



## Welcome to JVC Fundraising!

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*

Congratulations! You have made a courageous decision to join our community in aspiring to build a more just and hopeful world by becoming a Jesuit Volunteer. You are dedicating a year to life-changing service within a community in great need, and we are grateful to have you.

The **Send Me to Serve** Campaign is an exciting way for you to jump in to JVC with both feet. It gives you the opportunity to engage your friends and family in this amazing leap you are taking in your life. Basically, SMTS is a crowdfunding campaign (think Kickstarter) that allows you communicate with everyone in your life who you want to welcome into the JVC community with you.

### **Why Send Me to Serve is an awesome way to kick off a year of service:**

- You can use it to tell everyone what you are doing next year.
- You get to explain what JVC is and why you are committing to it.
- Your friends and family get to feel like a part of your experience by making a donation to your personal fundraiser.
- You get the warm fuzzy feeling of knowing the people in your life are so excited for and proud of you.
- You will really feel like a part of the JVC family as you start sharing our mission and your story.
- All of the money you fundraise will help make life better for the people you will be serving with during JVC.
- There are few things more satisfying than watching a thermometer graphic fill up with money.

We have prepared tons of tools to help get you started and to **ROCK** your goal. Soon you will be participating in a **Welcome Call** which will give you more info about JVC, including Send Me to Serve. In the meantime, here are some steps you can take to get started:

1. Set up your personal Send Me to Serve page (instructions attached)
2. Set a goal (at least \$600, but higher if you are feeling enthusiastic!)
3. Participate in a Welcome Call with fellow JVs!
4. Brainstorm people in your life who would want to know what you're doing next year.
5. Start fundraising! Send emails, post on Facebook and Twitter, have a bake sale, write a poem, make a video.... You never know who is waiting to support your incredible choice to be a JV.

For the past 60 years, young people entering JVC have been right where you are now. They were excited and nervous and had no idea what to expect. Today, thousands of these Former Jesuit Volunteers (FJVs) are supporting you through contributions to JVC. Someday you, too, will be inspired to make a donation to support a new crop of JVs. You are joining something special, and this is just the beginning of a lifelong relationship with JVC!

**More than anything, HAVE FUN!**

# A Fundraising Cheat Sheet

Fundraising can seem daunting, but it can also be a LOT of fun. Here are some pointers to help you have a successful Send Me to Serve fundraiser:

1. **Set Goals.** Goals are a great motivator! In addition to setting a dollar goal (at least \$600), you can set a goal for a number of donations (20 is a good one to aim for; that's an average of only \$30/donation) or set a goal for number of people to ask (challenge yourself to think of 50 people in your life you want to know more about JVC).
2. **Tell your story.** Put some thought and creativity into your SMTS page to make it yours. Think of this fundraiser as a way to share your unique journey to JVC. Tell people about the place you'll be living and the work you'll be doing. Make it as personal as you can. *Your story is genuinely powerful!*
3. **Don't be afraid to ask for money!** You're not really asking for money, you're inviting the people you care about to support a cause you're passionate about. The absolute worst thing that can happen is that they say "No," and that's ok! They will still have gotten to hear your story, and that's important, too. Don't decide for someone else that they don't want to give. They may surprise you!
4. **You are part of something bigger.** The money you will raise will be used to support JVs, our agency partners, and the poor and marginalized people we served across the country and around the world. You are not asking for personal gift. You are advocating on behalf of the community you are committed to serving.

## Who should I ask?

There are a lot of people in your life who will be excited to support you. Here are some prompts to brainstorm who those people might be:

- **Family members:** Parents, siblings, aunts, uncles, grandparents, cousins...
- **Friends:** Buddies from high school, college roommates, work chums...
- **Campus contacts:** Campus ministers, coaches, professors, student life staff...
- **High School connections:** Principal, your favorite teachers, the guidance counselor...
- **Church acquaintances:** Pastors, youth ministers, fellow parishioners...
- **Work colleagues:** Current and former bosses, supervisors, office mates...
- **ALL THE PEOPLE:** Neighbors, your parents' friends, that guy at Starbucks...

## How should I ask?

There are so many ways you can engage people in your Send Me to Serve fundraiser. Here are a few ideas, but be creative!

- Write a thoughtful email and send it far and wide
- Share your SMTS link on social media.
- Think of incentives to encourage donations, like a monthly postcard or an autographed picture of yourself.
- Have a donations-only yard sale to start living simply.
- Ask for donations in lieu of graduation presents.
- Make a video about why JVC is great and you're excited to be a part of it.

We are here to support you! If you feel stuck, contact Jo Pressimone, the JVC Development Manager, ([jpressimone@jesuitvolunteers.org](mailto:jpressimone@jesuitvolunteers.org)) or your Program Coordinator and we'll help you come up with some new and innovative ways to get moving.

Happy Fundraising!