



FUNDRAISING GUIDE

GUIDE OVERVIEW

This guide is meant to give teens interested in attending a Steubenville Conference potential ways they can fundraise to cover the cost of the program. We recommend that any fundraising efforts are done with the consent and help of the teen's youth minister, group leader, and parents.

Everything in this guide is meant to be a starting point for teens and can be modified to fit the needs of each individual. Also, many of the options laid out in this guide can be combined in various ways to best suit each teens needs.

GETTING STARTED

The first thing that you will need to do is outline what your fundraising efforts are going to look like. Start by thinking about these three questions:

- 1). How much do I need to fundraise? (Make sure to include travel costs)
- 2). What method(s) do I want to use to fundraise?
- 3). What ways can people donate to me? (e.g. cash, personal check)

We recommend reading through this whole guide and then coming back to answer each of these questions.

FUNDRAISING METHODS

- Letter Campaign
- Personal Phone Calls
- Email Campaign
- Personally Asking Relatives or Family Friends
- Parish Talk at Mass



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THE FUNDRAISING PROCESS

1. Pray

- Pray, focus yourself, and humbly ask the Lord to bless your fundraising efforts
- Entrust all aspects of the fundraising process to Him.

2. Name Brainstorming

- Develop an initial list of 30+ people you could ask to help you attend a Steubenville Conference
 - Do not initially disqualify anyone. Let them decide if they want to donate or not. You might be surprised by who does.
 - Expect the unexpected and do not be shy about reaching out
- Label each contact “H”, “M”, or “L” for high, medium, or low priority
- Collect the contact information needed. (e.g. emails if you are doing an email campaign, address if letter, etc.)
 - Start by asking your parents if they have the information
 - Utilize your parish directory
 - Find information online

3. Practical Preparation

- Purchase all necessary fundraising materials
- Create a system that allows you to track your communication and donations, which could include:
 - Letter or Email sent
 - Phone call made
 - Donation amount
 - Thank you sent
- Plan a weekly time to sit down and work on fundraising

4. Write your [letter, email, call script, parish talk, etc.]

5. Follow up with potential donors as needed

6. Write Thank you Notes to all donors

7. (Optional) Create a newsletter after the Steubenville Conference



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BRAINSTORMING NAMES

1. Start with your family's Christmas list or graduation party list
2. If your parents do not have a list, start by writing down names from each of these areas:
 - a. Personal Contacts
 - i. Relatives: grandparents, aunts & uncles, cousins
 - ii. School: teachers, coaches, faith formation teachers
 - iii. Job: bosses, co-workers
 - b. Parents' Contacts
 - i. Parents Friends: church friends, childhood friends, wedding guests
 - ii. Work Friends: co-workers, bosses, colleagues
 - iii. Family Acquaintances: neighbors, family doctor, priest
 - c. Community Contacts
 - i. Parish Personnel: priests, deacons, secretaries
 - ii. Lay Church Leaders: parish organizations, Knights of Columbus, Serra Club, PCCW, Holy Name Society
 - iii. Parish Volunteers: extraordinary ministers, readers, greeters, ushers, sacristans, those with adoration slots
 - d. Everyone Else
 - i. Go through your social media
 - ii. Your phone contacts
 - iii. Your parents contacts



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LETTER & EMAIL OUTLINE

- **Date (letter only):** When you are writing the letter
- **Greeting:** Dear _____,
- **Introduction:** Connect with your reader; transition to why you are writing
- **Information:** Share what a Steubenville Conference is, why you want to go, how it is apart of your overall faith journey.
- **Needs:** State your financial needs. Include a specific ask and a fundraising deadline
- **Practicals:** Explain how they can give (e.g. check, cash, donation to the parish)
- **Conclusion:** Acknowledge your relationship again with emphasis on gratitude
- **Contact Info:** Share your contact info
- **Farewell & Signature:** Thank you, _____
- **Other Notes (letter only):**
 - Signing each letter by hand is very important. It communicates that you took time in writing the letter
 - Add a hand written p.s. after your signature
 - Handwrite addresses on the envelope; they will be more likely to open it



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LETTER & EMAIL EXAMPLE

March 10, 2025

Dear Grandpa Joe,

I pray that this letter finds you well. As you may know, I have been getting more involved with my youth group at [church name] parish. I have participated in amazing events like dodgeball night, camp summit, and small groups. Through these experiences, I have found amazing friends and grown in my relationship with Christ.

This summer I have the opportunity to attend Steubenville [conference name] which is a weekend long conference centered around the Catholic faith with national speakers and 1,000s of teens like me from around the Midwest.

In order to attend, I need to fundraise [dollar amount] by [fundraising deadline]. I was wondering if you would be willing to help support me in attending Steubenville [name] this summer? To help reach my fundraising goal as quickly as possible, gifts of \$10, \$25, or \$50 are greatly needed. You can give by [payment method] or [another payment method].

In order to know how close I am to reaching my goal, I will call you the week of [date]. Thank you for considering supporting me in my continued growth in the Catholic faith.

With Love,

John Smith



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PHONE SCRIPT OUTLINE

- *Make sure to have a smile on your face when you make the call. They will be able to hear it.*
 - **Hi [Grandpa Joe], this is [your name]; how are you doing?**
 - *Allow them to answer and for a natural conversation to happen.*
- *When there is a natural lull or they ask why you are calling, say something similar to:*
 - **I am glad you are doing well. I am calling to share with you some of my summer plans. This summer I am planning to attend Steubenville [conference location]. Steubenville [name] is a weekend long conference to give young people like myself the opportunity to go deeper in their faith with 1000s of other teens from around the Midwest.**
 - **In order to attend Steubenville [name], I need to fundraise [\$\$\$], and I was wondering if you would be willing to help support me in attending Steubenville [name] this summer with a gift of [\$\$]?**
 - *Wait for them to answer yes or no. This is going to be the hardest point of the phone call. Let them consider your ask.*
- *If yes:*
 - **Thank you so much for your willingness to help me attend Steubenville [name]. I can't wait to go this summer. The best way for you to give your gift is: [share with them the best way to give their donation]**
 - *End the phone call warmly and on a positive note, thanking them for their time, their gift, and for the conversation.*
- *If no, respond warmly and with gratitude for their time:*
 - **[Grandpa Joe], no worries at all. It was great to be able to talk with you and share with you some of my summer plans.**
 - *End the phone call warmly and on a positive note, thanking them for their time and for the conversation.*



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VOICEMAIL SCRIPT

Hi [Grandpa Joe], this is [your name]. I am calling to share with you some of my summer plans. This summer I am planning to attend Steubenville [name]. Steubenville [name] is a weekend long conference to give young people like myself the opportunity to go deeper in their faith with 1000s of other teens from around the Midwest.

In order to attend Steubenville [name], I need to fundraise [\$\$\$], and I was wondering if you would be willing to help support me in attending Steubenville [name] this summer. You can give me a call back at [your phone #]. I hope to talk to soon! Thank you!



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PARISH TALK AT MASS OUTLINE

The 5 parts of a 3 minute parish talk:

1. The hook & who you are (30 seconds)

a. Introduce yourself and share something to grab their attention.

2. How you are connected (30 seconds)

a. Explain your connection to the parish.

3. Why you are involved (30 seconds)

a. Share how you got involved with youth ministry and what made you stay involved.

4. Why you need their help (30 seconds)

a. Share that you are planning on going to attend Steubenville [name] his summer, what it is, and why you want to go.

5. Call to action (60 seconds)

a. Finally, invite them to donate towards you attending Steubenville [name] and how they can do that.

Parish Talk Tips:

- The best kind of communication is one-to-one so write your script as if you were talking to just one person. This will allow the talk to be more relatable and make greater connection.
- Remember to speak slowly and smile when giving your talk.
- Always start and end by thanking Father for letting you talk at Mass.



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PARISH TALK AT MASS EXAMPLE

Thank you Father! Like Father said, my name is [your name], and I want to share with you some amazing things that have been happening in my life.

For those of you who don't know me, I have been a parishioner here for my whole life. I was baptized right there [point]. I received my first communion right there [point] and I will be Confirmed next year in that same spot. [point]

Since starting high school, I have become more involved with youth group here at the parish which has been such a blessing. I have participated in amazing events like dodgeball night, camp summit, and small groups. Through these experiences, I have found amazing friends and grown in my relationship with Christ.

This summer, our youth group is attending Steubenville [name] which is a weekend long Catholic conference filled national keynote speakers, sacraments, small group time, and adoration. The conference is also attended by 1000s of other teens from the Midwest and we cannot wait to go deeper in our faith with so many others.

In order to attend Steubenville [name], I need to fundraise [\$\$\$]. After Mass, I will be in the back of church, and I would love to chat with anyone who is interested in helping me make my dream of attending Steubenville [name] possible. Any support, whether financial or through prayers, would mean the world to me.

Thank you so much for your time and I look forward to talking with you after Mass. Thank you.