy at school, events, or door-to-door and sell them individually! Past purchases have included bulk cookie dough, lollipops, pizza dough, water, M&Ms, Twizzlers, Skittles, sodas, and more. Buy a box of M&M's for approximately \$36 and sell the M&M packets for \$.75-\$1 each. You will profit \$20-\$40 per box!

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## *Holiday Wrapping Paper Sales*

Initial Operating Cost:	\$0
Planning & Execution Time:	4 hours plan, 2 hours/week selling
Materials:	Company
Staff:	Teacher or parent, student sellers
Expected Earnings:	\$200-\$1000/per student

Purchase holiday themed paper and cards wholesale and sell products in school, at shopping centers, sports events, and more around the holidays! Sources to use are: [www.conservatree.com](http://www.conservatree.com), [www.flaxart.com](http://www.flaxart.com), and others you know. One WorldStrides International Discovery Program Leader, in a small town with low prices, yielded \$1500-\$2500 in a season.

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## *Magazine Sales*

Initial Operating Cost:	\$0
Planning & Execution Time:	5 hours plan, 2 hours/week sell
Materials:	Online company
Staff:	Teacher, student sellers
Expected Earnings:	\$250-\$1000/student

Find an online or local magazine company; collect all the information and paperwork to present to parents and students, set individual and team selling goals, and start selling! Run the program for about 4 weeks to ensure solid sales, but set a deadline for submitting orders. Many people purchase magazines at the local store and spend on average \$2-\$3, or more, per magazine than they would on a year subscription! Students can make a lot of money selling magazines! Resources are: [www.coaches.espn.com](http://www.coaches.espn.com), [www.resourcefundraising.com](http://www.resourcefundraising.com), and [www.gatewayfundraising.com](http://www.gatewayfundraising.com).

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# Fundraising Guide

## *QSP Fundraising Programs & More*

Initial Operating Cost:	\$0
Planning & Execution Time:	5 hours plan, 2 hours/week sell
Materials:	Online company
Staff:	Teacher or parent, student sellers
Expected Earnings:	\$250-\$2000/student

QSP is a fundraising company for school groups. From chocolate, to magazines, to food and merchandise, they have it all for you to sell for a considerable profit! Call them at 860.230.0635, or visit them online at [www.qsp.com](http://www.qsp.com). The company is easy to use, sends you a fundraising helpkit, and should you need additional help, representatives will meet with you to help you plan. You can order boxes of jumbo candy bars to sell for \$1 each, and make \$.50 per bar. Teachers have had yearlong runs with this type of sale, earning up to \$2,000 per student!

### International Candy Sales

Add a little spice to candy sales by selling candy from the country to which you are traveling! It's a great way to promote the tour as well as shed some delicious light on our American palettes! Selling international food also provides purchasers with a new edible product, so they don't have 20 Snickers bars in the house from each fundraising campaign! One website to help get you started: [www.britishdelights.com](http://www.britishdelights.com).

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## *Tupperware 2000...*

Initial Operating Cost:	\$0
Planning & Execution Time:	5 hours plan, 2 hours/week sell
Materials:	Online company
Staff:	Teacher, student sellers
Expected Earnings:	\$250-\$500/student

Tupperware is still in style! Your students can sell to families via the following resourceful website: <http://fundraising.gokitchens.com>. Great containers for work or school lunch – and very reasonable! Other events you can run are jewelry, crafts, cookware, and baking parties!

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## *Entertainment Books*

Initial Operating Cost:	\$0
Planning & Execution Time:	2 hours plan, 2 hours/week sell
Materials:	Entertainment book program
Staff:	Teacher and student sellers
Expected Earnings:	\$200-\$1000/student

Everyone loves dinner and a movie now and then, so why not make all those evenings discounted! Selling entertainment books is popular and profitable! Get started at: [www.entertainment.com/discount/home](http://www.entertainment.com/discount/home).

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## *Media*

Initial Operating Cost:	\$0
Planning & Execution Time:	2 hours
Materials:	Picture of group and article, media contacts
Staff:	Teacher or parent
Expected Earnings:	\$50-\$1000/group

Get the local media outlets to run a story or clip of your students and your World Strides International Discovery program! Articles have run in the education section as well as the travel section, and promote sponsorship for the student program. Teachers have also managed to publish websites collecting donations from the community and detailing the purpose and meaning of the tour.

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# Fundraising Guide

## *Costa Rican Coffee Pre-order and Sales*

<b>Initial Operating Cost:</b>	Depends on purchasing
<b>Planning &amp; Execution Time:</b>	5 hours plan, 2 hours/week sell
<b>Materials:</b>	Online company
<b>Staff:</b>	Teacher or parent, student sellers
<b>Expected Earnings:</b>	\$200-\$500/student

Contact a coffee plantation in an area you will visit on tour - Mexico, Peru, Spain or Costa Rica. Similar options for product sales could be available in France, Germany, Italy, Britain and Australia. Arrange a wholesale price to buy their coffee in bulk and have your group design pre-order materials. Students take orders and collect money, and deliver the coffee upon returning from their trip. Costs and profits are pre-calculated so students can use their earnings on tour for spending money, optional activities, Tour Director tips, and other such last minute expenses. Each participant can have two "bags" on the return voyage, and each box will easily sail under the customs minimum to avoid additional customs fees. One teacher did this with more than 25 students and each earned \$200-\$400! Coffee fundraising is related to the trip, builds a connection with locals, and benefits the country you are visiting. Work with your Program Manager to plan time for a coffee plantation stop.

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## *WorldStrides & the Media*

<b>Initial Operating Cost:</b>	\$0
<b>Planning &amp; Execution Time:</b>	2 hours
<b>Materials:</b>	Article, photo, media contacts
<b>Staff:</b>	Teacher or parent, students
<b>Expected Earnings:</b>	\$50

Getting an article or picture in the paper is exciting enough, but having WorldStrides donate money to your group for that same article? Priceless. Secure an article in the local paper or news program or a picture with the group, and if you have us represented, we will provide a \$50 scholarship to your group! What a great way to earn tip money for your Tour Director! Please contact your Tour Consultant for specifics on qualifying for this article sponsorship! Articles or photos must have WorldStrides in the text.

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## *Go Corporate!*

<b>Initial Operating Cost:</b>	\$0
<b>Planning &amp; Execution Time:</b>	4 hours
<b>Materials:</b>	Grant proposal, company
<b>Staff:</b>	Individual student
<b>Expected Earnings:</b>	\$250-\$5000/student

Businesses love to help out students in their community and each year they usually look to sponsor an event or individual. There is no better sponsorship than helping a student gain the experience of a lifetime abroad, as the reward outweighs all others. Students submit grant proposals for financial support to a business or organization (Kiwanis, Lions Club, American Legion, Wal-Mart, etc.). Past students have received scholarship support ranging from \$250-\$5000. A few great tips are: compose a professional and personal grant that answers why you are writing and why the trip is important, appeal to several companies for support, visit the company to present the document, follow up with a thank you, and if rewarded the scholarship, send sponsors postcards while on the tour or a compilation of photos and educational projects completed post tour. These presentation efforts show businesses the impact they have on the next generation, and the personal growth gained through their support!

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## *Thanks Mom and Pop*

<b>Initial Operating Cost:</b>	\$0
<b>Planning &amp; Execution Time:</b>	10 hours
<b>Materials:</b>	Host restaurant, invitations/tickets
<b>Staff:</b>	Teacher or parent, student sellers
<b>Expected Earnings:</b>	\$300-\$700

Find a local business or restaurant to host one day where a percentage of their day's revenue is donated to your tour. In one town the local pizza place donated 10% of the days' sales to the group! Put up posters with the date and time the store or restaurant is sponsoring your group. Urge everyone to buy something or eat dinner there that day/night! This is great exposure for the store or restaurant, generating additional traffic to their location, and boosting sales! It is also a great community donation and tax write-off!

# Fundraising Guide

## *Recreate a Chair*

<b>Initial Operating Cost:</b>	\$20/chair
<b>Planning &amp; Execution Time:</b>	15 hours
<b>Materials:</b>	Chairs, paint, donated materials
<b>Staff:</b>	Teacher or parent, student designers
<b>Expected Earnings:</b>	\$10-\$150 per chair

WorldStrides International Discovery programs' very own Program Leader, Cate Zalewski, gave us this fantastic idea for a successful fundraiser! Every year each of her students are required to decorate a donated piece of furniture to raise money for their educational tour. Typically this project is focused around decorating chairs, but throughout the years, students have become more creative, delving into redesigning benches, stools and dressers! Using a variety of materials to demonstrate their creative style, Cate's students have added wings to the back of a stool, used concepts from the Wizard of Oz, turned a stool into a cow with udders, and even designed a plant holder! The furniture can then be sold directly, or through a silent auction. The key to making this fundraiser successful is finding an event to coordinate with. Display the chairs in a public space a week before the event or sale, and set up photos for online consumers. Cate's fundraiser was so popular in 2008 that people started placing orders ahead of time! Look through an attic or find a yard sale and have some fun turning the old into new!

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## *T-Shirts*

<b>Initial Operating Cost:</b>	\$0-\$150 (depends on donations & supplies)
<b>Planning &amp; Execution Time:</b>	20 hours
<b>Materials:</b>	T-shirts, design plate, dyes
<b>Staff:</b>	Teacher or parent, students
<b>Expected Earnings:</b>	\$400-\$800

Design a shirt for the trip, the foreign language department, the school, or a theme and sell shirts to the school. Wearing the shirts promotes sales as well as advertising for the trip! Some people put the map of the tour on the shirt, the country, or pictures of the group! This idea also works well with bumper stickers, key chains, magnets, socks, etc. and unites the traveling group as well as the school community.

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## *Gift Calendars*

<b>Initial Operating Cost:</b>	\$0-\$150 (depends on material donations)
<b>Planning &amp; Execution Time:</b>	20 hours
<b>Materials:</b>	Local or online printing company, photos/art submissions
<b>Staff:</b>	Teachers or parent, students
<b>Expected Earnings:</b>	\$200-\$1000/student

Student photography and artwork wanted! Advertise an art contest for 12 winners to be published in a school calendar. Set a date for submissions 4-6 weeks later and confirm the 12 winners the day after the deadline. The winning work is then transferred to a local printing company (try to have them sponsor the calendar). Print the calendars and sell in December for January of next year! Calendars typically sell for \$10-\$15. Sell 100 at \$12 minus \$2 for cost, and you have earned \$1000! If you have been on a tour previously, include pictures of that tour to get people excited! The calendar promotes the purpose of the tour and regenerates revenue. Teachers comment that each year participants, future & past, anxiously await the annual WorldStrides International Discovery program calendar!

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## *Coloring Books and Puzzles for Elementary Students*

<b>Initial Operating Cost:</b>	\$0-\$100 (depends on material donations)
<b>Planning &amp; Execution Time:</b>	20 hours
<b>Materials:</b>	Art supplies, crossword/word search design
<b>Staff:</b>	Teacher or parent, student design & sell
<b>Expected Earnings:</b>	\$100-\$200/student

Have students design a puzzle book or coloring book and sell them to parents for their children! Choose current trends for children in the design and watch your students build an educational and fun resource for younger children. Many students can create these designs on their computer and take pride developing these resources. Plus, elementary students love that the coloring book was designed by an older student!

# Fundraising Guide

## *Create a Recipe Book, Compile & Sell*

<b>Initial Operating Cost:</b>	\$0-\$100
<b>Planning &amp; Execution Time:</b>	10 hours
<b>Materials:</b>	Recipes, printing materials
<b>Staff:</b>	Teacher or parent, students
<b>Expected Earnings:</b>	\$500-\$800

Today cookbooks cost a lot of money. Designing a homemade cookbook saves buyers money and connects different cultural tastes and families around the community together. Collect recipes donated from Teachers, parents, and students, combine them into a cookbook, and bring a new taste to the kitchen! Experiment with a cookbook theme connecting to your tour destination! If you want to use a website to help you create the cookbook one site you can look at is: [www.jumbojacks.com](http://www.jumbojacks.com) or [www.morriscookbooks.com](http://www.morriscookbooks.com).

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## *Holiday Cards*

<b>Initial Operating Cost:</b>	\$0-\$40/student
<b>Planning &amp; Execution Time:</b>	2 hours/week
<b>Materials:</b>	Art Supplies – scissors, paint, stickers, ribbon, markers, photos, envelopes
<b>Staff:</b>	Individual student
<b>Expected Earnings:</b>	\$50-\$150/student

Students create and sell their own holiday, thank you's, or birthday cards! Cards retail for \$2.50-\$4 each and are worth more if they are handmade. Gather art donations from local shops and start making cards! It's a great way to have fun and bring the entrepreneurial light to your students once again. If you want to use an online resource for card making from old pictures check out: [www.ipads.com](http://www.ipads.com).

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## *VIP Seating and Parking*

<b>Initial Operating Cost:</b>	\$0
<b>Planning &amp; Execution Time:</b>	2 hours, 5 hours/game day
<b>Materials:</b>	Sofa or porch furniture, table, permission of school
<b>Staff:</b>	Teacher, students
<b>Expected Earnings:</b>	\$50-\$100/per event or parking week

For this you will need an old sofa. Schools with football, soccer, baseball, softball, etc. can ask permission to set the couch on the sidelines for the game. Sell VIP "couch" seating for \$10 to \$100 a pop with a cocoa service and hot dogs included. If the couch doesn't fly, sometimes at the big football or basketball game you can secure 10 seats and ask permission to sell RESERVED seating at an upgraded price. Make sure it is approved by the athletic department, principal, and ticket sales, and then mark off the seating and earn money for your trip! For those who hate searching for a parking spot or parking a mile away, or for those who want to arrive a bit late and secure front row parking, section off VIP spots for sales/per day. Reserving 4 spots at \$10-\$15 for specific games earns some groups \$400/month!

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## *Shh!! Silent Auction or a Very Loud One!*

<b>Initial Operating Cost:</b>	\$0
<b>Planning &amp; Execution Time:</b>	10 hours
<b>Materials:</b>	Auditorium
<b>Staff:</b>	Teacher, students, auctioneer
<b>Expected Earnings:</b>	\$500-\$2000

Have parents or local businesses donate items of value. For example, is a parent an artist? Does a father have a lumber company or extra bundles of wood? Obtain donations from anyone and everyone, gravel from a construction company, antiques from an antique store, coffee gift certificates, massages, pedicures, tickets to sporting events or the theater, the possibilities are endless! Host food and beverages at a community center or the school, and throughout the night, attendees bid on the items (if it's a loud one you need seats and an auctioneer—someone who is vibrant, loud and lively, not afraid to put on a show and entertain!). Businesses can donate off for taxes, purchases are affordable, and the students get the profits. Many have seen this raise \$10,000 before!

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# Fundraising Guide

## *Gather Donations and Raffle Them!*

Initial Operating Cost:	\$0
Planning & Execution Time:	5 hours
Materials:	Raffle tickets, donated products
Staff:	Teacher, student sellers
Expected Earnings:	\$500-\$1000

Turn the auction into a raffle ticket sale! Again, ask creative people in your family to donate homemade products - artwork, quilts, knitted items, pottery, woodwork, fancy cakes, etc. - or offer students' services (rake leaves, paint, mow lawns, do housework, wash cars, baby-sit). Make posters advertising the raffle with all the items listed, the reason for the raffle - your WorldStrides International Discovery program - ticket prices, and the drawing date! Sell tickets for \$1 each or \$5 for 10 and watch your fundraising soar! Be sure to ask for name, address, and phone number so you can contact the winner afterwards. Sell as many tickets as you can at school or at local fairs and events. Some schools or events may require you to get a raffle permit first.

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## *Wanna Get Away?*

Initial Operating Cost:	\$0
Planning & Execution Time:	5 hours
Materials:	Tickets, weekend getaway location
Staff:	Teacher, students
Expected Earnings:	\$500-\$3000

Find a parent or teacher willing to raffle their timeshare for a week or weekend. Sell tickets for the weekend away and make sure there are a few flexible weekends provided with the timeshare so the winner flexibility for vacation time. Collect several weekends if you can! Tickets can sell for \$10-\$20 each.

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## *50/50*

Initial Operating Cost:	\$0
Planning & Execution Time:	1 hour/raffle
Materials:	Tickets, raffle bucket, event
Staff:	Teacher, students
Expected Earnings:	\$100-\$1000/event

Always a great way to earn money and reward the winner with money on the spot! Sell tickets for \$1 each or 5 for \$3, have students walk around a game or local event selling the tickets where permitted (if you get the permission of a local fair you can host several 50/50 raffles in a day and make solid earnings!). Payout the winner and put your earnings towards the trip!

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## *Free Trip Raffle*

Initial Operating Cost:	\$0
Planning & Execution Time:	3 hours
Materials:	Tickets, raffle bucket, advertising
Staff:	Teacher, student sellers
Expected Earnings:	\$200-\$800

Teachers who have enough projected or enrolled students to ensure an extra free spot (18-36 passengers) may have a spare free place not being taken by a chaperone on the trip. You can raffle that free spot for Teachers, students and parents who want to go on tour. Sell raffle tickets for \$5-\$15 and make a significant profit! This is only advised if you are willing to forfeit a free place or the positive stipend.

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# Fundraising Guide

## *Ecophones: The Future of Fundraising!*

Initial Operating Cost:	\$0
Planning & Execution Time:	2 hours/week or continual
Materials:	Online company, technology donations
Staff:	Teachers, students
Expected Earnings:	\$50-100/week

That's right recycle modern technology and profit! Ecophones is a cell phone recycling & consumer electronics recycling fundraising resource. Teachers set up a donation box in their classroom for broken and old computers, digital cameras, laptops, ipods, phones, and more! Shipping is free and using the program is easy! Information about Ecophone services, rules and regulations, is available online at [www.ecophones.com](http://www.ecophones.com). Some students can earn up to \$300 for a returned phone! Earnings can go to the group or to individual students. Market to the community as well as collect old products door to door in your neighborhood, and watch your earnings rise!

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## *Bottle & Can Drive*

Initial Operating Cost:	\$0
Planning & Execution Time:	3 hours/week
Materials:	Collected bottles/cans, recycling center
Staff:	Teachers, students
Expected Earnings:	\$250-\$500/student

Collecting cans and bottles for cash will not work in all states, but for those where recycling sees a profit, start collecting! Students can do this individually or fundraise as a group, but it's best to decide how you want to run this program from the start! A local school in Massachusetts has volunteers attend weekly college football games – the parking lot that is – and collect all the cans from the tailgate parties! In one day they make \$1000+ in can returns! So keep a collection box in your room, have students individually collect and return, and/or head to the professional and college parking lots, help clean up the environment, and make money for your educational trip!

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## *Pinching Pennies: The Penny Jar*

Initial Operating Cost:	\$0
Planning & Execution Time:	Continual
Materials:	Coin jar
Staff:	Students
Expected Earnings:	\$100-\$1000

While Australia did away with pennies years ago, the USA still loves those 1-cent denominations! With few penny candy stores around, the usefulness of the coin has diminished, UNTIL NOW! Set up a jar in your room for pennies and spare change all year and watch the money for the group grow! Have students do the same around their house! Some classrooms make a lot of money; some make enough for a free lunch for everyone. Whatever the situation each cent counts!

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## *Betty Crocker: The Traditional Bake Sale*

Initial Operating Cost:	\$10/person
Planning & Execution Time:	5 hours
Materials:	Baked goods, table, permission of school
Staff:	Teacher or parent, student bakers
Expected Earnings:	\$50-\$200/event

Fire up the oven, get the sweet smells of baking flowing, and donate a dessert or healthy snack to sell at a school bake sale. The bake sale might require the permission of the school and depend on other groups fundraising, but try to do as many as you can! Teachers have sold individually wrapped bags of popcorn, brownies, cupcakes, cookies or healthy options such as fruit cups, veggies with dip, apples, etc. and earn up to \$100 per sale. The bake sale is all up to your creativity!

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# Fundraising Guide

## *Dinner on the Go*

<b>Initial Operating Cost:</b>	\$0-\$75 (depending on donations)
<b>Planning &amp; Execution Time:</b>	3 hours/week
<b>Materials:</b>	Order forms, weekly advertising, list of pre-cooked meals
<b>Staff:</b>	Head chefs
<b>Expected Earnings:</b>	\$200/week

Set up a program where each week a specific meal is cooked in bulk (i.e. make 100 servings of meatloaf). Take orders the previous week so you know how much to make, and have parents pick up the meal after school while they are getting their children. That night, mom or dad is off the hook, as dinner is ready! Lasagnas, turkey dinner and more has been prepared to provide a healthy family meal for students and their parents.

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## *Destination Dinner*

<b>Initial Operating Cost:</b>	\$0-\$100 (depending on food donations)
<b>Planning &amp; Execution Time:</b>	10 hours
<b>Materials:</b>	Restaurant, cafeteria, gym
<b>Staff:</b>	Students, Teacher
<b>Expected Earnings:</b>	\$150-\$500

Dinner at the Louvre with Mona? Tapas at Seville with a Matador? You decide! Set up a dining evening around the theme of your trip! Have students cook and serve! Set the mood, decorate the cafeteria or rent out a restaurant! Charge a fixed price for a specific menu and provide entertainment as well (see if an entertainer will volunteer on a Monday night when business is usually slow). Keep to the theme and go over and above with fun!

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## *Heard of Girl Scouts? Now there's Student Scouts*

<b>Initial Operating Cost:</b>	\$0-\$20
<b>Planning &amp; Execution Time:</b>	10 hours or continual
<b>Materials:</b>	Baked goods
<b>Staff:</b>	Individual students
<b>Expected Earnings:</b>	\$25-\$75/event

Start a neighborhood bake-off and go door-to-door selling the delectable treats! Bag them up in packets for \$1 or sell them individually! If you really are prepared, go door-to-door taking orders for the holidays! Maybe someone is having a family get together and could use the extra help baking! Often times your homemade treat is more affordable and filled with love than a catering company!

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## *What works for you?*

We want more: fundraising ideas! Do you have an interesting and unique way to fundraise? A practical and profitable fundraising campaign not seen here? Send us more ideas, please! Providing educational opportunities abroad for all students is important to us and fundraising is a very important aspect of making that experience come true! Please send them to your Tour Consultant, call World Strides International Discovery programs at 1-800-771-2323, or submit by any form of mail that works for you! In addition to this resource, searching the Internet can provide fundraising ideas successful in your community! Good luck and happy travels!

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