



WORK AN INTERNSHIP. MAKE A MOVIE. LAUNCH YOUR CAREER.

INTRODUCTION TO FUNDRAISING

Fundraising is an increasingly common way for ordinary people to obtain financial support from others in pursuit of worthwhile projects and causes. While you start with a list of people you know, "word-of-mouth" assures that your message will spread to many others and you may end up being sponsored by someone you don't even know. When you believe in what you are doing asking others for help is not a form of begging. You are proactively taking the initiative to travel overseas, attend the largest film festival in the world and take a huge step towards the advancement of your career - don't be ashamed to ask for help in order to make this a reality. It is important to be persistent. You may get a lot of initial rejections and become discouraged at times. However, many people will see the value of you attending an international film program and will support you.

FUNDRAISING TIPS

- **WRITE OUT YOUR GOALS AND REASONS FOR ATTENDING THE PROGRAM:** When writing your fundraising letter, explain how a contribution to your program fee will make a positive impact. Learn all you can about the program and be able to explain it. If you don't know about the program or your motivations aren't clear, your potential sponsor won't know either.
- **START EARLY:** As soon as you are accepted into the Creative Minds In Cannes Program, develop several methods of fundraising and get started. Look at the total amount of money you need to raise and set realistic goals that serve as benchmarks to keep you on pace. For example, "\$1,000 by February, \$2,500 by March."
- **START BY MAKING A LIST OF EVERYONE YOU KNOW:** Don't leave anyone off. You never know who might be willing to help you achieve your goal. The more contributions, the better, so consider expanding beyond your inner circle of close friends and immediate family members. The cardinal rule of fundraising is "if you don't ask, you won't receive." Who do you know? Ask anyone and everyone you know and even those you don't to contribute to your cause.
- **KEEP IT SHORT AND SIMPLE:** Your letters and emails should be no longer than one page. Too much information can alienate a potential sponsor. Many of your sponsors may not be familiar with the intricacies of an international film program. They will be more likely interested in



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contributing to a good cause (the medical field, caring for children, etc.).

- **IDENTIFY YOUR SUPPORT SYSTEM:** Some people you contact will be extremely supportive and share your enthusiasm and excitement. Talking to many people and listening to their reactions will help you gauge the level of interest and support they will provide.
- **ASK FOR A SPECIFIC AMOUNT OF MONEY:** When you say "contribution," some people are thinking \$5, while others are thinking \$500. Tell people how much you need. Let them know the total amount that you are hoping to fundraise. You may even want to outline the cost per day of the program (divide your total program fee by the number of days you will be overseas) and ask to be sponsored for at least one day.
- **CONVEY A SENSE OF URGENCY:** This limits their time to forget about giving you a contribution. Give your sponsors a specific date in which to get back to you.
- **GIVE INCENTIVES:** Many people who make contributions simply want recognition and praise. It is very important that you write a personalized, hand-written thank you note to everyone who contributes. Create a printed list of all your sponsors' names (not amounts) and include it in the envelope. Host a small open house before you depart to publicly acknowledge and thank your supporters.
- **HOST A GET TOGETHER UPON YOUR RETURN AND INVITE ALL YOUR SPONSORS:** A great way to secure funding from religious organizations, civic groups, alumni associations and educational institutions is to offer to give a presentation for them upon your return. Tangible evidence of your actions abroad helps people understand where their contributions made an impact.
- **ALWAYS FOLLOW UP ON YOUR EMAILS AND LETTERS:** It is important to get on the phone with small businesses, civic or religious groups, your friends and relatives to let them know that you really do need their support. One follow-up call can make the difference between their sending a check or them forgetting about it.



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FUNDRAISING IDEAS

EMAIL & LETTER CAMPAIGNS

The vast majority of our participants have said that email and letter campaigns are very effective fundraising strategies. Email is a very simple, free, and powerful way to reach a large number of potential sponsors. It also makes it easy for the people on your contact list to forward your message to others they know; in fact, it's a good idea to suggest this in the email.

We encourage you to include a link to our homepage, www.CreativeMindsInCannes.com, as well so your sponsors will understand that you are participating in a professional environment with an experienced company. Email is also a great way to send updates of your preparation including the adjusted balance of the amount you need to raise and preparations for your trip.

A letter writing campaign is also a simple and effective fundraising method; some of your potential sponsors may not use email at all. However, it is also more expensive and time-consuming than email. Consider whom you're communicating with - you may consider using both letters and emails. A formal letter may be best when soliciting clubs, churches or temples, local banks, foundations and charitable organizations in your area.

A sample fundraising letter is available to be downloaded from our website to help you get started. You can customize it for your own efforts to generate contributions towards your program fee. We recommend that you personalize each and every letter that you write with the recipient's name. You may also want to take a few moments to write a personal message on it.

BLOGS

A web log or "blog" is a relatively easy way to create your own webpage and present information to your potential sponsors as a part of your email campaign. You can create a free blog by going to www.blogger.com or www.wordpress.com and following their instructions. Here you can post your start date, amount you need to

raise, detailed motivations for your involvement with the program, photos, maps and facts about the program. You can also use the blog to post the names (not amounts) of the people who have sponsored you and give updates as you prepare to attend the program.

UNIVERSITY FUNDS



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If you are a student, one major source of funding is your own college or university. Many school clubs are allocated a certain amount of funds through student activities. See if your club or school is eligible. These clubs may have relationships with local businesses; if so, ask if the club can help you approach these businesses. Many academic departments also have discretionary funds for projects and programs. If your participation in the program can be integrated into an academic or service-learning course, there may also be some funds that can be used for your program.

SCHOOL NEWSPAPER

Many of the communication students broker a deal with the school newspaper where they agree to cover the festival and write a story about their experiences in exchange for a few hundred dollars.

WEEKEND JOB

This is a very popular option. Participants will get a weekend job for a month or two to make some extra cash to cover the program fees. This is why our deadlines are so early to give participants the opportunity to explore this option, as it is the most feasible.

CREDIT CARD

This should be a last resort option. We do accept credit cards but we don't encourage using them. If it comes down to you not attending vs. paying for the program on your credit card then by all means, but you really should exhaust all other options before settling to use your credit card.

GRANTS

In general, one of the most common ways to raise money is through grant proposals. Grants are essentially "free money" that is awarded by meeting the criteria of the grant. Though a grant proposal is fairly simple to write, getting it accepted is difficult. Also, grants are often time sensitive in that foundations have deadlines and funding cycles.

One of the most comprehensive books on foundations is the *Foundation Directory*, which is available at most libraries. It lists the board members of most foundations and the types of projects they fund. Follow the "Who Do You Know" principle and see if someone in your network is on the board of a foundation that might give to your cause.

LOCAL BUSINESSES

Local businesses are far more likely than large corporations to make a contribution to your cause. The key is to make a link between the owner and you or someone close to you. You may want



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to approach the business first, enclosing all relevant materials and then follow up with a phone call.

SERVICE CLUBS/PLACES OF WORSHIP

Service clubs such as Rotary, Kiwanis, Lions, Optimists and fraternal organizations such as Elk and Moose clubs along with religious groups such as churches and temples are excellent sources for fundraising. Once again follow the "Who Do You Know" principle; is someone you know a member or a friend of a member?

The best course of action is to contact as many clubs in your area as possible and to ask if you can give a presentation to their club. Many clubs have breakfast, lunch or dinner meetings where you can ask to speak for 15-20 minutes to present your request and explain what you will be doing. This is your chance to thoroughly explain your participation within the program. Remember, you are not asking for money for a vacation, rather you are asking for a contribution to participate in a film program that will be a huge investment in your future. Also, let them know that you are willing to come back and show them photos or a video of the program when you return. After the meeting, write a follow-up letter thanking them for letting you speak and reiterating your request for contributions. Be realistic about the amount you are requesting and how it will be used.

EVENTS

Events are fantastic ways to fundraise that can involve the community, raise awareness about the program, allow you to be creative, give sponsors something in return and generate a lot of interest in your campaign. When reading through the event options below, keep in mind your skills, interests and your contacts. These will be key.

Sales - Traditional ways to raise funds are through bake sales, arts and crafts sales, candy sales, garage sales, etc. Do you know someone who is a great baker, an artist, or a published writer? Ask them if they might donate their creations to you so that you may allocate the sale, or suggested contribution, toward your program fee. Many people who are hesitant to provide money will donate something around the house that you can sell at a garage sale, flea market, or on eBay.

Raffles - This works better for groups raising funds. Often groups can get items donated to them from local stores, companies, and restaurants, which they can raffle off, usually at a larger event such as a dance. Use the "Who Do You Know" principle. If there are no large items to raffle off, sometimes groups buy something like a television. This can work well as



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long as the proceeds are well over the price of the item purchased.

Parties, Dances, Music - These can range from simple pizza parties to black tie affairs. Again, use the "Who Do You Know" principle. Do you have a friend in a band? Do you know the owner of a bar or restaurant? Some simple events include having a band play at a club where you get all or some of the cover charge. Or perhaps a restaurant will allow you an evening offering an all-you-can eat buffet for \$15 where you get \$7.50 and the restaurant gets \$7.50. You can even throw your own party and ask your guest to pay a cover charge, provided the cover is well over the cost of the party. These types of events can be very labor intensive. Be careful how you structure them and be clear about your expectations.

Birthday & Holidays - Is there a holiday coming up? How about your birthday? Instead of gifts, ask your friends or family to help sponsor your trip.

Races - Some people will respond better if they see you are dedicated and working hard to obtain sponsors for your campaign. Sign up for a local fun run and ask people to make a small donation for each mile you run.

GOOD LUCK WITH YOUR FUNDRAISING CAMPAIGN!

You may want to try out the following web sites as well:

www.fund-raising.com

www.studyabroad.com/forum/financial_aid.html

www.studyabroad.com/handbook/costs.html

SAMPLE FUNDRAISING LETTER

[Date]

Dear _____,

I am writing to you because I have just been accepted to be a part of a wonderful opportunity for an overseas experience that is bound to change my life.

Creative Minds In Cannes is a filmmaker program that provides an opportunity for filmmakers to showcase their work and a platform for students to work internships that allow them to connect with companies that can launch their careers at the Cannes Film Festival. The program consists of workshops, film screenings, parties and exclusive networking opportunities with highly respectable film industry professionals.

Each year Creative Minds In Cannes takes dozens of students to the festival with one mission in mind: Identify the next generation of talented Film & TV professionals and usher them into the entertainment industry.

With my background in _____, my participation in the program will focus on _____ which will aid me in expanding my knowledge of the film business, while also affording me the opportunity to make key contacts that will ultimately help me establish a career in the film industry.

To be able to attend this program, I need financial assistance, which I hope you can help provide. For your convenience, I've enclosed a self addressed stamped envelope. Checks should be made out to _____ and mailed to me at _____.

Should you have any questions about the Creative Minds In Cannes Program, please call me at (your phone number), or visit the program website at www.CreativeMindsInCannes.com. Your support and the support of those you know are greatly appreciated. I look forward to sharing this extraordinary experience with you upon my return.

Thank you in advance.
Yours truly,
[Your name]



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FUNDRAISING TESTIMONIALS

I used the CMIC fund raising template and tweaked the format a bit to best described myself. I made sure my letter clearly explained my objective and how the trip to Cannes was going to help my career and promised to send people updates and a full recap (pictures, video, blogs) upon my return. I sent the letter to everyone I had previously worked for, my school, and all of my family and soon the help started to come. I was able to raise about 2,800 in addition to getting my school to cover the flight expense.

Jabari Johnson

Senior, Howard University



The day after getting the fundraising packet, I went through and created a plan based on the tools Creative Minds gave me. I made a modified version of the "I'm going to Cannes" script, making sure to note the exact figure I was trying to raise, and the date I needed to raise it by. I also created a postcard, that I used as a pitch tool. The postcard was me on a plane dressed like a stereotypical French person (scarf included). I created a list of all my friends and family that I knew and then I addressed personal letters to all of them with a copy of the picture in it. Once I did that, over the next several weeks the money started to come in, with donations ranging from \$9, to \$1,000 dollars. Most of the money came in after three weeks. I think it ended raising a little over \$4,000 dollars and with that I was able to pay the program fee, airfare, and have enough to travel to Germany and Nice afterwards for another 10 days!

Marcus Bird

Comedy Central



I didn't use a template, a format or a previous recommendation. It was simple...I used faith. I knew that I was going to the Cannes Film Festival- I just didn't know how. I could not afford the trip and didn't have the time to do major fundraising because of my work schedule- so I used my schedule to my advantage. I created a letter stating my career aspirations and I hung the letter throughout the office with a bucket underneath it. Everyone pitched in a dollar or two here and there but it still wasn't enough to send me to Cannes. Luckily for me, I was working on Nick Cannon's Wild N Out in the Talent department and I had the opportunity to meet Big Boi from Power 106 morning radio show in Los Angeles, CA. With little money and an unapologetic passion, I fearlessly asked him for a contribution. He kindly responded "I'll pay for the rest of the trip." Talk about being at the right place at the right time. That Monday morning I went to his office and picked up the check and the rest is history. That check afforded me the opportunity to travel to Paris, Amsterdam, London as well as Cannes. As my grandmother would say "a little faith goes a long way."



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BET(Black Entertainment Television)