

SLU 201

FUNDRAISING

PLAN



JULY 14-18, 2025



WE WANT TO SEE YOU AT SLU 201

JULY 14-18, 2025
WASHINGTON, D.C.

STEPS FOR SUCCESS

- 1 **Think and pray** about this trip.
- 2 Fill out *Fundraising Planner* and **show plan** to parent, pastor, educator or group leader.
- 3 **Register** online and develop a plan of action.
- 4 **Schedule monthly check-ups** on money raised vs. funds still needed via *Fundraising Calendar*. Meet all payment deadlines.
- 5 **Share with @SLULEAD your fundraising ideas** that helped you in the next step of the journey and **pack your bags** to prepare for a trip of a lifetime!

**ONLY \$4.43 A DAY,
\$31 PER WEEK
\$123 PER MONTH
UNTIL MAY 19TH
(AT AVERAGE OF \$1109**
BEFORE AIRFARE)**

*Assuming you begin fundraising September 1, 2024



FUNDRAISING CALENDAR

SEPTEMBER 2024

9.1 | **LET'S GO: Start Fundraising!!**

TOTAL RAISED: _____

OCTOBER 2024

10.4 | Plan out a **new fundraising idea** for the month

10.25 | Start Investing in your **SLU 201 Leader Library** to Prepare for this Experience

TOTAL RAISED: _____

NOVEMBER 2024

11.01 | Subscribe to The Wander Box to continue your journey of what it looks like to be on a pilgrimage towards Christ

11.15 | **Early Bird Registration Deadline**
Groups: \$1089 // Singles: \$1109

TOTAL RAISED: _____

DECEMBER 2024

12.5 | Send **Thank You Letters** to those who have given toward your trip.

TOTAL RAISED: _____

JANUARY 2025

1.2 | Consider Entering **SLU 201 Essay Contest!** Deadline is June 27, 2025.

1.23 | Consider adding **transportation costs** to your overall fundraising goal.

1.26 | Have you checked out the SLU Podcast, *Chasing Elephants*, yet?

TOTAL RAISED: _____

FEBRUARY 2025

2.6 | Begin Preparing Your Heart and Mind for this Leadership Experience.

TOTAL RAISED: _____

MARCH 2025

3.21 | **Regular Base Price Deadline**

Groups: \$1119 // Singles: \$1139

**As long as space is still available.*

TOTAL RAISED: _____

APRIL 2025

4.15 | **90 Days Out From Departure:** Start Watching the News!

TOTAL RAISED: _____

MAY 2025

5.23 | **Summer Base Price Registration Deadline:**

Groups: \$1149 // Singles: \$1169

**As long as space is still available.*

5.30 | **45 Days Out From Departure:** Final Payment Due

TOTAL RAISED: _____

JUNE 2025

6.27 | Essay Contest Deadline

JULY 2025

7.14 | **Travel to D.C.** - SLU 201 Begins

7.19 | **Follow-Up Letter** Explaining Impact of Your Trip to Sponsors!

SLU 201

FUNDRAISING TIPS + RESOURCES

1. BE CREATIVE.

We have heard stories of different fundraisers including car washes, GoFundMe/[Givebutter pages](#), Mothers' Day flower sales, bake sales, chicken pot pie sales, part-time jobs, etc. that have gotten our past students to SLU 201. Be creative, and don't limit what you can do!

2. WRITE A LETTER + BLOG TO SPONSORS.

Write well-crafted sponsor letters, highlighting the 20-year head-start in leadership which is gained through this program and how the first level, SLU 101, has already impacted your life. You can even include the SLU 201 Components that you will be learning. Start brainstorming by reading the SLU Resource: "[How to Write a Powerful Sponsor Letter.](#)"

3. DESIGN CUSTOM ITEMS TO SELL.

Anything from custom t-shirts, art prints, stickers, journals, water-bottles, etc. that fits your community's needs are great options. See a great resource on t-shirts [here](#).

4. HOST A SPONSOR DINNER AT YOUR CHURCH OR SCHOOL.

A couple of ideas to get the mind turning...Partnering with youth pastor or teacher to plan and host a Surf and Turf Date Night, Valentines' Day Banquet, Church-Wide Luau, Golf Tournament, or Fall Festival. If your church has a cafe, volunteer and see if a portion of Sunday morning cafe sales can go to both mission trips and SLU.

5. WRITE YOUR OWN IDEA.

SET **S.M.A.R.T. GOALS**, AND FILL OUT PROGRESS ON FUNDRAISING CALENDAR.



BE CREATIVE.

FUND

RAISING

IDEAS



WRITE
A **LETTER + BLOG**
TO SPONSORS



HOST A
SPONSOR DINNER
AT YOUR CHURCH
OR SCHOOL.



DESIGN **CUSTOM**
ITEMS TO SELL.



WRITE YOUR
OWN **IDEA.**

FUNDRAISING PLANNER

AMOUNT RAISED BEFORE REGISTRATION OPENED: _____

SEPTEMBER 2024

FUNDRAISING INITIATIVE FOR THE MONTH:

GOAL \$: _____

OCTOBER 2024

FUNDRAISING INITIATIVE FOR THE MONTH:

GOAL \$: _____

NOVEMBER 2024

FUNDRAISING INITIATIVE FOR THE MONTH:

GOAL \$: _____

DECEMBER 2024

FUNDRAISING INITIATIVE FOR THE MONTH:

GOAL \$: _____

“Five years from now, you will be the same person you are today...except for the **people you meet**, the **places you go**, the **books you read**, and the **Scripture you memorize**.”

Dr. Jay Strack, Student Leadership University

JANUARY 2025

FUNDRAISING INITIATIVE FOR THE MONTH:

GOAL \$: _____

FEBRUARY 2025

FUNDRAISING INITIATIVE FOR THE MONTH:

GOAL \$: _____

MARCH 2025

FUNDRAISING INITIATIVE FOR THE MONTH:

GOAL \$: _____

APRIL 2025

FUNDRAISING INITIATIVE FOR THE MONTH:

GOAL \$: _____

MAY 2025

FUNDRAISING INITIATIVE FOR THE MONTH:

GOAL \$: _____

YOU DID IT. LET'S GO TO SLU 201!