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# INTRODUCTION

## ***Why Fundraise?***

Most schools are unable to afford Model United Nations conferences relying solely on funds provided by schools. Fundraising enables delegations to contribute to transportation, hotel, and conference fees to ease the financial burden on delegates, advisors, and schools.

## ***Our NAIMUNAid Program***

The North American Invitational Model United Nations (NAIMUN) is pleased to announce the return of its financial aid program for the sixty-second session of the conference, which will be held February 13-16, 2025 in Washington, D.C.

We encourage each school to seek external funding in the form of grants, sponsorships, and fundraising projects to subsidize the cost of attending NAIMUN. From basic organizational strategies to successful fundraising ideas, this guide will help facilitate a delegate's fundraising to attend NAIMUN. However, the suggested ideas are by no means exhaustive; the NAIMUN LXII Staff encourages delegates to get creative with fundraising. The effort that delegations put into fundraising will make each delegate's participation in NAIMUN even more meaningful.

If you have any questions throughout the fundraising process, please contact the Director of Philanthropy, Catherine Hiemstra, at [c.hiemstra@modelun.org](mailto:c.hiemstra@modelun.org). The NAIMUN LXII Staff looks forward to welcoming you to the conference and anticipates an invaluable experience conference-wide.

## ***Delegate Closet***

In order to make NAIMUN as accessible as possible, NAIMUN LXII is thrilled to announce our revamped Delegate Closet, which is available for all delegates who want to secure Western Business Attire for NAIMUN weekend. Sizes range from Youth 12-18 in both boys and girls with gender-neutral options available. For more information or to request access to the Delegate Closet, please reach out to our Director of Logistics & Security, Solene DeGaynor, at [s.degaynor@modelun.org](mailto:s.degaynor@modelun.org).



# GETTING STARTED

## The Budget

Before fundraising, the delegate must first determine the total cost of attending NAIMUN. It is very important to prepare a comprehensive budget, as this will permit delegates to anticipate expenses, set goals and priorities, and have a projected budget available when making funding requests. Delegates should be sure to **account for all possible expenses including conference fees, hotel expenses, transportation costs, and any hidden expenses** (visa fees, airport taxes, food, spending money, etc.). Delegates should outline all fundraising projects they plan to execute and how much revenue they can reasonably expect from each project. As this budget will be an important tool in both planning fundraising campaigns and obtaining sponsorships, it is essential to be as detailed as possible. If delegates decide to apply for financial aid, they will be required to submit a copy of their budget along with their financial aid applications.

## Cutting Costs

A delegation's budget, including efforts to cut costs, will be an important factor in NAIMUN's financial aid decision. Maximize a budget's efficiency by cutting costs wherever possible. Some suggestions to limit spending include:

- Sharing transportation, such as a private bus, with nearby schools also traveling to NAIMUN. Delegates will be able to get this information from our Director of Registration, Mark Manaois ([naimun@modelun.org](mailto:naimun@modelun.org)).
- Searching for cheap airfare deals on discount websites such as **[www.kayak.com](http://www.kayak.com)**, **[www.expedia.com](http://www.expedia.com)**, and **[www.orbitz.com](http://www.orbitz.com)**.
- Considering all forms of transportation. It may be cheaper to take a bus or train than to fly. For train ticket pricing, visit **[www.amtrak.com](http://www.amtrak.com)**. For information on buses, visit websites such as **[www.greyhound.com](http://www.greyhound.com)**. If delegates are requesting a transportation subsidy and are based on the East Coast, the financial aid committee strongly recommends delegates use bus transport.
- Looking for student, teacher, or group discounts. If delegates have International Student Identity Cards (ISIC), or if advisors have International Teacher Identity Cards (ITIC), these may be used to obtain further discounts. Visit [www.istc.org](http://www.istc.org) for more information about ISIC and ITIC. Amtrak and many bus companies also offer student discounts.



- Booking in advance. If traveling as a group, call the delegation's chosen transportation company—they may offer a discount.

## EFFECTIVE FUNDRAISING

### Plan Ahead

**Organization is the key to effective fundraising.** Delegates should create a calendar of all fundraising events they plan to execute before the conference. This should include:

- The dates on which the delegate intends to send out sponsorship letters, make follow-up calls, etc.
- The dates of various fundraising events.
- The deadlines to book travel arrangements, hotel accommodations, dinner reservations, etc.
- Various conference deadlines can be found at [naimun.modelun.org](http://naimun.modelun.org).

**Delegates should appoint a member of their Model UN team, or several members, to lead fundraising efforts.** Considering fundraising ideas such as those included in this guide may help inform delegates about how to effectively organize a fundraising campaign. What clubs and organizations host successful fundraisers? Can the Model UN team copy these fundraisers?

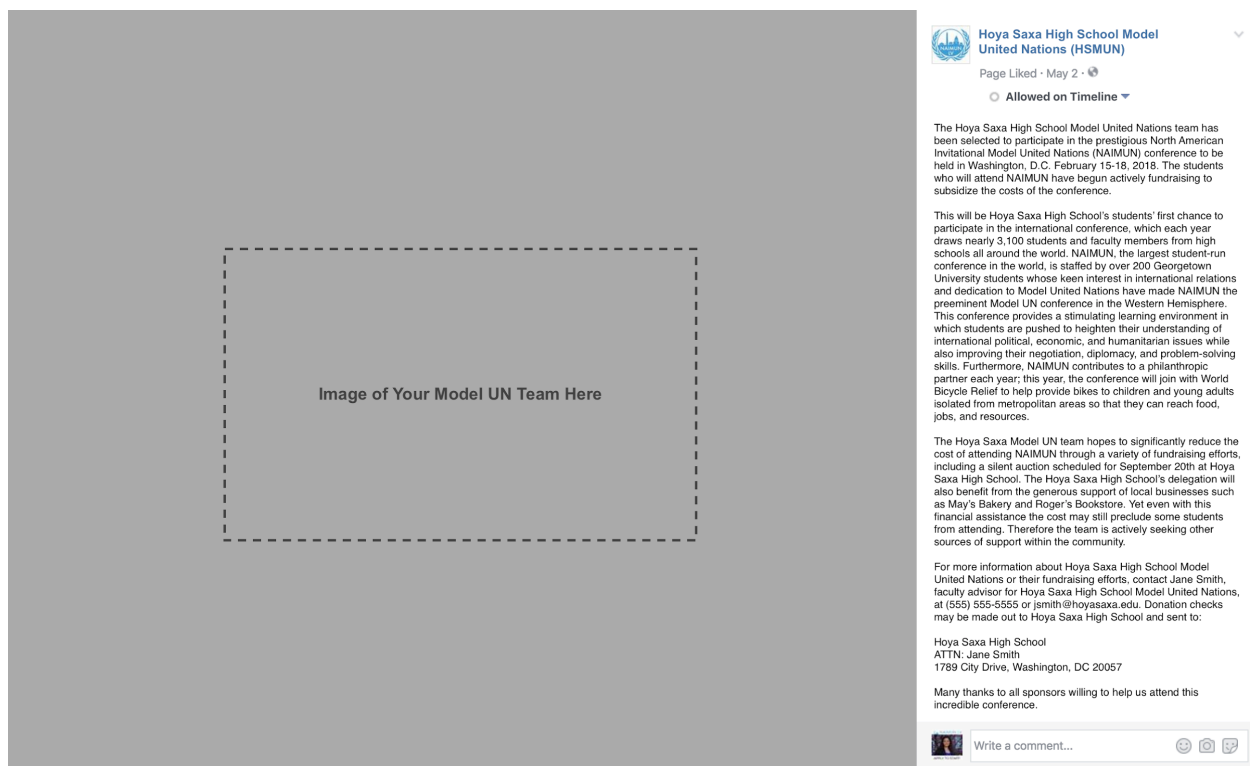
The head delegate of the Model UN team or the advisor should verify **all preparations necessary have been completed at least several weeks prior to the event.** For example, if you are holding a raffle, be sure that raffle tickets are printed in advance of the event, and that members have received enough tickets to sell at least 3-4 weeks in advance of the drawing.

### Publicity

Delegates must not overlook the importance of publicizing their Model UN team and NAIMUN. Donors will give more generously if they understand exactly what their contribution is supporting. After registering for NAIMUN, delegates should draft a press release for distribution on social media, local publications, etc. **Including a description of the Model UN team, the purpose of NAIMUN, and when the team will attend NAIMUN will strengthen the publication.** Delegates should emphasize the team's need for financial assistance, promote any upcoming fundraising events, and specify where donations should be sent. While there is no specific format for publications across various mediums, delegates can seek formats published by charities, NGOs,



and even NAIMUN for guidance. A broad example is presented below as a possible Facebook post.



In addition to publicizing the Model UN team and NAIMUN at school and within the community, delegates should also highly publicize their fundraising events. **Successful fundraising activities require at least 2-3 weeks of publicity.** Be sure to use all available means to publicize your event. Suggested media include:

- Announcements in the school newspaper
- Announcements in local newspapers
- Announcements in parents' newsletters
- Class announcements
- Radio announcements
- Television announcements on local news channels
- Announcements on classroom chalkboards
- Leaflets distributed in the student center, student lounges, cafeterias, and in classes
- Phone calls
- Announcements at student government meetings and meetings of other clubs
- Announcements on a Model UN bulletin board



- Online social media such as Facebook, Twitter, and blogs
- Email lists

## GRANTS, SPONSORSHIPS AND DONATIONS

### *Preparation*

**Delegates should prepare a list of local companies, foundations, organizations, and private donors that may lend financial support.** It is strongly encouraged that the Model UN team use any personal connections that members may have with local businesses or philanthropists. Delegating responsibilities for contacting each business/person on the list to multiple members of the Model UN team will help the overall organization. This not only evenly shares responsibility among the group, but also prevents multiple delegates from contacting the same potential donor.

Delegates can prepare electronic or physical mail for potential sponsors including a letter detailing the fundraising request, a copy of the budget, information on any publicity the team has received, a copy of the NAIMUN conference prospectus, and a self-addressed, stamped envelope to facilitate donation. **The following is a suggested letter template:**

June 25<sup>th</sup>, 2024

Dear Mrs. Johnson:

Hello, my name is Dave Jones and I am writing on behalf of the Hoya Saxa High School Model United Nations team. We are a group of high school students dedicated to deepening our understanding of international affairs and global issues through participation in simulations of the United Nations. As an award-winning Model United Nations team, we endeavor not only to become active global citizens and student diplomats, but also to forge friendships with students of diverse backgrounds from around the world.

Our team will be attending the 62nd North American Invitational Model United Nations (NAIMUN LXII) conference in Washington, DC on February 13-16, 2025. The conference is the largest student-run conference in the world, and the preeminent Model UN conference in the Western Hemisphere. Our team is very excited for this conference, which provides a stimulating learning environment in which students are pushed to heighten their understanding of international political, economic, and humanitarian issues while also improving their negotiation, diplomacy, and problem-solving skills. However, it will cost our team in travel, hotel, and conference costs to attend, an amount which may preclude the participation of several students.



We are seeking financial assistance from outside sources to attend NAIMUN. As your corporation has historically supported global youth-education programs, we were hoping you would be interested in sponsoring our team. If your corporation were to sponsor us, we would be happy to advertise for you on our team's website, in future news publications, and at our fundraising events.

For more information about our team and NAIMUN, I have included with this letter a note from Hoya Saxa High School Principal John Williams, our team budget, the NAIMUN Prospectus, and a Hoya Saxa High School Newspaper article on our team's recent fundraising efforts.

In this increasingly interconnected world, international education is of paramount importance. With the opportunity to think critically about international problems and try a hand at solving them, NAIMUN will be an invaluable educational experience for the Hoya Saxa Model United Nations team. Any support you could provide would be greatly appreciated.

Sincerely,

Dave Jones

Dave Jones, Head Delegate

Hoya Saxa High School Model United Nations

1789 City Drive, Washington DC 20057

Phone: (555) 555-555

Email: [djones@hoyasaxa.edu](mailto:djones@hoyasaxa.edu)

## Follow Up

As local businesses and philanthropists are often very busy, responding to donation requests is often not their first priority. However, they may still be interested in supporting the Model UN team; therefore it is important that **delegates follow up on donation requests**. Delegates should call contacts or businesses and ask to speak to the manager or the person in charge of donations to politely review the letter and remind them of the opportunity. As they will probably not have much time to speak on the phone, it is important to **plan a general script beforehand and possibly suggest a future visit to their establishment to further discuss the matter if possible**.

## Thank Sponsors

If a business or private donor is unable to donate the total amount requested, **delegates should graciously accept whatever amount is offered**. If they are unable to donate money, they may be





able to support delegates in other ways by donating items (these could be used in a fundraising event such as a silent auction or raffle) or providing a reference to another sponsor.

**Immediately after receiving a donation, delegates should send a letter of appreciation to the donor**, ensuring to follow through on any promises made to the sponsor, such as advertising for them. Additionally, after attending NAIMUN, delegates should consider sending a second gratitude letter to sponsors. This letter should detail any successes the delegation had at NAIMUN while also thanking sponsors. Emphasize that this engaging learning experience was only possible because of their assistance. This allows for the possibility of establishing an annual donor base.

## CORPORATE SPONSORSHIPS AND PARTNERSHIPS

Many Model UN teams have found success by **obtaining corporate sponsorships or forming partnerships with national and international organizations**. Some consider contacting local chapters of the United Nations Association ([www.unausa.org](http://www.unausa.org)) to assist in fundraising. In addition to providing guidance on fundraising campaigns, some local UNA chapters have also partially funded Model UN programs.

Additional local civic organizations to contact include Rotary International and Kiwanis Club. Due to their commitment to youth and education, these two organizations have been known to assist Model UN programs with funding. Furthermore, some Model UN programs have been funded through local school alumni who have an interest in international affairs and now possess the ability to donate. **Potential corporate sponsors include those who have demonstrated a commitment to youth, education, public speaking and debate, or international affairs.**

## FUNDRAISING PROJECTS

Throughout the following section, we have included ideas for both traditional fundraising as well as modifications that can be adapted to an online environment if necessary. This list is by no means exhaustive. If you need more guidance, feel free to contact our Director of Philanthropy, Catherine Hiemstra, at [c.hiemstra@modelun.org](mailto:c.hiemstra@modelun.org).

### ***School Funding***

Delegates are encouraged to consult with their student governments and school administrations to determine if there is any funding available for the delegation as a Model UN team. Model UN programs are commonly funded directly through school administrations, or particular academic departments. Make note of any deadlines that have been established regarding the budget process. Student Governments may have access to discretionary funds that may assist a Model UN team.





## **Restaurant Fundraisers**

Many restaurants are willing to host events for teams to raise money. From local restaurants to corporate chains, like Chipotle, food places are willing to allow you to host an event at their establishment. The restaurant will often give you a percentage, often 15 to 25% of the profits of the purchases of customers who bring in a flyer. Sometimes they will give you a percentage of sales to all customers who come in between specific hours. You can email or call restaurants to set this up, but it works best if you go in person. Be sure to advertise your event!

If restaurant fundraisers are not an option, consider working with local restaurants to deliver food to people's homes. Some smaller local restaurants are not on big delivery service sites like Doordash or GrubHub. Another idea is to crowdsource recipes from your team to make an e-cookbook. Offer your product to your community for a small fee or a suggested donation, and share the joy of your favorite homemade dish or quarantine bread recipe.

## **Raffle**

Raffles are one of the best money-makers available. Raffles are frequently held for the following kinds of items donated by local establishments:

- Groceries from a local grocery store (e.g. \$200 worth of free groceries)
- Free lodging for a weekend at a hotel
- A free trip donated by a local travel agency
- A gift certificate at a clothing store or other local merchant
- Season passes or tickets to:
  - Local symphony
  - Local theater
  - Theme park (e.g. Six Flags)
  - Comedy clubs
  - Local sports games

Usually, successful raffles involve selling tickets for \$1 or \$2 each, or using a '3 for \$5' deal. Raffle tickets can be sold at school, and/or at home, at work, outside shopping malls, etc. A persistent ticket sales campaign can raise a significant amount of money for a Model UN team. Once the raffle is complete, delegates should publicize the results so the people who bought tickets will know a winner was awarded the prize.



## **Car Wash**

Delegates may choose to host a car wash at a local fire station, service station, or other community space. Delegates in the past have asked local merchants to donate soap, sponges, and other supplies. Be sure to advertise the car wash at school and in the local community. The delegation may sell car wash tickets prior to the event itself. This will ensure a profit even if people do not show up to have their car washed.

Alternatively, offer to do lawn mowing or gardening. Summer is approaching, which means there is a lot of outdoor work to be done. Families may welcome the opportunity to relax on a hot summer day while they pay a small fee to support a good cause.

## **Movie Screening**

Delegates may select a popular movie to project/play and charge for attendance. As certain regulations stipulate that to charge admission for a movie you must have permission from the company with distribution rights, delegates should rent the movie directly from the movie company rather than your local video store. Delegates can select a central location for students and charge a small admission fee (\$2-5). Local merchants may donate movie snacks, such as popcorn, soda, and candy.

A movie screening could easily be translated to an online environment. Set a time for everyone to watch a movie together and join in a virtual chat room. You can also use platforms like Netflix Party. Have a host from your team answer questions and facilitate discussions throughout the screening. This is a great opportunity to choose a film or documentary that raises awareness about an international issue and sparks discussions about the importance of Model UN. You could also launch a themed series of screenings aimed to bring people together regularly.

## **Trivia or Bingo Night**

Using a school or community-sponsored event space, delegates can set up Bingo cards or trivia answer sheets per person/team. For trivia, delegates should consider having a theme, such as international relations, to tie into their purpose for fundraising. Delegates should offer at least a sizable first-place prize. Delegates make revenue from admissions and amenities offered such as bake sales or soft drinks.

Trivia and Bingo nights can still be hosted using online platforms. Use online tools, like Kahoot, to keep the trivia night fast-paced and engaging. Alternatively, break attendees into teams and do a design thinking challenge. For example, you could assign each group a UN 2030 Sustainable Development Goal and give them 30 minutes to develop an idea to support the goal. At the end of the allotted time, each group presents to the crowd and the best, most innovative pitch wins a prize.



## ***Dunk-Tank and Other Personal Pledges***

Delegates may choose to seek the help of their peers, teachers, or school administrators. Delegates may search for people willing to participate in a dunk tank or other challenges – such as shaving a beard/dyeing their hair, allowing themselves to be “pied” in the face, etc. – once the delegates amass a fundraising goal. For this popular fundraiser, delegates must get approval from the participants (or their guardians), teachers, and administrators.

Move challenges online or think of new virtual challenges. For example, have your teacher pledge to learn your favorite viral TikTok dance and post it on social media if they consent.

## ***Sales***

Sales are one of the most effective fundraisers. If executed properly, sales can provide considerable monetary support for your Model UN program. Some successful sales include:

- Hosting a bake sale. Bake sales are usually most effective when paired with other fundraising events, such as a car wash or silent auction. They can also be successful at other school programs, such as sporting events. Sometimes grocery stores or local bakeries will be willing to donate ingredients or goods to support your bake sale, which can help increase profitability.
- Sponsoring a weekly or daily sale of a food or drink item (such as coffee, donuts, or pizza). Many companies have programs where students can sell their products and receive a portion of the profits. Companies that do not yet have such a program may still be interested in selling their products through you, so propose this idea to them. However, be sure to check with your school to see whether they have any regulations regarding long-term sales. Sometimes the school food service will have an exclusive contract, which does not allow groups or clubs to do anything except short-term sales (e.g. bake sale for a day).
- Establishing a seasonal item sale. Some ideas include selling pumpkins near Halloween, pies near Thanksgiving, or roses near Valentine’s Day.
- Hosting a t-shirt sale. Select a creative theme for your t-shirts that is popular among students. Once the design has been finalized, consider having students pre-order t-shirts. Order t-shirts from a local business or an online business. Delegates may also order plain t-shirts and host a tie-dyeing event.



## ***Walk-a-Thon, Run-a-Thon, Bowl-a-Thon***

Participants obtain sponsorship to partake in a walk-a-thon, run-a-thon, or bowl-a-thon (pledges for pins hit) sponsored by a Model UN team. Donate part of the proceeds to charity and keep a portion of the revenue for your team. An entrance fee, food or drinks sold during the event, and other activities (such as carnival games) during the event can serve as additional sources of revenue.

Consider hosting a virtual race. There are many online platforms that allow you to organize and promote your event. For a MUN-inspired twist, try having attendees commit to and log a certain number of miles. Calculate the distance from your school to major cities and landmarks in various countries, and challenge attendees to run around the world while staying at home. When the challenge is over, add up the miles to see how far you have collectively run. Send a follow-up email or pamphlet to attendees with information and visuals about how far they ran and where they ended up!

## ***Silent Auction***

A silent auction is an auction without an auctioneer. Delegates can obtain items to be auctioned from local merchants (e.g. gift certificates, gift baskets, lunch or dinner for two, and items from sports, electronics, or clothing stores). They can also coordinate with teachers to raffle fun activities like lunch with a teacher. Delegates can host their own dance or event or consult with a school administrator to find a school event where the delegates can add the silent auction. Delegates should place all items to be auctioned on tables. Next to each item, the delegate places a sheet of legal-sized paper with a description of the item to be auctioned, and a minimum bid at the top of the sheet. Persons making bids can place their name and the amount of their bid below the previous bidder.

Several online platforms allow you to host silent auctions online for free. A quick Google search should provide you with plenty of options to choose from. Select what works best for your team.

## ***Host a TED-Talk Style Event***

TED-Talks are widely influential conferences that attract speakers who deliver inspiring presentations roughly 15 minutes in length. See if there are any students or teachers doing research or pursuing projects that they would like to share. You could also host a MUN-inspired conference. Have delegates showcase their skills by delivering presentations on their country, committee topic, or the United Nations. Host the event conference style or have a speaker series. Use the speeches as an opportunity to publicize the need for funds, and highlight ways for donors to support your cause.



This event could easily be hosted online or in-person, or transitioned between the two as necessary.

## ***Host an Open Mic***

An open mic is a live show where anyone is welcome to sing, perform, read poetry, or do stand-up comedy. Consider hosting multiple themed open mic nights. Invite friends, family, local artists, or simply perform yourself! Charge a cover fee, ask for a suggested donation, or simply use the event to raise awareness of your cause.

## ***Online Gaming Tournament Fundraiser***

Online gaming fundraisers allow people to unite through a common hobby to support a popular cause. The best part is: no one needs to leave their homes. Choose a game like FIFA, Fortnite, or Mario Kart. Once you have identified a time and format for the tournament, publicize your event. You may choose to charge a small entry fee.

## ***Offer Cooking Lessons/Language Lessons/Group Fitness Lessons...***

Use your team's talents to spread good. Are you an excellent chef? Offer to live-stream instructions to make your favorite dish. Do you speak Russian or Spanish? Offer lessons. Are you a certified Zumba instructor currently out of work? Offer to teach a Zoom class.

Collaborate with your team and see what you have to offer. These ideas can also be combined with other fundraising opportunities, such as the raffle, as a donation incentive.

## ***GoFundMe***

Delegates should use GoFundMe as needed in addition to other methods of fundraising. Delegates using a GoFundMe fundraiser should publicize their Model UN Team and NAIMUN according to the publicity guidelines aforementioned.

# **ADDITIONAL RESOURCES**

This directory of funding sources and fundraisers has been compiled based on the experience of dozens of Model United Nations programs at schools around the world. Each idea has proven to be an effective way to make money and support Model United Nations activities; however, not every funding source or fundraiser will work for your school. This list of fundraising ideas is by no



means exhaustive, but will provide you with a starting point for your fundraising campaign. For more information on effective fundraising and funding opportunities, visit:

- [www.fundraising.com](http://www.fundraising.com)
- [www.fund-raising.com](http://www.fund-raising.com)
- [www.foundationcenter.org](http://www.foundationcenter.org)

