

STUDENT/FARMWORKER ALLIANCE

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Fundraising Guide: 2009 Encuentro <http://sfalliance.org/2009encuentro.html>

Thanks for attending the Student/Farmworker Alliance's Encuentro in Immokalee this September 10-13, 2009.

As a gesture of your solidarity and commitment to this movement, and to help us pull off yet another amazing Encuentro with our limited resources, we are asking individuals and organizations to fundraise as much as possible to cover the costs of attending the Encuentro. (Limited scholarships are available; contact us at organize@sfalliance.org for more info.)

We hope that this guide will provide some concrete ideas of how to raise money; please contact us with any additional ideas or questions!

STEP 1: Figuring out costs

Your costs will most likely include: Travel costs (round-trip airfare to/from Ft. Myers (airport code: RSW), or gas/transportation costs for ground transportation); SFA Encuentro registration fee* (\$50-\$150 sliding scale), and spending/travel money (\$20-\$40).

To get a sense of what the prices are, calculate an estimate for the total costs that you would need to raise.

Go online and check out flight costs. Generally, the more in advance you book your ticket, the cheaper it will be. Some airlines/sites to check out for cheaper airfare include: AirTran, JetBlue, Southwest, Spirit and USA3000; www.kayak.com and www.studentuniverse.com. (Please arrive in Ft. Myers by 4:00pm on Thursday, September 10 & fly out no earlier than 3:00pm on Sunday the 13th.)

This is an example of a basic estimate:

Airline tickets	\$250
+ Registration fee	\$100
+ Travel money	\$ 30
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= TOTAL GOAL	\$380

Now that you have a goal, you can begin to draft a plan of how to raise that money.

STEP 2: Coming up with a Plan

Each person will want to pick their own strategies based on time, resources, networks, institutional affiliations, and interests. Although fundraising can also be a good way to share information about the

* The money collected from registration will fund scholarships for participants who would otherwise not be able to attend and will cover other costs for the weekend: food, housing, materials, meeting space, and transportation. We wouldn't ask for the money if we didn't truly need it.

campaign and SFA, it's also worth evaluating the labor power that goes into it, and whether it brings in more money than the effort and time it takes. Draft a plan based on what makes sense and is realistic for you. Keep your goal in mind as you go.

You may be able to use one or more of the following strategies to raise the required funds:

- A) School funding**
- B) Events/Benefits**
- C) Letter-writing/Local unions & similar organizations**
- D) Grants/Scholarships**

A) School Funding

Getting money from the university/college is like receiving a tuition rebate. Universities have extra cash lying around that they will give to student groups. Student Governments are often good cash cows. Get an early start on this process, as it often takes a while!

Many universities have boards, committees and other agencies that specifically give money to students attending conferences. Most universities require that students are affiliated with a specific student organization or department. This process can be very frustrating and exhausting, but it can really pay off. Approaching sympathetic professors can help you navigate the bureaucracy to get to the cheese. Find out what funding restrictions are.

You should also think about hitting up academic departments and resource centers that are relevant to the Encuentro. They sometimes have big bucks and will be willing to pay for event your entire plane ticket! Some departments you may want to contact include Political Science, Economics/Business, International Relations, Latin American Studies, and African-American Studies. Resource centers that you may want to talk to are your university's Community Service Center and Leadership Center. If you identify as a woman, person of color, or queer you may also want to contact your Women's Center, Multicultural Resource Center, or LGBTQ Center. You just have to write a letter (attached is a sample letter that you can use) and email it to department chairs and resource center directors. Along with your letter you should also include a second page with a copy of your budget (including airfare, registration, and spending money). Academic departments and resource centers may ask for a written report or presentation in exchange for funding. Make sure to follow up when you get back from the Encuentro!

Be strategic with how you talk about the Encuentro. You know your school and what they are likely to fund better than we do: should the Encuentro be framed in terms of education, human rights, immigrant rights, student activism, leivi engagement, Catholic Social Teachings, leadership-building, corporate social responsibility, or "multi-culturalism?" The work of the SFA is broad and multi-faceted, and the Encuentro will cover a number of issues and build a number of skills- be creative and strategic in the language that you choose! If it helps to refer to the Encuentro as a Conference, feel free to do so. **The SFA Immokalee crew is happy to support you in this endeavor, whether by writing you a letter or otherwise.**

Keep in mind that schools have restrictions on what they fund (especially state schools) but University funding for the registration fee for the Encuentro is pretty safe, and the amount is very small compared to their huge budgets. *(See also the honorarium guide attached to this document.)*

B) Events/Benefits

There are several different types of events that have proven successful in raising money. The keys to a

successful fundraising event are: keeping costs low (or zero); creativity; and promotion.

Here's some ideas to get the ball rolling: music concerts/shows, film screenings, themed parties, keggers, art shows, book drives and just about anything you can get people to come out to.

Music concerts/benefit shows

Ask musician friends to play for free (or split cover fee), find a free venue (basements, backyards, bars, community spaces, churches, campus?) and promote, promote, promote. Be clear that this is a benefit, charge an amount that would definitely cover the costs of the event, make the event worth the labor that you put in and net a good amount of money, and still be accessible to the crowd that you are trying to invite. Sliding scale cover charges are great (\$5-\$50 sliding scale, why not?) Make sure to write the band(s)/performers/artists Thank-You notes, and give them info on the SFA/CIW, so they know what they are supporting. Wouldn't hurt to have some campaign literature at the event as well.

Film screenings

While showing one of the CIW films (check out www.sfalliance.org/video.html & contact us at organize@sfalliance.org for a free DVD) is a good way of educating people about the campaign, consider showing a brief excerpt of a CIW film and featuring another film that will draw people who are interested in a "night at the movies."

If you have access to a projector, screening movies on walls or in outdoor venues can be fun. Community spaces, houses, churches, and campus works too! Some movies that cover relevant themes, but still go well with popcorn are: Fast Food Nation, Bread and Roses, Real Women have Curves, Maria Full of Grace, Newsies, El Norte, Dirty Pretty Things, Motorcycle Diaries, etc...

Keggers

No real explanation needed, but think about adding face-painting, juggling, fire-dancing, music, food, and costumes...just to liven it up!

Art shows

Whether directly connected to the campaign or not, bring together local artists to help raise some money to go to the Encuentro. One helpful model is to charge \$1-\$3 cover for the event, and then split the proceeds from any sales with the artist. This way you can support local artists, while they support you!

At all of these events and during your local work, selling CIW shirts/stuff can be another way to make some more money. Raffles can also be incorporated into all of the above listed events. Get small gift certificates from supportive local business, have friends donate services or skills, and sell raffle tickets to bring in some extra cash.

C) Letter-writing/Local unions & similar organizations

If you have professors, family, friends, or connections that have money, and might just give you some to participate in the Encuentro, don't be shy. A letter could provide the perfect "in," either accompanying or coming right before the more personal/face-to-face approach.

Unions, Central Labor Councils, and your local Jobs With Justice coalitions are excellent resources to hit up for support. Check out these links for more information...

<http://www.aflcio.org/aboutus/unioncities/> and <http://www.jwj.org/coalitions/index.html>

...And these links that show their past support for the CIW (include some of this with your request):

<http://www.ciw-online.org/images/Skinner%20Letter.pdf>

http://www.ciw-online.org/Signing_ceremony_release.html

<http://www.aflcio.org/mediacenter/prsptm/sp03132008.cfm>

Attached is a template letter that could be used for fundraising. Insert your own information into the letter, and make sure you really personalize it. If they are people that could potentially become SFA Sustainers, point them to the website and encourage them to donate: www.sfalliance.org/donate.html. This letter could also be sent to local peace and justice groups, small businesses, and anyone else that might potentially throw down.

D) Grants/Scholarships

While SFA will be offering a limited number of scholarships for those who have exhausted all other options, you might qualify for your own external grants/scholarships. You can do your own research for opportunities we haven't found out about yet.

There are "social justice" and other types of small grants available through universities. These processes can also take a long time so, if you are going to pursue these sources, get an early start.

STEP 3: Making it Happen

Whatever your strategy is, make it happen. Keep your fundraising goal as your main focus! People will generally contribute more money if they know exactly where it is going and if they have a sense of how far their particular contribution takes you in reaching your goal.

Remember, all of these approaches will require you to describe why you will participate in the Encuentro as well as the work of the SFA and CIW. Take a moment to review the CIW and SFA websites. Reflect on your own community and the local work that you do, and draft a general statement about why you are going to the Encuentro, what you hope to get out of it, and what you hope to bring to it. Come up with a 1-sentence, a 5-sentence, and a 5-minute explanation (perhaps changing it up depending on the audience) and be prepared to share these thoughts as you fundraise.

If you have any questions, don't hesitate to contact us at organize@sfalliance.org or 239-657-8311.

See you in Immokalee!

Attached:

- Sample fundraising letter
- Honorarium Guide

Sample Fundraising Letter

Date

Dear X,

I am writing to you today to ask your support in helping me to attend the Student/Farmworker Alliance (SFA) 2009 Encuentro [or “Conference”], September 10-13, 2009, in Immokalee, Florida.

SFA is a non-profit 501(c)(3) organization working in partnership with Southwest-Florida-based farmworkers to educate students and youth on the conditions faced by workers in modern-day agriculture, and to help improve these conditions. SFA works closely with the Coalition of Immokalee Workers (CIW) – an internationally-recognized farmworker human rights organization that has helped to uncover and prosecute 7 cases of modern-day slavery involving agricultural workers over the past 10 years – to further the cause of justice in the fields, “fair food” for consumers, and a more sustainable agricultural system.

In 2003, for their work combatting slavery and other human rights abuses faced by farmworkers, three CIW members received the prestigious Robert F. Kennedy Human Rights Award, the first time this award was given to people based in the United States. In 2007, London-based Anti-Slavery International awarded the CIW its annual anti-slavery award.

During the upcoming Encuentro [Conference], I will participate in educational workshops related to the theme of “Fair Food,” the work of the SFA and CIW, and *(frame SFA/CIW's work in a way that is relevant to the person/institution you are asking: human rights for farmworkers, labor rights for farmworkers, sustainable agriculture, youth and consumerism, youth empowerment, etc...)*

SFA does incredible work with an extremely limited budget; they are asking Encuentro/Conference attendees to help offset their own travel costs as well as pay a modest registration fee to cover food and other logistical costs. *(Fill in the amount you're trying to raise toward your registration fee – \$50 to \$150 – based on how much you think you can raise; also, add something here about your own financial situation, how much it's gonna cost you, and especially how important it is for you (and by extension your community/school) for you to be attending...)*

I would like to therefore request a generous monetary donation from you, which would allow me to attend the Encuentro and support the cause of equality for farmworkers *(and/or social justice, corporate social responsibility, etc.)*

Thank you for considering my request. Please don't hesitate to contact me with any questions.

Sincerely,

STUDENT/FARMWORKER ALLIANCE

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Honorarium Guide: Getting Your School to Fund SFA Organizing

What is an honorarium?

An honorarium is a stipend given for services that do not traditionally require payment. An honorarium in this case, for example, is a monetary contribution to fund an SFA and/or CIW presentation that is otherwise given for free or no specific charge. Generally, the money is used to offset travel costs for the presenters and to further the organizing work of SFA.

Every institution has money available for honoraria, but unfortunately guidelines for obtaining them are specific and unique to each school and can be tricky to navigate. We hope this document will provide you with a basic framework to begin with. Contact us at organize@sfalliance.org if you have further ideas or questions.

Why pursue honoraria?

Developing the skills to obtain honoraria is important to our movement for several reasons:

First, as much as we may wish this weren't the case, to be effective we need money, and this fact makes fundraising an inescapable — and extremely important — part of our organizing work. Grant-making foundations are a good source of funds, but foundational support often comes with restrictions on what the money can and cannot be used to support. Independent funds like honoraria are free of this outside influence and can therefore be spent at our own discretion.

Secondly, institutions of higher education have lots of money available for educational events such as SFA/CIW presentations. As students, we struggle enough to pay tuition - make sure you have a voice in how that money is being spent!

Where should I start?

Colleges and universities have lots of money to throw around - they might as well spend it on something useful (such as a Campaign for Fair Food presentation). Here's some ideas for where to start:

Student Government

Student governments typically have a budget entirely funded by student fees, and certain portions of the budget are sometimes designated for use in funding student-organized events. Larger universities may have separate student governments for each specific school (the School of Arts & Sciences, for example), so check those out too.

Academic Departments

Each department oversees its own budget, some of which is set aside for bringing relevant lectures to campus. As the department's chair ultimately oversees the budget, you will eventually need this person's approval, but having faculty allies can be valuable. These people "know the ropes" and can advocate for you and your honorarium.

Departments that are most likely to give honoraria for Campaign for Fair Food presentations include Ethnic Studies, Labor Studies, Sociology, International Affairs, Latin American Studies and Spanish/Modern Languages.

Research Centers

Many universities run research centers, usually managed by one or more departments. These centers encourage engaging events relevant to their research, and can be more accessible for securing honoraria than departments.

Cultural and Student Centers

Usually there are centers or organizations on campus whose function is to put on enriching events for students. These can also be a helpful resource.

Undergraduate Grants

Some schools have easily accessible grants for undergraduate research. These may be used not only toward honoraria but also to fund other SFA organizing work.

Honorarium Talking Points

The most important point to convey is that your school is fortunate to have the opportunity to host SFA & the CIW, and should express their gratitude financially. These talking points will help support your position:

- SFA has played a key role in winning six of the largest victories in support of human and labor rights that our generation has seen. (Successful agreements with Yum Brands, McDonald's, Burger King, Whole Foods, Subway, and Bon Appetit.)
- The CIW has been the recipient of the following awards: 2003 Robert F. Kennedy Human Rights Award; 2009 Salem Award for Human Rights and Social Justice; 2008 Sister Margaret Cafferty Development of People Award by the Catholic Campaign for Human Development; 2007 Anti-Slavery Award by Anti-Slavery International; World Hunger Year's 2006 Harry Chapin Self-Reliance Award; the Freedom Network's 2006 Wellstone Award; and the Business Ethics Network's 2005 BENNY Award. The CIW has also presented in front of the United Nations, testified before the U.S. Congress, has spoken at many notable conferences and holds ongoing trainings for law enforcement in the detection of human trafficking operations and victim assistance.
- SFA has also received national recognition for its work, including the "2005 Campus Activism Victory of the Year" from Mother Jones Magazine, and special honors from the Greensboro Justice Fund, American Rights at Work, Business Ethics Network, and the National Latino/a Law Student Association.
- The work of the CIW and SFA has been covered in dozens of publications, books, and media outlets (see attached bibliography).
- SFA presentations provide students with basic organizing skills that apply intellectual work to concrete social change. In other words, SFA facilitates civic engagement for students.

- CIW/SFA presentations cover many topics that intersect with common currents in academia including, but not limited to: immigration, neoliberalism, sustainable agriculture, human rights, labor rights, human trafficking, consumerism and branding, etc.
- SFA engages students to be a part of adding to the legacy of building positive social change.

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