

# **You can afford AIMS!**

## **A Plan for Fundraising**

**Outlined by Moving Voice Studios**

### **Purpose**

The purpose of this plan is to help potential participants of the American Institute of Musical Studies to realize their own fundraising potential to aide in the costs associated with the program.

### **Plan Outline**

This plan is comprised of a three tier program that helps you be creative and expand your fundraising potential. There are also some initial and post fundraising steps that are vital to the longevity of the fundraising process.

### *Getting Started*

Here are a few things one needs to consider when starting the fundraising process. Once you have answered these questions, then you can use the answers to begin your fundraising strategies.

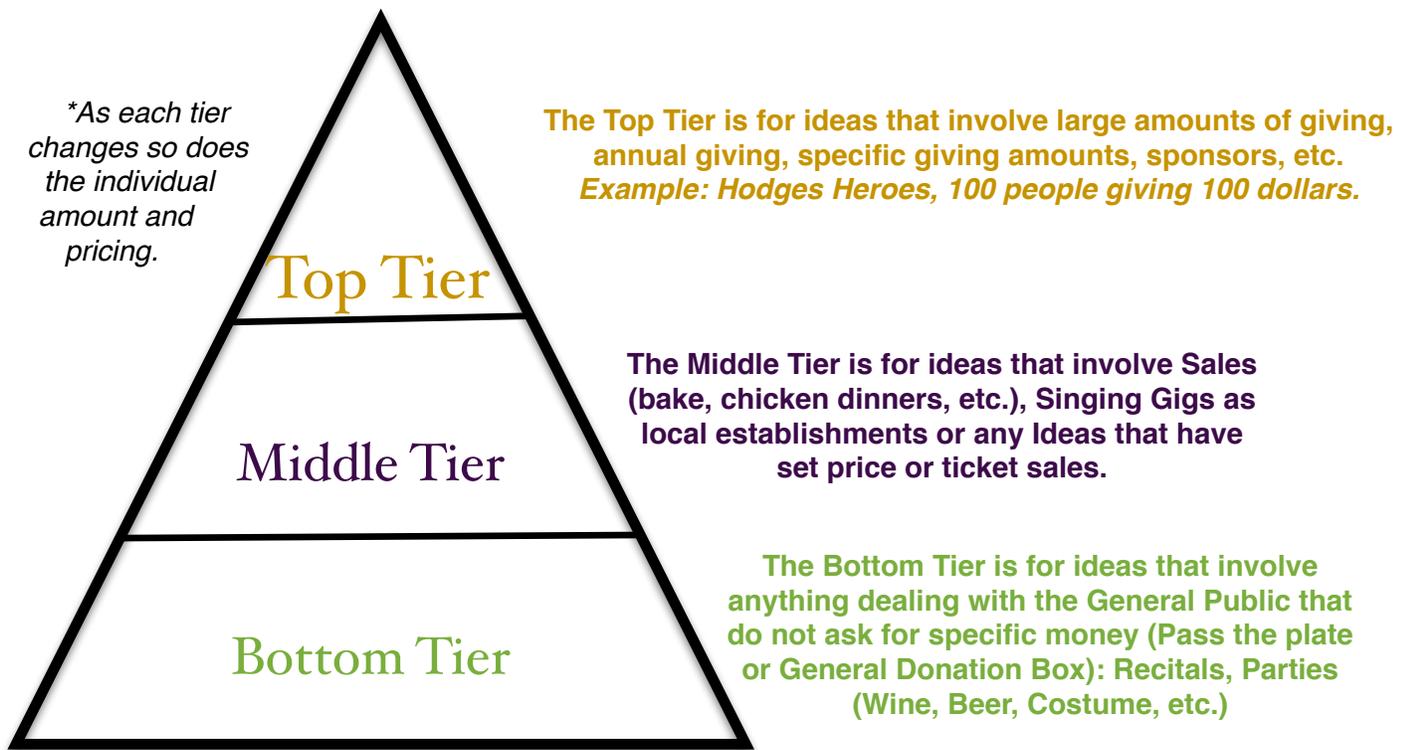
- 1)What is the program you are raising money for?
- 2) Who are 4-5 people that can help become your 'think tank'? (these persons later become your hands, ears and fundraising team)
- 3) What is your Financial Goal?
  - How to calculate: Add up all costs associated: Program (Primary and Supplemental Costs), Travel (Flight, Hotel Stay, Train or Bus Rides, Leisure Travel and all cost associated), Food (everyday meals, fancy meals, snacks, grocery store purchases, leisure expences on beverages), Entertainment (night on the town, museums, theme parks, clubs, etc.), Emergency Fund (accidentals).
  - Example Calculator:
    - Program - \$7000
    - Travel - \$3000
    - Food - \$2000
    - Entertainment - \$1000
    - Emergency Fund - \$1000
    - Total - \$14,000

\*Refer to section on Calculating Costs for calculating Ideas

- 4) Create list of potential donors (specifically identify those that you think may be able to give more or less)
- 5) Set Launch and Finish Dates (Be sure that everything starts and ends within a few months period, if not, it will drag on for a while with no growth or movement.)
- 6)Begin to share the news of being accepted to the program on social media (Do Not Ask for anything Yet! This is important because if you have not planned any events or ways for people to give, how will you get the money? This process will be explained in later steps.)

### Whats Next?

Start by taking the answers to Getting Started question 2 and assemble your 'think tank'. Have a meeting to share with them all of the preliminary information. Once you have shared that information then ask them for ideas to help with fundraising by using the tier model below:



As you brainstorm each idea place it in a tier so that you can keep track of the events for each and insure that all tiers are represented.

### Next...

Establish how you will receive money. There are many options for this, however this model will list the 4 ways that seemed to be easiest:

1) Donating Directly through AIMS - Patrons can give in your name online or through the mail. Be sure to outline on your publication 'how to give'. (this option comes with a tax write off)

2) Mail Donations Directly to you. Give patrons your address and have them mail checks directly to you. Be sure to identify who the check should be made to. (I specifically started a bank account for easy record keeping, just an idea)

3) Donate in person at one of my events - Invite donors to events with the ability to give in person. (Although it is tricky, be sure to keep record of who was there and get the donors address if they give with cash.)

4) Online Donations: Kickstarters are good (GoFundme works very well). This offers your donors to give online. All you have to do is set it up and link a bank account when you need to. (Word of warning: All of these sites take a percentage of the money raised so remember to calculate that just in case)

There are more ways in which you can think of but here is a listing of a few. Remember to go with what works best for you and your community.

*Next...*

Plan Dates, Times and Locations of your Tier events. Be sure to secure locations and confirm information with the different establishments or homes. Make sure all information including address and contact information is correct and ready to be added for print and online.

*Next...*

Create your Brand! There should be a name, logo or slogan that can be associated with your fundraising program. Be sure that it can be seen on all of your documentation and is a running theme while you are fundraising.

Once you have created these things then create different publications using your brand.

-Write a Letter to Patrons introducing yourself. Offer some of your personal story and then identify how they can help and why they can help with.

-Create a card so Patrons can see how to give.

-Create flyers and invitations for special events, recitals, etc. (Print & Online)

*Final Steps...*

1) **Work Your Plan!**(Once you have established a plan with dates continue to make sure everything is current and up to date)

2) Send out publications. (Once you have created everything assemble it into a packet and send it out to the people you have identified on the list as well as give extras to your 'think tank', friends and family. They become your promoters.

3)Plan out all performances to create an experience.

4)Do not hesitate to ask for more help.

5) Do not overload your event calendar. Make sure each tier is clear in who it is targeting.

*Last but not least,*

**Have fun in the process!** You are bound to learn a lot and the success will happen if you work the plan! Good Luck!