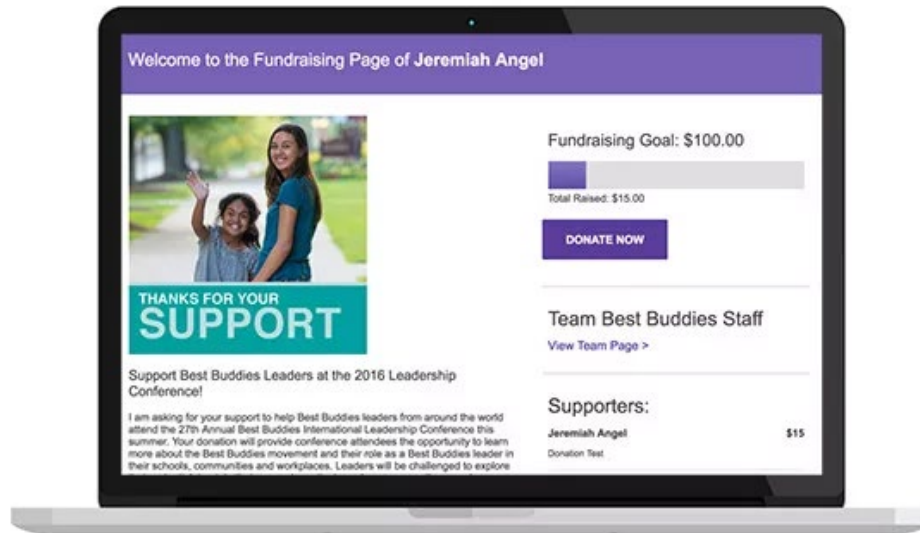


# BBLC Attendee Fundraising Guide

## Best Buddies International



Participation in Best Buddies Leadership Conference is an expectation for all high school and college level chapter presidents and attendance is encouraged for officers and advisors. In addition to the conference registration fee, each attendee is responsible for travel expenses to and from Indiana University. To eliminate any financial barriers to participation, Best Buddies has established an online fundraising option so that attendees can raise the funds needed to cover these costs. See below for instructions and tips for fundraising.



## Getting Started

### Step 1: Set A Goal

Research the cost of flights or ground transportation to and from Indianapolis from your location for the conference dates. In 2023, BBLC will take place from Friday, July 21<sup>st</sup> through Monday, July 24<sup>th</sup>. Connect with your local Best Buddies office to see if they can offer any suggested flight options or have made arrangements for group transportation. Once you have identified the estimated cost of your trip, you can determine your fundraising goal.

### Step 2: Create A Fundraising Page

If you've ever participated in the Best Buddies Friendship Walk, this process will feel familiar. In fact, your BBLC Fundraising page operates in a very similar fashion as a Friendship Walk page and you can share your link to ask for support in just the same way. To get started, visit <https://www.bestbuddies.org/bblc/fundraising/> and the select Create a Fundraising Page button. Once you've submitted your information, you can log in to your page and customize it with a photo and message. This is a great opportunity to showcase what Best Buddies means to you and make the case for why your friends and family should support your efforts to attend BBLC.

**Please Note:** All funds raised through the BBLC fundraising site will be applied to the 2023 Best Buddies Leadership Conference and cannot be carried over to a subsequent year. Any funds raised above your goal will go towards supporting Best Buddies in your state.

If you are raising funds for your travel to the Best Buddies Leadership Conference, do not book your own travel. Best Buddies will work with you and book your travel for you.



### Step 3: Start Your Fundraising Outreach

There are a wide variety of ways to reach out to ask for donations. A few might instantly come to mind like posting to social media or sending emails, but believe it or not, writing letters and making phone calls can be even more effective. No matter which way you choose, telling your story of involvement with Best Buddies is always an important element that helps people understand the importance of their contribution. Before you begin your outreach, it helps to make a list of those who may be willing to support your efforts. Here are some suggested categories to explore:

- **Family:** Your parents, grandparents, siblings, extended family and even your own children.
- **Friends and Associates:** Your friends, co-workers, neighbors, PTA, religious groups, alumni groups, etc.
- **Businesses You Patronize:** Your doctor's office, dry cleaners, stores and restaurants that you frequent, etc.
- **Your Lists:** Your holiday card list, address book, club lists, chamber lists, professional group lists.

### Step 4: Fundraise As A Chapter

Encourage your members to conduct chapter fundraisers to help you reach your goal. Here are some great ideas to give you a head start. Remember to be creative!

- **Have a Raffle:** Enlist the help of some friends and hit your community to get prizes donated. These prizes can be anything from clothing, artwork, and spa treatments to dinner, movie passes or tickets to sporting events.
- **Casual Days:** Ask your school principal to agree to a casual day for everyone who donates a certain amount of money.
- **Gift Matching:** Ask the company where you or your parents work if they match money given to nonprofit organizations or charities. If they do, the company doubles what each co-worker personally donates, making your process even that much easier. Also have your donors ask if their companies do gift matching.
- **Make it a Family Effort:** This is a great family project to get your family involved in your efforts. Include your parents and siblings in raising donations for BBLC.
- **Host A Restaurant Give Back Night:** Coordinate with a local restaurant willing to donate a portion of their proceeds on a specific date. Invite your chapter members, school community, friends and family to ensure success.