

Fundamentals Getting Funding for WEB

If the idea of asking people for money makes your palms sweat and heart pound, you're not alone. For most people, asking for money is one of the most terrifying and humbling experiences in life. It's certainly a skill that can be improved with training and practice, but more important than any training is whether you believe in the value of the program.

Four **fundamental** questions to begin the process:

1. How much do we need? (expense budget)
2. Why do we need it? (purpose statement about why it matters)
3. Where are we going to get the money we need? (revenue budget)
4. How can we thank people? (boomerang)

Step 1 - Figure Out How Much Money You Need (Expense Budget)

How to Create an Expense Budget

1. Make a list of everything you'll need to get your program up and running for one year. Keep in mind that your biggest expense - training - is only needed for the first year. Once you're trained in WEB, you're certified for good. Take a minute to brainstorm every single thing you can think of that might cost money, and put "training" at the top.
2. List the items with the estimated costs and total it up. This is your Expense Budget.

Sample First Year Expense Budget:

Training for 3 Coordinators	\$ 6885 (\$2295 per coordinator)
Leader T-shirts	\$ 250
Snacks at Meetings	\$ 250
Transportation to Events	\$ 200
Printing and Copying	\$ <u>100</u>
Total	\$ 7685

Write down all the expenses that you can think of for the first year of your program:

Item	Amount
Total	

Step 2 – Making Your Case

Be able to communicate why WEB matters

Fundraising is about communicating and connecting with people so that they can support your good work. People have raised millions of dollars for causes without ever actually asking for money directly. If you're able to communicate straight from your heart what you need, why you need it and how someone can help, your program will get funded.

In order to convince people to make a donation, you have to be able to describe the purpose and vision for your WEB program clearly, concisely and with passion. Like a boomerang, you get back what you give and you come back to where you started. So, get to the heart of the matter and communicate why WEB matters to your students and your school community.

Image what your school will be like once WEB is up and running year after year.

Before WEB	After WEB

Personal/Professional Growth

What will your becoming a WEB coordinator do for you as an educator? What will it mean to you personally and professionally. What new skills will you bring to the school?

Personal	Professional

Now, write your pitch. You really need a 30 second elevator pitch to share with anyone that will listen. Remember, again, to speak from the heart. Be passionate.

Potential Sources of Funding for WEB

Below are some potential sources of revenue for WEB. You'll certainly find some champions on this list. Using your total expense budget as a guide, set a target for how much you think each might give relative to how much time, energy and resources it will take to raise funds from each source. Our list of potential sources continues to grow, so keep checking back on the Boomerang Project's Funding Guide!

We suggest you organize your fundraising campaign in this order:

Existing School or District Programs

The Boomerang Project's Funding Guide is full of documents and templates designed to help you make the case for support within your current school or district budget. These tools will help you guide administrators in using the WEB Program to meet the goals of many programs and promising practices in education like character education, substance abuse, anti-bullying, attendance and academic success. You may be surprised to find your funding already exists and that WEB will help meet the goals of these programs!

Parent, Alumni and Student Clubs

WEB is an excellent program for parent and/or student associations to fundraise for and support. Most of these groups are concerned about tangible results and want to give to programs that directly improve the school climate. Many parents and students have experienced the impact of WEB first hand, so knowing that their ongoing support improves the effectiveness of WEB means a lot to them. Alumni WEB Leaders are potential speakers at fundraising events, PTA and staff meetings. When they were WEB Leaders these alumni learned the importance of giving back. So engaging your WEB alumni in your fundraising efforts not only helps clarify your case for funding, it also nurtures, expands continues their own leadership training. It's inspiring to hear about how their WEB experience continues to enhance their life beyond middle/high school.

Individual/Private Donations

You might be surprised at how many people will help your program...if they're asked. The Boomerang Project has some simple, sample appeal letters that will help you draft a letter of appeal to your community members. Boomerang recommendation: Always come back around. Once you send a letter to a private individual or family asking for support, it's good to follow up with a phone call. And, once a donation is made, we recommend that you "thank before you bank" i.e., send a thank you card before you cash their check. (The next section has more about how to thank people.)

City Council, Board of Supervisors, Department of Education

City and county governments are concerned with and commissioned to address crime and keep communities safe. The WEB program is the most researched middle level transition program in the country, so even if your city or county government does not or cannot financially support your program, they will want to know about it. Council meetings are open and you can be invited to present about how WEB works to prevent crime, bullying, drug abuse and truancy on your campus. Newspaper reporters cover these meetings, so be prepared to talk with them about the good that's going on in your school. And, if you do end up getting a story in the newspaper, be prepared for the phone to ring and for opportunities to let people know how to support your program.

Service Clubs

Rotary, Kiwanis, Lions, Soroptimists, Junior League and many other local service clubs are particularly interested in supporting schools, especially for specific programs like WEB. Sometimes you can go and visit the club as a speaker. In the fundraising guide provided by the Boomerang Project, there's a PowerPoint template, which will help you create a compelling and engaging presentation for service clubs. If the service clubs prefer a written grant request, the fundraising guide also has a template proposal ready for you to personalize and submit.

Businesses and Corporate Donations

There are many companies like Target, Apple, Wells Fargo, Best Buy and others with large corporate foundations interested in funding education. The process for receiving corporate grants from national headquarters is long and requires a great deal of grant writing expertise and patience. In seeking funding for your WEB program, we recommend you visit your *local* Target, Walmart, Best Buy or other neighborhood businesses instead of spending time sending requests to large corporate headquarters. Present the manager of a local store with a letter from your WEB team explaining exactly what you need and how they can help. Always find creative ways to thank any and all businesses that support your program. Keeping it local usually means that businesses will continue to support and invest in your school.

Funding Appeal Letters

You can mail a compelling letter describing the program to members of your community. The Boomerang Project's fundraising guide has a sample letter ready for your personal touches. Be sure to include a return envelope and clear instructions about how to donate specifically to WEB.

E-mail or Online blast appeals

Turn your appeal letter into an email blast. You can set up a Paypal account to collect donations easily and quickly online straight from the email. Ask a student or two to help with a Facebook donation campaign. Many of our friends have "friends" with lots of "friends" who will help spread the word.

Events and Sales

Don't underestimate the power of a bake sale. It's a sweet way to raise some quick funds and, as important as the money you raise, events and sales are opportunities to let the community know about your WEB program. The Boomerang Foundation website has a list of project ideas and instructions to help you have a sweet bake sale, a car wash that cleans up, dances, skateboard rallies and other creative community service project ideas that can make great fundraising events:

<http://boomerangfoundation.org/ideas>

Foundation Grants

Some schools have had success presenting proposals for small grants (under \$2000) to private foundations. We recommend that you apply to local, smaller foundations for small grants. At the Boomerang Project, we have sample language and drafts of proposals that we can share to help you get started. Call the Boomerang Project office for information about how to search for foundations in your area that have interest in funding education programs.

Remember your Target Expenses? (\$ 7685) Now you can brainstorm your own sources of funding from the list above and any other sources you can think of. In creating your list of potential sources of funding, it's a good idea to project beyond what you think you'll need.

