



Fundraising Guide

Welcome to the International Scholar Laureate Program

Congratulations on your decision to attend the International Scholar Laureate Program!

At ISLP, we believe that effort on your part to take on some of the responsibility of funding your trip will only enhance the learning value of your experience. As a result, we welcome the opportunity to help you create and implement a plan to fund part or all of your tuition through fundraising.

To get you started and share previously vetted successful strategies, we have prepared a Fundraising Guide. This guide has served as a stepping off point for many who set out to raise the necessary funds within their community. We therefore recommend you read through this and then if you have any other questions or need further support, contact our Office of Admissions for more information regarding fundraising.

Contact Us by Phone or Fax

Telephone:

Toll-free for calls from the United States and Canada: (800) 778-0164

For calls from outside the United States and Canada: +1.703.584.9532

Fax: (703) 584-8989

Contact Us by Mail

International Scholar Laureate Program
1919 Gallows Road, Suite 700
Vienna, VA 22182
United States of America

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CALCULATE HOW MUCH MONEY YOU WILL NEED TO ATTEND

First look at your resources: How much do you have in personal savings? How much money will you be able to contribute yourself? What financial assistance will come from your parents, college or university? Is an education loan a possibility?

Remember, attending the program means covering four costs:

- Your program tuition
- Transportation to and from the Program
- An average of one meal per day
- Incidentals (souvenirs, gifts, etc.)

To determine the amount of funding that you will need, we recommend that you start by making a list of your resources. When doing this, you may use the balance sheet shown below:

Your Program Costs	
Program tuition	\$
Travel (to and from the Program)	+
Incidentals (phone calls, souvenirs)	+
An average of one meal per day	+
Total Program costs	=
Available Funds	
Your savings	\$
Family contributions	+
Total available funds	=
Fundraising Amount Needed	
Program costs	\$
Available funds	-
Required fundraising amount	=

GETTING ORGANIZED

Once you have determined the amount that you will need, begin adding important dates to your calendar, such as the enrollment deadline and appointment times, as you begin to meet with potential sponsors and possible advisors and mentors. Be sure to inform the Office of Admissions that you will be fundraising. Remember, time is limited, but with good planning and focus on your goals, you can be successful.

Keep these key fundraising tips in mind:

- Plan ahead and start early.
- Be polite and courteous.
- Be direct in your approach. Don't hesitate to ask!
- Reach out to as many people as possible.
- Suggest a specific amount to each donor. Ask for amounts that are realistic. Don't over-ask.
- Tell people about the positive responses you have already received.
- Be enthusiastic. Show your passion to attend ISLP.
- Make it clear to all donors how much you are personally contributing to your goal (Example: working a part time job, tapping into funds from savings account, etc).
- Make sure you can explain what the Program is and how attending will add to your educational experience.
- Stay organized.
- Don't be afraid to ask because someone might say no.
- Have fun!

It is also important to remember:

- You're a born leader – you can do this!
- It's okay to fall short of getting a contribution.
- Don't do something that will upset your parents, school or friends.
- Don't be too aggressive in making your request – a "soft approach" works best.
- Don't try to sell something people don't really need or use.
- Think through all costs.
- Don't copy a recent fundraising project someone else in the community just completed.
- Don't put all your hopes in one fundraising option – try different approaches.
- You can't thank a donor too often.
- Don't wait until the last minute!

SPONSORS IN YOUR COMMUNITY

There are plenty of places to find potential sponsors in your area. Don't limit the scope of your mission; instead, gauge support options within your three different communities: family and neighbors, college or university campus, and your hometown. You have unique ties to each of these communities, so focus on the different resources that each has to offer. Make a list of all possible resources and look through college directories, the Yellow Pages or local newspapers for potential sponsors. If you plan to return home for school breaks, contact former employers or retail businesses ahead of time about temporary work opportunities. Seek out mentors or professionals who can point you toward the right individuals or businesses to solicit for your sponsorship. Choose individuals who have raised funds in your community and who have good contacts and information. You might start with your academic advisor, a professor, department head or even a dean to discuss your fundraising goals. If you contact school officials, propose that college credit be received for participating in the Program. The following sample list of sponsors is an excellent place to start:

Hometown and Family

- Grandparents, aunts, uncles, cousins, neighbors and family friends
- Previous teachers, guidance counselors or principals
- Former employers
- Businesses of which you or your family have been customers
- Parents' or relatives' employers

University or College Campus

- Academic departments
- Sororities, Fraternities or Honor Societies
- Alumni associations
- Student clubs and organizations
- Professional practice programs
- Your current employer
- Campus businesses (restaurants, banks, travel agencies, bookstores)

Local Community

Supermarkets
Local retail stores

Restaurants
Newspapers

Local bank

Veterans of Foreign Wars Chapter

Utility companies

Religious organizations

Sports stores

Insurance companies

Women's clubs

Local Chamber of Commerce, Kiwanis, Rotary or Lions Clubs

Law firms	Car dealerships
Boards of Education	Medical offices
Realty firms	Local American Legion Post

REACHING OUT TO YOUR FAMILY, FRIENDS AND NEIGHBORS

One of the quickest ways to move toward your fundraising goal is to network with your extended family as well as friends and neighbors. There are countless people in your life that will be very receptive to helping you pursue your desire to attend the International Scholar Laureate Program. You can contact these individuals in person, via telephone, Internet or by writing a personal letter. In every case, let your excitement about being accepted into this Program shine through and emphasize what a special honor it is to attend the Program. Those who know you best will be most receptive to rewarding your educational success and helping you achieve your dreams. If you regularly receive a gift from certain individuals at your birthday or during the holidays, ask that they make an “early gift” this year to help you attend ISLP.

WRITING A SPONSORSHIP REQUEST

A well-crafted fundraising letter can be the start to exploring the many diverse avenues available to you when it comes to raising the funds you need. You may even discover that developing professional contacts through your fundraising efforts could lead to possible job or internship opportunities in the future.

If possible, go in person to drop off your letter. You might have the opportunity to speak directly with potential sponsors, so be prepared to talk to them and bring Program information with you.

The fundraising letter that you write and any informal or formal presentation you give should include the following information:

- Description of the Program
- Description of your career goals and how this experience will help you reach them
- Your recent achievements, extracurricular and community activities
- How much money you will need (Don’t try to raise way more than your original goal – if you do raise more than your goal, consider returning some funds to people who were especially generous).

Give potential sponsors the information they need to make their decision. With your letter, include the following:

- Acceptance Letter
- Balance Sheet that justifies your request. Tell them how much you need and suggest that they may provide all or part of the money.

- Names of other businesses and organizations you are contacting.

TIPS FOR WRITING SUCCESSFUL FUNDRAISING LETTERS

- Personalize your letter directly to the recipient and make your message relevant to them.
- Keep your letter short, simple and direct.
- Use positive language that shows your excitement.
- Include an ISLP Fact Sheet along with a short biography.
- Ask for a specific amount of money or offer donor levels.
- Include a response form and stamped envelope addressed to you, so the sponsor can easily return a check.
- Keep strict track of all donations regardless of how large or small.
- Remember to send a *Thank You Letter* when you receive a contribution.

ASKING FOR SUPPORT: TIPS

- In going to outside sources to fundraise, try your best to:
- Start as early as possible.
- First reach out to companies and organizations where you (or your family) have long-standing ties or that you frequent regularly.
- Do your homework and target companies and organizations with a history of being supportive of community endeavors.
- Set sponsorship levels where they can choose the level on which they wish to support you (e.g., Bronze US\$25; Silver US\$50 or Gold US\$100).
- Try to find the proper contact within the company or organization before you visit or write.
- Set aside time to do personal follow-ups to your letters.
- Be ready to speak positively about yourself and ISLP should you be asked to come to a meeting to make your case as to why a business or organization should fund your attendance.
- Work to get publicity for your efforts by contacting the community paper in your area.
- Make your request clear and concise so they understand exactly what you are seeking.
- In order to pay for your airfare to and from the Program, focus on companies or individuals who acquire a lot of frequent flier miles and ask them to contribute some to you.
- Follow up your letters or visits with phone calls.
- Keep a list of everyone you contact to avoid duplication.
- Recognize what kind of approach works and what doesn't for future reference.
- Keep in touch with sponsors to keep them apprised of how you are doing in meeting your fundraising goal.
- Send "Thank You" notes to all individuals with whom you touch base – whether or not they contributed to your effort. They took the time to meet with you, read your letter, or took some action to help you. They deserve acknowledgment and thanks.

Also understand:

- Don't get discouraged. You are going to be turned down more than you will succeed.
- Don't promise something in return for a contribution that you can't deliver.

Potential sponsors may want to know how they will benefit from helping you. Inform sponsors that they will receive positive publicity when you include a reference to their sponsorship in your press release to the local media. You might offer to give a presentation or a slideshow about your experience upon your return.

Make it easy for sponsors to help you by requesting smaller donations. Most potential sponsors would rather give you a small donation than deny your request. You will be amazed by how quickly donations add up!

Use our Office of Admissions as a reference for questions you cannot answer. Encourage sponsors to visit the web site or suggest that they contact us for further information.

Keep in mind that their sponsorship is not tax-deductible and should not be represented as a tax-deductible gift. The International Scholar Laureate Program is a for-profit organization, thus contributions made for a specific person (in this case you) do not qualify as tax-deductible according to the rules of the Internal Revenue Service (IRS).

ORGANIZE A FUNDRAISING EVENT

Planning and executing a fundraising event can be a great way to raise money quickly, meet new people and have fun at the same time. The important thing to remember is that it should be well-planned and highly publicized. For ideas, ask campus organizations about their successful fundraising activities and events. See our Additional Resources section for links to numerous articles and web sites dedicated to fundraising tips and ideas.

You might also consider some of the following event ideas:

- Set up a collection box with information on the Program and your career goals.
- Do a sponsored activity: Walk, run or swim for donations per mile completed.
- Provide a service: house cleaning, car washing, dog sitting, etc.
- Have a raffle.
- Sell a skill or something you do for a hobby: artwork, catering a special meal, servicing computers, etc.
- Sell things on eBay or have a garage sale.
- Host a fundraising party.
- Pick up extra part-time work.
- Be creative! (Please see Additional Resources below for some very unique fundraising ideas!)

To organize a successful fundraising campaign, you may want to follow these steps in organizing event logistics:

- Discuss your ideas with a mentor, advisor, professor or someone who can offer you advice.
- Get necessary authorization/permission if you are holding an event on campus or in a public location.
- Recruit help.
- Determine how money will be collected.
- Plan how you will advertise or create publicity for your event.
- Mark your calendar for important dates.
- Organize your message. Be able to answer questions about the purpose of the Program, how you will benefit from attending, etc.
- Gather the materials and resources that you will need.

ONLINE TOOLS

Online tools are a convenient and efficient way to fundraise. Scholars can make use of the many social media web sites (Facebook, YouTube, Twitter, etc.) to let their social networks know about their fundraising efforts and goals. Additionally, you can now create sponsorship and fundraising pages online, where sponsors can contribute directly to your cause. The following web sites are a good place to start:

ChipIn (<http://www.chipin.com/overview>) is a Web-based service that allows individuals to collect money online. You can also create a ChipIn widget to be posted on your profile on your social networking web site. Money is collected through the individual's personal PayPal account.

Pledgie (<http://pledgie.com/site/faq>) is a free web site where you can raise funds for a cause. Individuals may place a "badge" on their social networking site that shows their progress and links to their Pledgie account. Transactions are done through PayPal.

Create-a-Fund (<http://www.createafund.com/index.php?route=home>) allows you to create a free account to raise money for one "fund" or cause.

Kapipal (<http://www.kapipal.com/>) allows you to raise funds by creating your own web page on the site. You send out your web page to your friends and family, and collect donations through PayPal.

PayPal (www.paypal.com) can be used to create a donation button on your personal web site. There are also Facebook applications that can be utilized to collect donations directly through your Facebook profile. The following URLs link to information on how to create a campaign, the fees associated with the service, and the Facebook application. **Please note that PayPal requires transaction fees to process donations.

- <https://www.paypal.com/cgi-bin/webscr?cmd=xpt/Marketing/merchant/FundRaisingIdeas-outside>
- https://www.paypal.com/us/cgi-bin/webscr?cmd=_display-pop-fees-outside
- https://www.paypalobjects.com/WEBSCR-590-20090915-1/en_US/pdf/PP_Online_Donations.pdf
- <http://apps.facebook.com/paypalapps/>

Sprout Builder (<http://sproutbuilder.com/account/subscribe>) is a site on which users can sign up for a free account and create a widget with the **ChipIn** application (<http://blog.chipin.com/2008/02/02/sprout-launches/>). Up to three widgets can then be placed on your social media profile, blog, and/or web site.

FUNDRAISING E-MAILS

Don't forget that in addition to writing letters, you also have the option to send fundraising e-mails to potential sponsors. For tips on how to compose the most effective e-mail message, take a look at "Writing E-mails for Fundraising," (<http://www2.guidestar.org/rxa/news/articles/2006/writing-e-mails-for-fundraising.aspx>) an online article containing best practices on how to write fundraising e-mails that get positive results.

PRESS RELEASE

Make sure to tell the individuals considering your request that the International Scholar Laureate Program provides enrolled scholars with a professional press release that you can distribute to local newspapers. Our office is also willing to work with sponsors on additional public relations efforts.

ADDITIONAL RESOURCES

The following web sites include information about online fundraising, with a focus on using social networking sites as a tool.

Title	Details	Description
"Online Fundraising Guide"	http://www.fundraising123.org/article/create-online-fundraising-plan-step-1-work-your-website	This document contains information on how to create an online fundraising campaign.
"11 Steps to Success with Social Networking"	http://www.fundraising123.org/article/11-steps-success-social-networking	Contains 11 tips on how to raise money online through social media.
"Best Practices and Tips for Raising Money Online"	http://www.echoditto.com/best/fundraising	Information on online fundraising.
"3 Questions: Using Twitter to Raise Money & Awareness for Charities"	http://www.bewebdriven.com/blog/2009/07/3-questions-using-twitter-to-raise-money-awareness-for-charities.php	The author provides questions an individual must answer before they begin to raise money on Twitter.
"The Ten Best Ways to Use Facebook to Fundraise – JustGiving Edition"	http://justgiving.wordpress.com/2008/12/05/the-10-best-ways-to-use-facebook-to-fundraise-justgiving-edition/	This blog post contains tips on the best ways to use Facebook to raise money for a cause.
"How Charities Harness Social Media for a Social Impact"	http://features.csmonitor.com/innovation/2009/09/08/how-charities-harness-social-media-for-a-social-impact/	Useful information for anyone raising money online.

Fundraising Tips & Ideas Title of Article/Web Site	Details
"Fundraising Ideas" from Fundraising Insight	http://www.fundraiserinsight.org/ideas/
"Tips for Hosting a Fundraiser" from Fundraising Insight	http://www.fundraiserinsight.org/articles/hostingafundraisingevent.html
Free Fundraisers	http://www.fundraiserhelp.com/free-fundraisers.htm
Creative Fundraising Ideas	http://www.associatedcontent.com/article/795287/creative_fundraising_ideas_pg2.html?cat=25
101 Fundraising Ideas	http://www.sheknows.com/articles/810164.htm?gclid=CIImQvoWDmZ0CFR9N5QodVjHR7w
5 Low-Cost, No-Cost Fundraiser Ideas	http://www.fundraisingip.com/fundraising/5-low-cost-no-cost-fundraiser-ideas/

When it comes to fundraising event ideas, you're only limited by your imagination! The following web sites include some unique event ideas to inspire you. Challenge yourself and unleash your creativity to see how many new ideas you can invent!

Idea	Article	Details
Students dance to Michael Jackson's <i>Thriller</i> to raise money	"Fundraiser will help set global record for 'Thriller' dance"	http://cs.newhampshire.com/blogs/bedford_editor/archive/2009/09/23/Fundraiser-will-help-set-global-record-for-1820_Thriller_1920_dance.aspx
"Wacky Hat" fundraiser	"School holds wacky-hat fundraiser for Grace"	http://www.odt.co.nz/news/dunedin/73735/school-holds-wacky-hat-fundraiser-grace
Shave off hair for money!	"Brave prepare to be shaved"	http://www.thelemooreadvance.com/articles/2009/09/04/lifestyle/doc4aa048369d2f9900605512.txt
Sell photography to raise money	"Student snaps raise money for pupils"	http://www.shanghaidaily.com/sp/article/2009/200909/20090905/article_412807.htm
Grow crops to raise money	"Youth project grows pumpkins for fundraiser"	http://www.wisconsinrapidtribune.com/article/20090928/WRT0101/909280478/1982
Create T-shirts	"Free the Hikers: T-shirts printed in Duluth go international"	http://www.fox21online.com/news/free-hikers-t-shirts-printed-duluth-go-international
Dodgeball Tournament	"Boy Scouts Announce Dodgeball Fundraiser in Clarksville"	http://www.theleafchronicle.com/article/20090923/NEIGHBORHOODS01/909230366
Bake-off: Chili Contest	"'Grub Fest' to Showcase Chili Contest, Raise Money for Marines"	http://thecapistranodispatch.com/index.php?mac=News.cntnt01,detail,0&cntnt01articleid=1151&cntnt01dateformat=%25B%20%25d,%20%25Y&cntnt01returnid=15
Fashion Show	"Assistance League fashion show fundraiser Saturday"	http://www.venturacountystar.com/news/2009/sep/23/assistance-league-fashion-show-fundraiser/

Roller Derby	"This Saturday---Roller Derby takes a stand against domestic violence!"	http://www.inthisweek.com/view.php?id=1251097 Another example: http://www.theithacajournal.com/article/20090926/VIEWPOINTS03/909260306/1129/Meals+on+Wheels+fundraiser
Dance Marathon	"Diverse dance marathon raises \$2500 for groups"	http://www.odt.co.nz/your-town/dunedin/75624/diverse-dance-marathon-raises-2500-groups
Dog Wash	"Dirty dogs get washed for fundraiser"	http://www.wenatcheeworld.com/news/2009/sep/21/dirty-dogs-get-washed-for-fundraiser/
Karaoke Contest	"Poker run, karaoke contest to help fight breast cancer"	http://www.couleenews.com/articles/2009/09/09/news/07apokerrun.txt
Date Auction	"Date auction to raise funds for fallen coworkers"	http://www.news-journalonline.com/NewsJournalOnline/News/Local/newEAST01092509.htm
Bake Sale	" <u>Waimea Middle School Steak Fry & Bake Sale fundraiser</u> "	http://www.hawaii247.org/2009/09/23/waimea-middle-school-steak-fry-bake-sale-fundraiser/
Bike rides, collect pledges	"Cycling Challenge Raises Money For School in Dominican Republic"	http://www.timesuniononline.com/main.asp?SectionID=2&SubSectionID=224&ArticleID=42749
Stand-up Comedy	"Comedy night to raise money for college scholarships"	http://www.venturacountystar.com/news/2009/sep/25/comedy-night-to-raise-money-for-college/
Break a world record	"Great shakes! World record raises charity funds"	http://www.abc.net.au/news/stories/2009/09/21/2691474.htm

AFTER YOU RETURN – THANKING YOUR SPONSORS

When you return home from ISLP, make sure to immediately thank all of your sponsors and supporters again for their generosity. If possible, send them a postcard or e-mail while you are attending. Your supporters will be very interested in learning about your activities during the Program. Offer to give a presentation or slideshow and consider bringing some token gifts back home to give to your sponsors.

Hopefully, upon your return you will have reflected on your career goals and will be highly energized to continue on your path to a successful future. As you thank your sponsors, let them know about specific career decisions you have made and how attending ISLP has helped open the world of new possibilities for your future. In the coming months and years, your sponsors and supporters may be able to assist you further in achieving your goals by offering advice or internship and employment opportunities.

Remember, in every action you take during the fundraising process you are developing your talents, learning more about yourself, gaining self-confidence and paving the way for your future. In addition, by doing it right, you are making sure that other deserving students will be able to pursue similar educational opportunities in coming years.

PAY IT FORWARD

When you return from ISLP, share your own fundraising tips for success with other ISLP nominees by sending an e-mail to the Office of Admissions (admissions@scholarlaureate.org) or by posting a message on the ISLP message boards, Facebook page, Twitter account, etc.

SAMPLE FUNDRAISING LETTER

123 University Street
Bloomington, IN 47405

Date

Mr. Daniel Boone, President
World Design Company
456 Grant Street
Bloomington, IN 47406

I am a sophomore at Indiana University in Bloomington and have been nominated to represent the United States, my university and community as a member of the International Scholar Laureate Program Delegation on _____ in _____.

ISLP nominates exceptional college and university students from around the country to this experiential educational program. I have enclosed a sample of our itinerary for your review. As you can see, this will be a powerful experience, enabling me to interact with many prominent men and women whom most of us only read about in the news.

Attending this program will challenge me to develop my leadership skills and reach my career goals of becoming a _____. I am majoring in _____ and plan to graduate in _____. I maintain a _____ GPA, am involved in _____ activity and was recently awarded _____.

Imagine if you had been given this opportunity for a life changing experience when you were in college and were unable to participate for lack of funds. That is why I am writing to you today.

My participation in the Program depends on whether I can raise \$_____ in sponsorships. (The program tuition is \$_____ and my travel to the program will be \$_____.) I am investing every dollar I can of my own money to make sure I don't miss out on this once-in-a-lifetime experience and am also taking on extra jobs to raise the funds I need. In addition, through my family, friends and neighbors, I have already raised \$_____.

That leaves me with a balance of \$_____ and I am hoping that the World Design Company will consider assisting me with all or some of these costs. I have also contacted Stop and Shop and Computerland, Inc. with similar fundraising requests. My tuition must be paid no later than (Enrollment Application due date).

Your support for my sponsorship request would be greatly appreciated. I will contact you next week to discuss the possibility of receiving your support. I have enclosed background materials on the Program to answer your questions and help you make your decision. Please contact me at xxx-xxx-xxxx or ISLP at (800) 778-0164 for any further information.

Sincerely,

Mary Williams

SAMPLE CONTRIBUTION RESPONSE FORM

HELP MARY WILLIAMS ATTEND THE
INTERNATIONAL SCHOLAR LAUREATE PROGRAM

CONTRIBUTION FORM

From: Mr. Daniel Boone
World Design Company

YES! I am pleased to help you attend the International Scholar Laureate

Program and share in this once-in-a-lifetime opportunity. To ensure your success
in meeting your fundraising goal, I am pleased to enclose my contribution of:

\$ _____.

Please make check payable to:
International Scholar Laureate Program

Please return your contribution along with this form in the enclosed envelope.

Thank you very much.

Mary Williams * 123 University Street * Bloomington, IN 47405

SAMPLE THANK YOU LETTER

Send letters to the individuals with whom you meet or speak to over the telephone. Thank them for their time and consideration. If you do not receive a positive response from your first attempt, do not despair! Contact additional sponsors and be persistent. Many of the individuals or businesses that sponsor you may give you only a portion of the program costs. You will likely have to accumulate your total goal from a number of sources. If you succeed with one of your early requests, consider using that information in subsequent letters. Potential sponsors often like to know who else might be a sponsor, so include the names of your sponsors in your letter as it may further encourage additional support.

You may want to base your correspondence on our sample *Thank You Letter* (see below):

123 University Street Bloomington, IN 47405	Date
Mr. Daniel Boone World Design Company 456 Grant Street Bloomington, IN 47406	
Dear Mr. Boone I would like to thank you for your generous support in sponsoring me and making it possible for me to attend the International Scholar Laureate Program Delegation on _____. Upon my return, I would be honored to give your organization a presentation on what I learned from this tremendous educational experience.	
Thank you again for what I am sure will be a life-changing experience for me.	
Sincerely, Mary Williams	

INDIVIDUAL/SPONSOR CHECK DOCUMENTATION FORM

When you are asked by sponsors to whom they should write sponsorship checks, tell the sponsor that they may write the check to the International Scholar Laureate Program. You should send to the Office of Admissions any checks that you have received that are made payable to the International Scholar Laureate Program. Make sure that you include your name and Student ID Number on each check, along with a complete *Individual/Sponsor Check Documentation Form*.

[Click here to download the *Individual/Sponsor Check Documentation Form*.](#)

If you have already submitted your Enrollment Application and full tuition payment and are enrolled in the program, we will be happy to reimburse you for any fundraising checks you receive. Please note that it may take up to six weeks for your fundraising check to be deposited and a reimbursement check sent to you.

Good Luck!