



Fundraising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission.

Henri Nouwen - *The Spirituality of Fundraising*

Welcome to JVC! You have made a courageous decision to take on some of the world's toughest challenges by becoming a Jesuit Volunteer. You are dedicating a year to life-changing service within a community in great need. We are grateful that you have chosen to be a Jesuit Volunteer and to live out JVC's mission.

We are partnered with you and our partner agencies in this transformational experience. JVC is committed to keeping our expenses as low as possible while providing a quality program for you, our volunteers, and the agencies that you serve. To keep the fees paid by your partner agencies as low as possible, JVC fundraises across the country from individual donors and foundations. Each year, JVC raises approximately \$2 million, with your help, to carry out our shared mission.

One of the ways we do this is the Send me to Serve (SMTS) campaign. You've undoubtedly heard of crowdfunding sites and this is JVC's. It is designed for each of you to tell your personal story and the impact you are making, share the mission of JVC, and gain support from friends and family members. As you spread the word about the Jesuit Volunteers' critical work, you are ultimately aiding in the struggle for justice among the poor and marginalized in our communities.

SMTS is also a big step into the wonderful community of JVC and a way to get to know the other JVs you will be serving with. You will participate in welcome calls with JVC staff members and other incoming JVs. In these calls, you will hear more about the campaign as well as formative reflections and items to energize you and help with your transition to JVC!

These calls are just one step in the process, so to give you an idea of what is to come, we listed some steps below for you. The rest of this document will tell you a little more about why we are asking you to fundraise, where the money is going and give you some tips to start out with. Most importantly, though, THANK YOU in advance for your commitment to JVC and for your fundraising efforts! We are excited to welcome you to the JVC family!

### **SMTS Steps**

1. Set up your personal Send Me to Serve page
2. Set a goal
3. Participate in a conference call
4. Start fundraising
5. See your thermometer rise and be proud of what you have done!

## Why are we asking you to fundraise?

- 1) It makes your experience possible.
- 2) It allows domestic agencies to save up to \$30,000 a year, since you work for a fraction of what would be paid to a regular, salaried employee. International agencies save even more.

*With about 260 domestic placements a year and 50 international placements, JVC saves local nonprofits and schools over **\$6 million dollars EACH** year. This means that agencies are able to spend more money helping the people they serve.*

Overall, it will cost \$4.3 million to run the JVC program this year. Below you will find some information about where this money comes from and what we put it towards.

Where does the money come from?

JVC is fortunate to have financial support from Former Jesuit Volunteers, friends and other supporters.

- JVC receives almost half of our income from our Partner Agencies in fees.
- The rest is raised from the many supporters of JVC. We are especially fortunate to have financial support for Former Jesuit Volunteers, friends and families of FJVs as well as other individuals.
  - Funding comes from this group of people, including those who come from Send Me to Serve totaling **\$1.47 million** last year. JVC works hard to maintain these high support levels and **your campaign is a critical part of this.**
    - Last year, Send Me to Serve alone raised almost \$250,000!
- Other Sources
  - We have an important and strong partnership with the Society of Jesus. As a part of this partnership we receive **\$150,000** in donations from Provinces and Communities.
  - Foundations are also very supportive of JVC and last year we received \$221,700 in grants.

What does that money actually pay for?

- Volunteer Experience:
  - We spend approximately **\$1.41 million** on volunteer support to ensure you have an excellent experience. This includes providing five retreats throughout the year (travel, housing and programming), visits to each of your communities twice during the year, day-to-day communication with your communities and administering your health insurance and FJV programs.
  - Each Jesuit Volunteer is supported by staff members who journey with each community throughout the year, provide support, advice, and encouragement, and work with our partner agencies. This is a critical differentiator for you. JVC also has staff members dedicated to recruiting, website management, fundraising, FJV relations, finance and administration. Together, the entire JVC staff works to support our agencies and volunteers and ultimately support those

that these agencies and volunteers serve. So an important part of the budget also goes to the national staff salaries and benefits.

- JVC is an incredibly unique and special program and getting the word out about it is an important activity to find prospective JVs like you. It also helps us keep connected to the vast network of FJVs and friends of JVC. **\$340,102** covers the costs for sending recruiters to college campuses, developing marketing materials, maintaining the website, FJV programming and printing applications and publications.

### Fundraising Tips

#### **Set a goal**

**Goal #1: Dollar amount.** Each *individual* JV is responsible for raising a *minimum* of \$600. Don't feel the need to stop there, though! Reaching your maximum potential is what fundraising is all about; try to raise \$700, \$850, or even \$1,000!

**Goal #2: Number of donations.** To help get to your dollar amount it can help to set a goal for the total number of donors you hope to engage. For example, ask 40 friends for \$15 each. If you approach the friends and family who have encouraged you throughout your life, it'll be easier than you think! In addition to financial support, you can also ask people to stay in touch and keep you in their prayers during your volunteer experience.

#### **Give an opportunity**

Here are two key things to keep in mind:

##### **1. Don't be afraid to ask**

Most likely you will approach people who know you and what you value, so don't be afraid. Think of asking for a donation as giving someone the opportunity to do something good, not as asking for a favor. If they know you, they'll know how much JVC means to you and they'll want to support you. If someone can't give, they'll just decline. And remember that they can support you many different ways! If you don't ask, you'll never know...

##### **2. Your story is genuinely powerful.**

The most compelling thing you have to share is your own experience, so tell your story! Throughout the whole application and interview process, you have thought a lot about what called you to JVC and now is the time to share that with friends and family. Describe why you're passionate about becoming a Jesuit Volunteer and what has brought you to this moment. Don't forget to tell people all about where you'll be living and what you'll be doing at work. And remember that asking people to donate is helping make the experience possible for you and your fellow Jesuit Volunteers!

#### **Who should I ask?**

Friends and family are the obvious answer, but don't limit yourself to just personal contacts. Here are other ideas of who you could ask for a donation:

- At your college - campus ministry or Catholic student/Newman centers, the alumni or development office, the president of the college, or service clubs/academic departments you are involved in
- In your faith community – pastor and/or congregation of your home parish
- In all areas of your life – neighbors, co-workers or members of your extracurricular activities

### **How should I ask?**

How you ask people to sponsor you is ultimately your decision. Be creative! Write an email to 30 friends from college and high school asking for \$20. Make a brochure about what you'll be doing in JVC. Send a letter to your family members. Babysit for a friend or family member. Ask for donations in place of graduation gifts. Post a link to your SMTS page on your Facebook page and ask everyone to donate whatever they can. There are countless possibilities! The more ways you ask the more successful you will be.

And if you are ever stuck or have run out of ideas the JVC staff is here to help! We will share more ideas and tips throughout the summer and will be with you every step of the way. We are so grateful for everything you are doing and are here to help in any way we can!

### **Nuts and Bolts**

**Save this information for future reference. YOU WILL NEED IT.**

This is very critical information about how to actually collect and submit donations to JVC.

- You should direct as many donors as possible to your online donation page (more information about this later)!
- Checks should be made out to Jesuit Volunteer Corps or JVC and YOUR NAME should be written on the memo portion of the check.
  1. Checks mailed to JVC without explanation will not be attributed to any persons fundraising efforts.
- How do I submit a check made out to Jesuit Volunteer Corps or JVC?
  1. You or a donor should mail checks to:  
Jesuit Volunteer Corps  
801 Saint Paul Street  
Baltimore, MD 21202
  2. Don't hold checks! Mail them right away so your donors can balance their checkbooks.
- How do I submit a check made out to me?
  1. Cash the check and write a new check made out to Jesuit Volunteer Corps or JVC and follow the instructions above!
  2. Make sure to include the contact information for the donor so he/she can be acknowledged by JVC and receive a donation receipt for tax deduction purposes.
- Wait, can't I just cash the check and make a gift using my credit card on my online page?
  1. No, please do not do this! If you do so, our system will credit YOU for the gift instead of the actual person who made the gift.
  2. We want to make sure the credit goes to the generosity of your family member or friend who made the donation!

## Tips from Former Jesuit Volunteers



"It's a very humbling experience to ask people for money, in any capacity (fundraising, personal use, etc.). Hang in there and you will have the opportunity to learn more about yourself, meet/interact with people you may not have otherwise interacted with, etc. It's not the easiest thing to do, but people are interested in the work you're about to do and you'd be surprised how great the response can be." -Michael O'Sullivan



"Totally don't be afraid. You're not "asking for money" you're trying to support a good cause. I know a lot of friends who were discouraged to try and fundraise because they felt odd asking people for money." -Samii Hartman



"Ask EVERYONE you know, and everyone your parents know too - sometimes the people who end up donating are not who you would have expected, so it's important to reach out to as many people as you can." - Rachel Jones



"Spend a few minutes creating your SMTS webpage right at the beginning and thoroughly explain why you want to do JVC and what the money is used for." - Alison Millar



"I took time initially to write a well-thought out letter that explained why I was fundraising and what I would be doing as a JV, and that effort went a long way. I sent out the letter via e-mail to family, friends of family, and peers. I also made a Facebook group where I posted an abbreviated version of the e-mail. Additionally, I reached out to my parish. People were very responsive and supportive. I easily raised the \$600 and met my personal goal of \$1,000 with just this letter." - Corrylee Drozda



"Don't be bashful about asking, the worst anyone can do is say 'no'. Even if it's not normally in your nature to ask for money, which I find to be the case for a lot of potential JVs, don't be afraid to post it on facebook and send out emails." - Lauren Kalbfel



"I remember an FJV said you should ask literally everyone. I didn't do that in person, but I did it through Facebook, and the response was incredible. You really don't know who will donate: people you haven't talked to in a long time, people you met only briefly, people who aren't involved in the church.... Just try. Most people will think this is something really awesome, and will want to pray for you or keep in touch, even if they don't have the money to donate." - Sarah Rings