



GUIDE
YOUTH BE HEARD

YOUTH BE HEARD

*A step-by-step fundraising toolkit and
guide*

TABLE OF CONTENTS

About the Guide	3
Finding and Idea	4
Choosing an Initiative	5
Fleshing out Your Idea	6
Making Goals	7
Goal Types	8
Making Smart Goals	9
Your Goals	10
The Big Picture	11
Planning Your Fundraiser	12
Tasks and Deadlines	13
Possible Obstacles	14
Deadlines Calendar	15
Finding Support	16
Finding Your Team	17
Finalizing Your Team	18
Getting the Ball Rolling	19
First Meeting Tools	20
First Meeting Agenda	21
Figuring Out Your Target	22
Target Audience	23
Money Matters	25
Budget	26
Sponsorship	28
Sponsorship Email Template	29
Getting the Word Out	31
Promotion and Marketing	32
Promotion Plans	33
Poster Development	34
All the Little Details	35
Fundraising Tips	36
Fundraiser Checklist	37
Extra Resources	38
Good Luck	39

ABOUT THE GUIDE

WELCOME TO YOUTH BE HEARD

Hello there!

Thank you for becoming a Youth Ambassador. We're excited that you've decided to embark on a journey to support your fellow youth globally and we're thrilled that you've chosen us to support and guide you along the way!

This guide is a step-by-step toolkit to take you from idea to reality and everything in between. It includes details, information and worksheets on idea generation, research, planning, promotion, budgeting, sponsorship and more!

To maximize the benefits of this guide, feel free to print resource pages or worksheets and mark them up as needed. Note that pages topped with a banner of a hand holding a heart are *worksheets*. These are meant to be filled in and customized based on your particular needs. All other pages are *resource* pages and include information to help you complete the worksheets.

Remember that each fundraising or awareness journey is different and not all tips will apply to all situations. Embrace your unique ideas and details and have fun with the planning! You got this!

If you ever have any questions, feel free to reach out to us through our [website](#) or through email at youthbeheardcanada@gmail.com.

Remember to let us know what you've achieved at the end of your journey, whether it be monetary or success story, so that we can celebrate you.

We can't wait to see what you accomplish!



CREATING
CHANGE

Finding An Idea



CHOOSING AN INITIATIVE

BRAINSTORMING

Choosing the ideal campaign or fundraiser for your cause can often be difficult. The trick is to choose an idea that you're passionate about or that you think you'll enjoy participating in. Loving what you're doing is the easiest way to convince others to love it as well!

Consider the following when picking a fundraiser:

- feasibility and suitability
- your audience and their preferences
- your own skills, interests and talents
- how the fundraiser aids your goal and cause
- your budget
- your time frame

Once you have picked an idea, make sure you can answer these three questions:

1. Is it doable?
2. Will it help me accomplish my goal?
3. Am I excited about organizing it?

For more ideas, visit our blog post "[65 Fundraising Ideas](#)".

MATCH YOUR INITIATIVE TO YOUR TALENTS



COORDINATOR

e.g. crowdfunding, petition for change, community sale, community scavenger hunt



ARTSY

e.g. art auction, jewellery sale, face painting, poetry slam, talent show, battle of the bands



ATHLETIC

e.g. marathon/themed run, tournament, obstacle course, amazing race, swim-a-thon, bike-a-thon

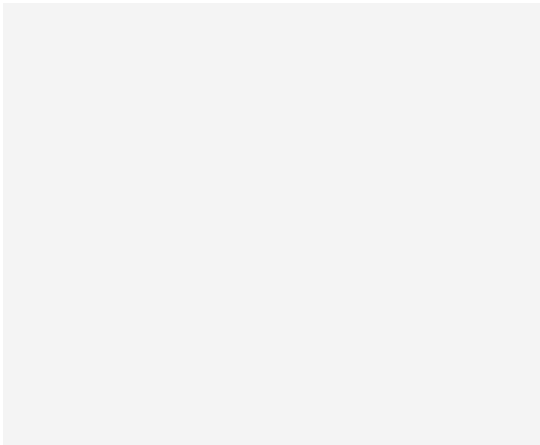


FOODIE

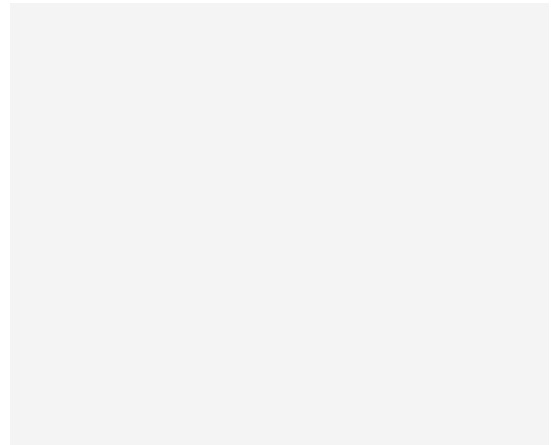
e.g. bake sale, lemonade stand, food truck festival, pancake breakfast, charity dinner

FLESHING OUT YOUR IDEA

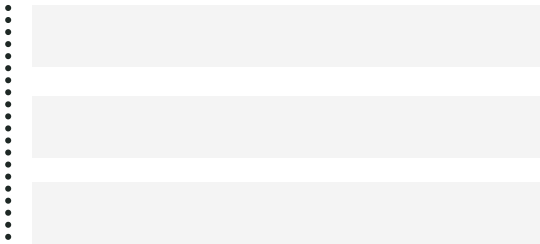
IDEA



OBJECTIVES



TIMELINE



ACTION POINTS

- 1.
- 2.
- 3.
- 4.
- 5.

NOTES

Obstacles

Thoughts

Reminders

**Sign up as a
Youth
Ambassador
to gain full
access to this
guided
toolkit!**

[Sign Up Now](#)