



William & Mary High School Model United Nations  
The Thirty-Third Session  
*The William & Mary International Relations Club*

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Dear Delegates,

Thank you for your interest in the thirty-third session of the William & Mary High School Model United Nations conference. The W&M International Relations Club looks forward to greeting about 1,500 delegates from across the United States this November, and is proud to release this short guide to fundraising as a part of our efforts to ensure that delegates of all economic backgrounds have the ability to attend WMHSMUN.

This fundraising guide is intended to help delegations brainstorm ways to raise money to address the costs of attending WMHSMUN. We understand that fundraising may not provide a sufficient amount of funding. All delegations who feel they may have difficulty financing their WMHSMUN weekend are encouraged to apply for WMHSAid, a program where delegations can apply to have their delegate and delegation fees waived. This application is **due on October 6<sup>th</sup>, 2019**. All applicants must show an effort to fundraise in order to qualify for WMHSAid.

Any questions regarding this guide, or WMHSAid, can be directed to Megan O'Connor at [confdev@wmhsmun.org](mailto:confdev@wmhsmun.org). We look forward to seeing all of your hard work.

Best of luck, and happy fundraising!

Sincerely,

Megan O'Connor  
Director of Conference Development  
[confdev@wmhsmun.org](mailto:confdev@wmhsmun.org)



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Fundraising requires advanced planning: dates, location, and publicity all must be organized and arranged before the event. Before even considering different methods of fundraising, delegations should create a budget and see if and where they can cut costs, in areas such as transportation and lodging. If there are delegations from a similar area, consider sharing a bus; call the company with which you are traveling and inquire about student discounts. At WMHSMUN we believe in the leadership and intelligence of our delegations, and are confident in the ability of delegates to be as efficient and savvy as possible.

### **Car Wash**

Use a community space with access to a large amount of water and a hose, such as a fire station. Either ask for donations of sponges, buckets, soap, and rags, or purchase them yourself. To help with sales, have participants sell tickets in advance. Creating signs and having participants stand on the street near the car wash are good ways to bring in people who might not otherwise have heard about the car wash.

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

Those participating collect pledges from family, friends, and companies to go a certain number of miles or laps. Your team may raise more money if half of the proceeds you raise are donated to a charity. This event can be expanded so that you can charge for games, food, and drinks.

### **Silent Auction**

Participants gather items or services from local companies. On the day of the auction, place a piece of paper next to each item with a description and several blank lines below it. Bidders will walk around the room and write their name and their bid on the sheet of paper. At the end of the event, the item goes to the highest bidder. You may choose to sell snacks and drinks, as well as charge a small admission fee.



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### **Movie Night**

Select a movie that would be popular with many classmates, or families in the area. Since you will want to charge a small admission fee, it is best to rent the movie directly from the movie company rather than a video store to avoid legal issues. Set up a venue where you can fit a large audience, and project the movie on a large screen. This event has a lot of potential to be made into a bigger fundraiser, with food and potentially a theme that would involve games or other activities for which you could charge a fee.

### **Profit Shares**

Many restaurants have programs called profit shares that delegates and sponsors would easily be able to set up. Restaurants will pledge to give a group a percentage of the profits made during a certain time period when customers come in order to support that group. They may ask for a flyer to be presented to keep track of the percentage of sales that are to be designated. Many chain (non-local) restaurants have these programs. Chipotle and Blaze Pizza are excellent examples.

### **Concert**

Arrange for local or student artists to perform in a cabaret style performance. Advertise the event, and charge a fee for admission. This will require working with the artists, as well as the owner of the location to coordinate any microphones or lighting. Keep your costs low by only using artists who volunteer to perform (most amateurs will not have an issue with this).



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### Sales

Sales are a straightforward and easy to organize way to raise funds at almost any point in the year. Keep in mind, since many sales involve pre-purchasing goods, it is important not to overestimate your demand as doing so could result in a financial loss. Advertise to the general community via social media, fliers, or other appropriate methods.

- **Yard sale:** Have participants gather items they no longer want. Items to sell can be donated by neighbors, friends, or the community. Organize a time, date, and location. Often, school or religious centers will allow for their parking lots or auditoriums to be used to showcase the goods. This will require volunteers to price and manage the tables of items, and a cash box with some change.
- **Bake sale:** Have participants either buy or make baked goods, candy, and potentially beverages. You will need a table and some volunteers, as well as a cash box. A bake sale may be more profitable paired with another form of fundraising, such as a movie night.
- **Plants (Mother's day, Father's day, Halloween, etc.):** Find a local nursery, and place a large order for flowers or the appropriate seasonal plant. You can ask the nursery if they are interested in a partnership, allowing you to purchase the plants for a reduced price. Find a location (cafeteria, parking lot, etc.) where you would be allowed to sell these goods to other students or the general public.

This guide is by no means a full list of potential fundraisers. The most successful fundraisers are creative and targeted towards a specific audience or population. For more ideas and fundraising tips, we suggest browsing the following websites:

<http://www.stepbystepfundraising.com/>

<http://www.thefundraisingauthority.com/fundraising-basics/fundraising-event/>

<http://www.thefundraisingauthority.com/fundraising-basics/how-to-ask/>

<https://www.fundraising.com/>

If you want to share your fundraising events, try posting about them with #wmhsmun33!

**Happy fundraising delegates!**