

# FUNDRAISING.

A TOOL FOR YOUTH LEADERS

CREATED BY



YCNL



# Why a fundraising tool?

*YC Newfoundland and Labrador (YCNL) is a locally operated, multi-denominational, Christian youth conference designed for junior high, high school, and young adult students.*

The YCNL conference has traditionally changed location year to year. We have hosted the conference in St. John's, Paradise, Gander, and Corner Brook. This provides an opportunity for each area of the province to benefit from hosting the conference. It also means that some years you may have to fundraise a lot to cover the cost of your group to attend YCNL and other years you may be able to carpool from your community and stay at home. We wanted to provide testimonies on fundraising for other youth leaders in the province who can share with you

what their experience has been like and hopefully you can find some new ideas. For some youth leaders, fundraising is a part of their ministry year to year, for others, they may not have had to fundraise a lot recently, and for some this may be their first year bringing a group to our conference. We want you to know that you are not alone. We hope you benefit from other peoples ideas and experiences told in this document as we continue to offer a unique experience for students to encounter God in.



# Top 10 Tips For Fundraising

*Thank you to our YCNL Director, Dean Brenton for these YCNL Fundraising tips! We believe that people in ministry and non-profit work are the most creative when it comes to resources. We hope this can give you some framework for your creativity.*

- 1. Create a budget** - Set a solid target what you need to make YCNL a financial success.
- 2. Set a goal for each fundraiser** - Setting micro-goals will help keep you on target for your macro-goal.
- 3. Find fundraisers with high return** - High return plus a good effort = celebration!
- 4. Drop fundraisers with low yield** - High work plus low yield = frustration!
- 5. Involve the whole church** - Fundraising is great opportunity to involves parents, families, and senior adults in the journey to YC and will create a sense of ownership in your youth ministry.
- 6. Provide a solid financial report to your leadership** - Regular updates will serve you well and will grow confidence in your leadership.
- 7. Maximize relational time with students** - Fundraising is more than work to get to the goal. It is a wonderful opportunity to grow with your students.
- 8. Grab the opportunity to engage your community** - Fundraising can impact and involve the greater community. Find creative partnerships to give local businesses an opportunity to show their support for the youth of your community.
- 9. Always keep the WHY before your students and church** - It is easy to forget the reason we do these things when the to do list is long and the days are too short. The WHY of reaching and growing the next generation reminds everyone and you that it really is worth it.
- 10. Cover it all in prayer** - God will help us. He will bless us. Lean into Him. Don't grow weary in doing good...we will reap a harvest! (Gal. 6:9)

# Tyler Gray • Pasadena

*Tyler Gray is the youth pastor in Pasadena. He has served there since 2015. In 2017 he brought a group of 40 students to YCNL by fundraising \$7000. The cool part is the majority of the students, came from families that do not attend a church.*

## TYLER'S FUNDRAISING EXPERIENCE

This past year was one of the most difficult fundraising years that I have experienced while Pastoring in Pasadena. Our youth group has grown significantly in the past year (all glory to God), so accommodating the number of students was a large task. We realized that it would be a busy year fundraising with a goal close to \$7000. This would cover all hotel cost, rental of vehicles, gas for travel, leaders registration and meals, and a pizza night while at YCNL. It also would help cover students who wanted to attend but would have been unable to get there by their own means. With that number in mind we set out on a number of different fundraising initiatives to achieve that goal.

We started fundraising in January, and began with simple fundraising opportunities. In Pasadena, we usually try to provide the church congregation with an opportunity to help support their youth. This year that included a tea and toast night and a soup and sandwich lunch after Sunday services. There was no set cost, just admission by donation. These fundraisers went over well, however they did not achieve a great profit, especially being a smaller congregation. At these types of events, we would raise \$250-\$350, which we were grateful for, but we needed to meet our \$7000 goal.

This year we began a new initiative, Pizza Delight worked with us by selling us ready-to-bake pizzas at a discounted price that we would sell for regular price. We committed to selling 300 pizzas or coupons, and ended up raising close to \$2000. This event did not require a lot of planning and was mostly completed by the students who sell the pizzas to friends and families. We committed to delivering the pizzas and set a date for delivery. This component of the fundraiser took a lot of time and didn't go as smooth as we would have hoped. In working out the kinks we decided, if we did this type of fundraiser again, we would set a pick-up time instead of offering delivery.

Lastly this year we embarked on another new initiative and partnered with the local Irving Gas station and local Foodland to set up in their businesses for two days. At Irving, the youth would pump gas for customers; at Foodland the youth packed groceries for people and carried them out to their vehicle. It was donation based and only if the person wished to donate. This fundraiser was the most successful one that we did, and it helped us achieve our final goal!

One thing that I have learned while being involved in fundraisers is this; no matter what event you do, or activity you plan, always attempt to do it in a way that serves your community. Initiatives that only help you achieve your funds are great and may work, but when our communities see young people in their town serving, they are more thankful and prone to help. This not only affects the community but also teaches our students to be servants and how to engage their communities. It makes fundraising more meaningful, and even though it's still a lot of work, it instils good principals in everyone involved. It becomes the motivation, not having to show up to a dreadful fundraising tactic, but showing up to help people.

So, in the end we raised just over \$7000, covering the majority of the cost of YCNL and only requiring students to pay their registration and meals. Fundraising is not always easy but provides opportunity for students to attend important events, like YCNL, that have the potential to change their lives and leave an impact that stays with them forever.

**Got a question for Tyler? Email him at [tyler-gray@hotmail.com](mailto:tyler-gray@hotmail.com).**

# Jon & Angie Rogers • Corner Brook



*Pastor Jonathan Rogers is Co-Pastor of SonRise Ministries Family Faith Church. Jon and his wife Angie are working side by side at the church as their desire is to see God's Kingdom growing even greater. They currently lead the youth ministry at their church and always bring a group of students to YCNL.*

## STUDENT OWNERSHIP OVER THE FUNDRAISING

The youth in our youth ministry are always on board to help in fundraising because they know without it the trip would be too expensive. The rule for our youth ministry is if you do not come to the fundraiser then you do not get to avail of the funds. We have only ever had to raise \$350 per student depending on how expensive accommodations are. This amount would cover early registration, hotel, and the rest for meals. We do have an event though that our leaders often dread but it is always our biggest success... the Wake-A-Thon.

The students raise a minimum of \$25.00 in order to attend, including our leaders and volunteers, and we throw a full night of fun and games. We start the night with worship and a devotion and a quick ice breaker, before the fun begins. Our students really enjoy this event. In fact, they love it so much that many of our kids have raised enough to pay for their whole registration from doing 2 or 3 of these a year. Some have even raised it in one!

We have minute to win it games, an activity outside of the church like going to the school gym for a couple of hours, and pizza throughout the evening. Then we end with a movie because everyone is so beat out. The evening usually starts at 8:00pm and ends at 6:00am. Our students do not always have the opportunity to do this type of thing in a safe, fun environment so this has always been a huge success for us.

The catch is we take the cost of the event from the \$25 raised, which is usually \$10-\$15 and whatever they raise above that goes directly to that student. We also allow students who will not be attending YCNL to come as they also have to raise a minimum of \$25.00 to attend and that has always helped us with gas and any extra expenses.

Our other successful fundraiser is a Pizza and Garlic Fingers sale. Louis Gees actually worked with us this year and we sold combos for \$25 and made \$10 off of each sale. Last year, one of our students sold 30 combos and that was all he had to do the whole year, he had his YCNL paid for. If you can get a pizza shop to sponsor you then this is an amazing and a super, super easy event. They make the combos and we sell the tickets. We didn't even have to purchase in advance, they let us pay for them once they were sold.

**Got a question for Jon and Angie? Email Jon at [pjbrogers@gmail.com](mailto:pjbrogers@gmail.com) and Angie at [angie@sonriseministries.ca](mailto:angie@sonriseministries.ca)**





# Andy Vincent • Botwood

*Andy Vincent has previously been a youth pastor in Corner Brook, Bishop Falls, and is now in Botwood. In 2016 and 2017, Andy has brought one of the largest groups to the YCNL conference.*

## WHAT DO YOU AIM TO COVER THROUGH FUNDRAISING?

We aim to cover first the hotel cost. The reason being is that this is usually what fluctuates based on the number of students. So, our church pays for the busing and that is usually and more consistent expense. If we raise over and above, then we usually order pizza one night during YCNL and/or cover off a meal. Whatever can be done then we do it.

## WHAT IS THE DOLLAR VALUE YOU AIM TO FUNDRAISE?

We usually aim to raise \$5000.00.

## WHO PLANS THE FUNDRAISERS?

Our youth executive leaders plan them and work together to share responsibility. We also have parents and church volunteers involved. Many hands make might work!

## WHAT ARE THE TOP 3 FUNDRAISING INITIATIVES YOU DO AND HOW MUCH MONEY DOES EACH BRING IN?

The 3 main ones we do are Mother's Day Breakfast, Father's Day Breakfast, and setting up a booth at local civic festival. These 3 will bring in around \$1000-\$1200 each. Too many other groups are doing things like bar sales, vegetable hampers, etc. We find that with our team and church facility its usually a smooth ride. And our church and community pretty much anticipate them now.

## WHAT ROLE DO THE STUDENTS PLAY IN THE FUNDRAISING AND HOW DO YOU MOTIVATE THEM TO TAKE PART?

The students help plan, setup, execute and clean up! They are the ones who will reap the benefit here! We keep a tally of all youth who participate and only those who participate in a particular fundraiser will reap the benefits of it.

## AT THE END OF THE DAY HOW MUCH DO STUDENTS HAVE TO PAY TO ATTEND THE CONFERENCE?

We budget out our hotel rooms and do the math to figure out how much it cost per student for each room based on 4 person occupancy. If they don't fundraise enough, then they pay the remainder. All youth are responsible for their own YCNL registration cost and their meals. We do have some students who receive assistance or full sponsorship but that is on a need basis

**Got a question for Andy? Email him at [andyhvincent@outlook.com](mailto:andyhvincent@outlook.com)**

# Tia Morey • St. Anthony

*Tia has been a youth pastor in St. Anthony for over a year now. She is one of the few youth leaders on the Great Northern Peninsula who brings a group to YCNL. Tia has navigated extremely well how to raise money in a variety of ways to bring a group all the way to YCNL.*

## SHARING HER EXPERIENCE

Over the last year it seems as though all of my thoughts have revolved around fundraising. I had to, not only come up with different fundraising ideas, but also try to fit them into my schedule and into the schedule of my youth. I don't know about you, but it seems like organizing anything outside their normal schedule is extremely difficult—this is why many groups sell things like chocolate bars, coupons, fish cakes, and Christmas cards. These options do not alter anyone's schedule and can be completed at their convenience. Let me tell you about some of the fundraisers we have done this past year.

## COMMUNITY BREAKFAST

Here in St. Anthony we have a week of events called Winter Fest and this year we were able to host a fundraiser breakfast at the church. Because it was a part of Winter Fest, the breakfast was advertised in the booklets that are given out to the community. It was also advertised in the newspaper and on the local radio station (free of charge).

The Breakfast itself consisted of pancakes, fresh fruit, coffee, tea and/or juice, syrup, butter, whipped cream and chocolate chips. All of these items can be easily donated so that the cost of the event is virtually free. This fundraiser went over well and it was a lot of fun watching/teaching youth how to cut up fruit and flip pancakes while they were all still half asleep on a Saturday morning.

## BAKE SALE

A bake sale is something that can work in many settings. In St. Anthony, we normally set up a table at the mall from 9-12 and sell baked goods. However, this year we did things a little different. First, we asked that each youth bring in ten trays of baked goods (ie. cookies, cupcakes, pies). Next, we set up a table in the church basement to sell goods on the same day as our "Fall Festival!" As children were on the parking lot enjoying the festivities, the child's guardian could pop downstairs, where it was warm, and buy a lovely tray of cookies for themselves to enjoy.

## IN CLOSING

I do not know about you, but for me, planning fundraisers can be quite frustrating. Sometimes it seems to overtake my schedule, but in the end it is worth it. I love being able to spend time at fundraisers building my relationships with youth—even if it is as simple as a water fight at the car wash! Even though fundraising takes a lot of work, we cannot forget why we fundraise in the first place. We do it for our youth and our kids, so they can afford to attend what could be a life changing event, or even a seed planting one!





# Budget Template

One of the biggest things you need to do when fundraising is setting your budget and tracking your finances. We have developed a spreadsheet template that should help you stay up to date on where you stand financially in your groups trip to YCNL.

You can format this spreadsheet to fit your needs but the easy thing is that it is basic data entry. As you insert your receipts and statements, your budget summary will automatically update and give you a glimpse on how close you are to meeting your goals.

All you have to do is view the template at the link below and then click File, Download As, and then select a format that works for you.

**[CLICK HERE TO VIEW THE BUDGET TEMPLATE](#)**