Dear Harvard National Model United Nations 2023 Delegate or Advisor,

Welcome to HNMUN 2023; it is my distinct pleasure to welcome you as part of Secretariat. Congratulations on taking the first step towards joining us at conference. We highly encourage all delegates to read this thorough Guide to Fundraising in order to ease any financial burdens of attending our conference. This is only the first step in a successful financial aid application, and for supplemental information/financial aid forms, please monitor our website, hnmun.org, where they will be released soon.

At HNMUN, we hope that this document offers a platform for the beginning of your fundraising endeavors, but please bear in mind that these ideas are not exhaustive, and delegates are always encouraged to be creative and persistent in their fundraising activities. The more evidence of fundraising that you show us, the more likely you will be receiving financial aid from us.

In this Guide to Fundraising, we will touch upon the most popular (and historically most successful) guide to raising money through grants, sponsorships, and fundraising projects. Not only this, but we will be going through fundamental practices key to a well-executed fundraising project.

Of course, if you have exhausted all of your available resources and many of the proposals in this document, but still do not meet the necessary fund requirements, we encourage you to apply to our financial assistance program, through which HNMUN is able to supplement a number of your conference-related fees.

Thank you again for taking the time and effort to begin fundraising in order to secure your attendance at HNMUN 2023. Every year, we do our utmost to ensure that conference is a unique and unforgettable experience for all delegates. We hope that this opportunity inspires you to begin fundraising as soon as possible in anticipation of what is sure to be an incredible conference!

Yours Faithfully,
Michael Baxter
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Harvard National Model United Nations 2023
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I. TERMS AND CONDITIONS OF FINANCIAL ASSISTANCE

We highly recommend becoming familiar with conference policies in their entirety, because you are responsible for upholding and understanding them. These policies can readily be found on our website, hnmun.org.

These policies supplement the policies listed in the Conference Policies provided during registration. Please be sure your delegation understands and complies with both. Failure to do so may result in, but not limited to, exclusion during conference and suspension from subsequent conferences.

An application for financial assistance does not guarantee HNMUN’s provision of any amount of aid, full or partial. Given the vast number of requests we receive, the Secretariat cannot make any upfront aid commitments to any delegation. Applying delegations will need to wait for notification of the HNMUN 2023 Secretariat’s official decisions, which will be made within three weeks of the relevant financial aid application deadline.

Furthermore, the application for financial assistance does not register a delegation or individual for the HNMUN 2022 conference. The application supplements registration and should be only filled out by registered delegations or individuals. For more information on registration, please visit hnmun.org.

Delegations should refrain from incurring expenses that rely solely on the receipt of financial assistance. This reason will not be taken into account during deliberations on financial aid awardment.

Financial assistance is contingent upon a delegation's completion of all committee sessions in their entirety and adherence to conference policies. Delegates receiving financial assistance must attend each and every HNMUN 2023 committee session for which they are registered in order to receive their financial aid awards, except in exceptional situations determined by the HNMUN Secretariat. Such exceptional situations must be reported to the HNMUN Secretariat well in advance of conference, if the delegation knows of said situation. If the situation arises during conference, the faculty advisor/ head delegate must alert a member of the HNMUN Secretariat immediately.

Only the committee staff is authorized to determine attendance. This may include, but is not limited to, the Director, Assistant Directors or Under-Secretary-General. Delegates or faculty advisors are not permitted to determine attendance.

If your delegation is granted and accepts any amount of aid, it is required that your entire delegation stay at the Boston Marriott Copley Place Hotel. The HNMUN 2023 Secretariat has negotiated discounted room rates for all conference delegates so that they may enjoy the comfort and convenience of this modern, centrally-located hotel. We also deeply appreciate the sense of community that staying at the hotel creates—both inside the committee room, and outside it (with close proximity to the events that we put on for our delegates after conference sessions). Should your delegation accept aid from HNMUN 2023 and choose not to stay at the Boston Marriott Copley Place, your delegation will have violated these terms and conditions, and your conference expenses will not be reimbursed.

Financial assistance is distributed in the form of a reimbursement check at the end of the conference or in any other manner mutually agreed upon by the HNMUN 2023 Secretariat and the relevant delegation. All decisions made by the HNMUN Secretariat are final, and cannot be appealed.

II. CONFERENCE EXPENSES: REGISTRATION FEES, DELEGATE FEES, FACULTY ADVISOR FEES, HOTEL FEES

The first thing you should do as you plan your HNMUN conference timetable is to draft up a budget. This budget should include conference expenses, such as the registration fee, delegate and faculty advisor fees, and hotel fees (or, as of this year, the Delegate Hotel Penalty Fee). These fees can be found on our website, hnmun.org.

Having a well-planned and well-researched budget will guide you as you plan your fundraising activities, help you pre-empt unnecessary stress from unexpected costs, and allow you to make sure you have all the funds you need for your trip. An emergency fund may also be prudent, so that last minute changes won’t cause adverse effects with respect to your attendance at conference. Indirectly speaking, your conference-related expenses will be your transportation costs to and around Boston (train, plane, T-rides, etc.), your hotel accommodations, your conference fees, your meals, and social and shopping money.
**CONFERENCE FEES**

There is a US$90 Priority Registration Fee per delegation, a US$95 Priority Delegate Fee per delegate, and a US$60 Priority Faculty Advisor Fee per advisor. In the Regular window, there is a US$100 Registration Fee per delegation, a US$105 Delegate Fee per delegate, and a US$65 Faculty Advisor Fee per advisor. In the late window, there is a US$110 Registration Fee per delegation, a US$115 Delegate Fee per delegate, and a US$75 Faculty Advisor Fee per advisor.

The registration fee must be paid upon registration online and must be received before your school account can be activated. Upon being accepted, Delegate and Faculty Advisor Fees can be paid at your convenience before a final deadline on 1st November 2022. Make sure to pay early to avoid any late fees! Additional details can be found in our Official Conference Policies for HNMUN 2023, found at https://www.hnmun.org/information.

**HOTEL ACCOMMODATIONS**

HNMUN has negotiated discounted room rates with the Boston Marriott Copley Place for all conference delegates. These room rates are subject to change; exact rates will be available in the fall on our website, at hnmun.org. Please note that Financial Assistance recipients must stay at the Boston Marriott Copley Place, no exceptions. Please note, given our previous experience in past years, all room types fill up quickly as we approach conference: this is particularly true for Quad rooms, so we advise that you both register with us and book your hotel room as early as possible to ensure that you secure your spaces! If you do stay at a different hotel to Boston Marriott Copley Place, then you will incur a fee of US$50 per person per night, payable directly to HNMUN.

**TRANSPORTATION**

Your transportation costs will depend largely on where you are coming from and on whether you come to Boston by plane, bus, or train. It also depends on when you book your travel- it is advisable to book travel as soon as possible. If you are planning to travel by plane, sites such as www.kayak.com, www.expedia.com, and www.statravel.com are useful tools for comparing and finding the cheapest available flights. Depending on your route, early morning flights, late night flights, or flights with stopovers can sometimes offer significant savings. For those who live especially far away, it may even be cheaper to fly to Boston/ New York/ another transit place, stay a night at an external hotel, then travel to the Boston Marriott Copley Place. Also, make sure to check specific airline websites directly as booking search engines can sometimes miss “special deal” offerings. Depending on your origin, airport taxes and visa fees may also be a consideration. If you live within a reasonable distance of Boston, traveling by bus or train can be much cheaper than flying. Even if you travel by plane, flying into a nearby city like New York and then taking a bus to Boston may be a way to save money. Some bus companies that offer routes to Boston are Bolt Bus (www.bolibus.com), Megabus (www.megabus.com) and Greyhound (www.greyhound.com). These bus companies offer round trip bus tickets from New York to Boston for under US$40, and sometimes even under US$30, depending on when you purchase your tickets. If other Model UN teams from your area are coming to HNMUN, consider booking a bus/ train/ plane together as a group to reduce costs.

**MEALS**

A meal in Boston can cost anywhere from just over US$5 (for a typical student option/ fast food choice) to US$20+ per person. This is absolutely at the discrepancy of the individual delegate. We recommend planning for at least four full days of meals while at HNMUN. The HNMUN Business staff will be arranging discounts with several local businesses and providing you with a list of suggested establishments around the Boston Marriott Copley Place where you can find inexpensive food and entertainment. These costs are all entirely your own, and thus it is your responsibility to incur said costs.

**SOCIALS, SHOPPING, AND MISCELLANEOUS EXPENSES**

This type of spending is entirely at your discretion. Whilst not mandatory, merchandise provided at the business booth is incredibly popular at conference given its variety and quality. A wide range of HNMUN conference merchandise will be available at HNMUN Business booths located throughout the Boston Marriott Copley Place. HNMUN will also make an inexpensive guided tour of the Harvard campus available to conference delegates. Many of the experiences that you can have are exclusive to the Boston area, and we find that delegates use this to supplement their conference experience to make HNMUN an unforgettable experience!

**III. LOCATING AND SECURING EXTERNAL SOURCES OF FUNDRAISING**

Now that you have created an extensive budget to your specific needs, you can now look at ways to raise money external to HNMUN. All successful financial aid applications to HNMUN will have proof of extensive effort in these endeavors. Below is a detailed list of various individuals/ organizations that you can reach out to for assistance.
Your University

The University with which you are enrolled/affiliated should be your first contact. Universities have historically been very generous with grants, loans and scholarships to ensure that their delegates can attend HNMUN. Emailing, calling, or visiting relevant University offices can be fruitful. Before contacting any officials, make sure that your Model UN team is an officially registered student organization in good standing. Enlist the support of your faculty advisor and any team members with experience in seeking grants or with connections in any of the school departments. If possible, get relevant professors/faculty members to write letters attesting to your position. Approach your student governing body, your student activities office, your Political Science, International Relations, Economics, History, or appropriate Humanities departments. Your university may also have specific research institutions whom you can contact for both grants and research help. If you are coming from abroad, an American-focused department or even an English department may help sponsor your trip to the United States. Furthermore, an international office may fund your conference experience. Depending on your country assignment, you can also contact departments which study that country’s region or issues of interest.

Your Wider Community, Foundations, Non-Profit Organizations, and Government Agencies.

In addition to being a great source of funding, your university can also be a great source of information and can refer you to other, specific organizations you can try to contact. These organizations typically have strong backgrounds with universities, and can support you in your international relations career. Make sure that you first explain your situation before any future correspondence.

Some other types of organizations that your delegation should approach are community clubs, foundations and non-profit organizations, government agencies, and businesses. For delegations coming from abroad, government agencies can be a valuable source of support. Agencies like your Foreign Affairs, Education, Defense, or Domestic Ministries may be able to support your MUN program as a youth project that boosts awareness of foreign cultures, international affairs, and public policy. Also get in touch with your country or state’s United Nations Association (UNA) for possible sponsorship or at least further referrals. Please use this link to locate your nearest UNA: www.wfuna.org. Community groups such as Rotary Clubs, Lion Clubs, and Kiwanis Clubs have, in our experience, a strong history of supporting MUN programs. Seek out chapters of these groups in your local area and see if they can sponsor you. If you are unsure, reach out to them- the worst that they can say is no! Large foundations and non-profit organizations can also be a valuable source of assistance, so long as your MUN program fits within their area of work. Look for organizations that support education, civil society strengthening, international studies or youth involvement in government or international relations. Searching an organization’s website for these words could be a very efficient use of your time. Be aware that many larger foundations do not accept unsolicited grants, and take care to look up any established grant procedures you will need to follow: this may include forms, applications and interviews. As you research foundations and non-profit organizations, pay attention to who their sponsor or partner organizations are — you can approach them for help as well. As you approach these organizations, in addition to explaining why you want to come to HNMUN, what you would gain from the experience, and how much their support would help, clearly describe how your MUN participation is relevant to their field of work and aligned with their organizational mission. You can even offer to provide them with a report or a presentation about your experiences after the conference. People love to see how their money makes a difference, so offering to show them would be a great idea!

Businesses and Corporate Sponsorships

Local, regional, and national businesses are other possible sources of sponsorship. Many businesses will have strong commitments to education and youth programs and will be happy to contribute towards your MUN experience. Some such companies with demonstrated commitments to education and youth are Hewlett-Packard, IBM, Bayer, Honda, Coca-Cola, ExxonMobil, and Travelocity. This list is not exhaustive, and searching the internet for “education and youth funding companies” could bear fruit in your specific region/country. More local companies are often also happy to support local MUN teams. Small grants, loans, and scholarships may be attainable if you explain what HNMUN is and your financial need. Even if businesses are unable to provide cash donations, they may often be able to donate food, gift certificates, services, or products which can then be used in your organized fundraisers (which we will discuss later on). As you contact companies, also try to identify and pitch the benefits they also stand to gain from being your sponsor. Typically, the best thing you can offer them is good publicity and you can help promote their business by acknowledging them as your official sponsors, featuring their logos on team merchandise or publications, and mentioning them in any publicity efforts your team may have. We also recommend that you offer to give a presentation/write a publication for the company, so that their contribution is more publicized.

Be sure to check with your university or your office of student affairs about any college-wide policies on soliciting
corporate sponsorships or external grants. If this is sound, then you may ask them to guide you in the right direction with respect to companies who they may have worked with in the past. Before you reach out to said companies, familiarize yourself with any relevant campus guidelines that may or may not have been previously established. For domestic schools, check if your university will let you use the school non-profit number for soliciting donations so that companies can get a tax exemption by donating to your team.

**INDIVIDUALS**

As you compile your list of sources, don’t forget to include specific individuals who may be able to either donate money or connect you with other potential donors. These could be local CEOs and business owners, or celebrities. Again, your university is your most potent resource! Consult your school’s Career Services office for a list of alumni involved in international affairs. Contact your MUN team’s alumni. You may even try writing to family, friends, and neighbors.

**Soliciting Donations**

Here are some basic steps to follow as you solicit aid. Note, this list is not exhaustive, and please be creative in your endeavors!

1. **After creating your budget, identify and list the organizations and individuals you plan to contact.**

   A simple bullet pointed list will suffice. Order them by likelihood that they will donate. You only have a limited amount of time, so being efficient is incredibly important. Plan to contact as many people as you can! Once you have compiled a list of organizations and individuals you’d like to reach, brainstorm ways of making each sponsorship appeal personal. Find the name of the person that you are going to message, and write a personalized message from yourself in the first paragraph. Look within your team and each member’s family and networks for personal connections to school administrators, community clubs, foundations, non-profit organizations, government agencies, and businesses. Having someone to advocate for your program from within an organization will dramatically improve your chances of getting sponsored. If that is not possible, at least determine who the right contact person within each organization is and contact this person directly. Make sure your solicitation process is well-coordinated and organized, and never have multiple people calling the same organizations for the same requests. Perhaps create a universal document, where you check off a box when you have sent a message successfully.

2. **Prepare a mailing package to send out.**

   You should send everyone personalized letters introducing yourself, your team, and HNMUN, why you’d like to come to HNMUN, what you expect to gain from the experience, and how their support would help. Be as specific as possible; make yourself stand out from other people who may be applying to them for money. If applicable, also discuss your past HNMUN experiences and successes. Include in your letter specifically how much you need and how much you hope to fundraise. Depending on who you’re reaching, it may also help to ask for specific amounts of money. Have distinct letter templates for businesses and for non-profit organizations. For businesses, promote the benefits the company has to gain from sponsoring your trip. For other organizations, discuss how MUN fits with their work and mission. In addition to a letter, it would help to include your HNMUN invitation letter, a letter of support from a college official such as your Faculty Advisor, Dean of Student Affairs, or University President, if possible, and a self-addressed envelope to facilitate their donation. Also include any publicity your team has received (such as newspaper articles and school newsletter encouragement) in your mailings. [Please see the sample donation solicitation letter at the end of this guide.]

3. **Contact your potential sponsors, send them your package, then follow up, follow up, follow up!**

   Begin by sending out physical mail, as this will take the most time to be processed. Once you have sent your mailing package to potential sponsors, allow enough time for the package to arrive, and then call them to confirm that they’re received it. Before you even pick up the phone, make sure you are already prepared with what you are going to say. Introduce yourself, and ask to speak with your contact (or the person in charge of donations if you don’t have a specific name). When you speak to your contact, introduce yourself, remind them of the letter, summarize for them its contents, and then ask if they might be able to help. If it might help, offer to call back in a few days to give them some more time to think. It is essential to follow up! Do it in a friendly way, but do not pester them. Your potential sponsors are likely very busy, so it will be your responsibility to see each donation through. Every phone call, email and visit helps. Always remember to be energetic, passionate and confident.

4. **Gain something from each contact.**

   Ideally this will be money or grants, but if people are unable to directly donate see if there might be some other way for them to help you, whether through other donations or additional referrals. If someone in an organization says they do not have the authorization to make a donation, find out
who does and how to contact them. Any commodity can be sold on at auctions or fayres, so never turn down an offer.

5. SHOW GRATITUDE, COMPASSION AND MATURITY.

Make sure to thank your sponsors after each donation: if you leave a bad taste in their mouth, then they are less likely to donate to you in future iterations of HNMUN. After the conference, get back in touch with each of them to let them know how you did. Either call them, email them, or visit a local branch to personally thank them, and consider creating a physical document for them to keep. If they can prove to their CEOs/ bosses that these donations were well spent, then they will be more likely to stay in touch with you. Prepare a little presentation to give or a newsletter and pictures you can send them. Share your experience and build a sustainable relationship with each donor. You’ll want to build a base of donors whom you can approach again in the future. If it seems possible, your delegation could host a simple, home-prepared thank you dinner for individual sponsors and organization representatives. Alternatively, you could host an online call where you meet all of your sponsors.

**Fundraising Projects**

In addition to soliciting sponsorships, you should also expect to do a number of fundraising projects to help you raise money on your own. Any fundraising projects should always be tailored to your community, your school, and your target audience. It would help to also consider what kinds of projects have worked for you or other local organizations in the past. Your fundraising success will depend mainly on your creativity and your persistence!

For all of the suggestions that follow, remember that publicity and sales are absolutely crucial. While there are many different substantive projects that you can use to fundraise, the financial success of any event will really depend on how many people you can get to go to each event and how much you sell. In planning for such events, think about how much volume you want to sell, and at what price. When organizing fundraising events, be sure to publicize them as widely as possible both in the press and on campus through posters, email lists, and word of mouth. This will both increase the success of your events and increase your team’s public presence. Building a strong public presence will also make it easier for you to solicit donations. Strong visibility will help them have a better idea of who you are and how committed you are to attending HNMUN.

**Discount Cards**

You can try selling students and other members of the community discount cards which will get them special deals or discounts at local stores. To make this idea work, you will need to find local businesses that are willing to work with you in providing deals and discounts. Reach out well in advance to local businesses. You may want to choose the most nearby businesses, such that the demand for these discounts are high. You may also wish to create a survey or questionnaire for people to fill out beforehand, to get a feel for the demand of consumers. Local businesses usually support such ventures as ways of promoting their business and their products. Your only cost is that of printing the discount cards, which can be on simple card stock or custom-ordered business cards. On each card, be sure to include the names of participating stores, the terms of each deal, the name of your MUN team, and the selling price of each card. Make your cards distinctive so that other students can’t just try to make their own copies. Schools that have done this project in the past have raised over US$5,000 towards HNMUN-related expenses! When we read through your financial aid application, if you choose to accept it, we will be incredibly impressed to see any examples of these that you may show us.

**Raffles**

A raffle is a very popular and relatively easy to organize fundraiser, just make sure you consult your local gambling regulations to make sure raffles are legal in your area. If the raffle will take place on your university campus, then please also refer to their regulations on such a matter. The first real step is finding and securing prizes for which people will be willing to gamble a small amount of money. A good rule of thumb is to find something that falls into being “unique”, “high quality” or “designer”. If people are only paying a small amount for the chance to win something grander than this, then they may be enticed to pay.

You would ideally get your prizes at no cost, as donations from either individuals, companies, or your own personal possession. The hardest part of running a raffle will be selling tickets. Make sure your entire team is involved in selling tickets and offer some sort of incentive for your top salespeople. You can design the raffle tickets yourselves or buy pre-made ones, but be sure that every time someone buys a ticket you retain a copy of the ticket with their full contact information. Make sure buyers know where and when the raffle will be. Run several sessions of selling tickets, so that people have every opportunity to purchase them, and consider selling online tickets instead of selling them at a physical location.

**Parties, Concerts, and Other Events**

Other fundraising events you can host are events such as movie nights, concerts, and club nights. As you consider these types of events, please review all local and national public health guidelines and ensure that your event is compliant with any applicable restrictions related to the Covid-19 pandemic. When serving beverages/ refreshments, also check
in with relevant legal and university guidelines so that you are compliant with them all. Movie nights can be easy to organize as they consist primarily of holding a special movie showing and charging for admission. Pick a popular or a specially themed movie, find a central location with a big screen, a good sound system, and comfortable seating, then sell your tickets. Just make sure to look into the legal regulations of holding for-profit movie nights, as you usually need to rent movies directly from the movie distribution companies to get their permission to charge admission for the movie. One possible way around this is to show old “classics” whose copyright licenses have expired. Concerts can be quite a bit more work but much more fun. The first steps to planning one are to find a good venue and good light and sound systems you can use. The next step will be finding artists who can perform for you. Selecting performers well is crucial as your roster will make or break your concert. Always try to bring in one or two well-known performers who will help you draw a crowd. Then you can try to find popular local artists who will then bring their own following, or at least plenty of family and friends. Club nights can also be great moneymakers. Talk to a local club owner and see whether you can get a portion of the club’s entrance fees for one night in return for publicizing the event on campus and bringing them significant business. If you are not sure that your MUN team can draw that many people to a club on its own, think about partnering with another campus organization to host the event together. Be conscious of each club’s minimum age restrictions. With all of these events, don’t overlook opportunities to gain more revenues by soliciting event sponsors and by selling food and drinks!

Silent Auction

A silent auction is another fun and straightforward way to raise money. The first step to organizing your silent auction is gathering all the items you plan to auction off. Your aim should be to offer one or two grand prizes and many smaller prizes, like movie tickets and dinner vouchers at local restaurants. Your grand prize could be a meal with the team, or a local celebrity. Ask for gift certificate donations from tour companies, hotels, or spas. See if a well-known professor at your university would be willing to host dinner for the winning bidder. If one of your team members has a vacation home that they would be willing to lend out for a weekend, that would be an example of a great grand prize. Other prizes could include technology gadgets, sports tickets, gift certificates, and DVDs. If you are feeling artistic, your team could create or decorate its own products. Be creative in coming up with items. Unique prizes usually get higher prices than things people could buy at the store. Even combining and packaging otherwise ordinary items in creative and eye-catching ways can increase their value considerably. As much as possible, collect your sale items as donations.

At your auction, set all your items about the auction room in an attractive manner and provide interesting descriptions of each item. Talk about their story, why they are attractive, and the history of the item if it is a piece of art/cultural piece. Place items in locations that will enhance their visibility and salient characteristics, and make sure to feature your most important items prominently. Place a bidding sheet by each item with a minimum bid for each object, the minimum possible bidding increment, and space for people to place their bid. As people arrive, have them register their names and contact information with you and assign each customer an identification number. This number is what they should put down with each of their bids. If you wish, you may charge individuals an entry fee that can then be applied towards any of their purchases.

Before you start your auction, make sure you have a specific end time for your silent auction and a plan for how to clear your items. For instance, you can request that all bidders stay after the bidding period is over and then go through your items declaring and collecting the winning bids one by one.

Final Suggestions

Sales can be a very reliable way to fundraise on any campus and you have much room for creativity. When at all possible, try to sell items which you can either make yourself or which you can sell on commission. You risk losing money if you buy many items in advance and then don’t manage to sell them. Here are some ideas that have worked in the past:

- Compile stress relief packages for students during exam periods. These could include stress-relieving food (such as chocolate), stress balls, relaxing face masks, or anything else you like. You could also advertise these as gift packages for students to send to their friends. You can either purchase these in bulk from a retail store, or go directly to a manufacturer and buy them at a suitable scale.
- Sell coffee outside of morning classes to help keep students awake. Many university campuses have free hot water available, so you will only need to buy the coffee beans.
- Gather donations from local families and host a yard or garage sale.
- Host a traditional bake sale or food sale at your university. This often works best in combination with another event, such as selling food at your silent auction or car wash, and can greatly enhance your profits. The longer the event that you are planning is, the more likely that people will want or require food and drinks.
• Partner with a business to sell their goods in return for a part (a predetermined percentage) of the profits. Many businesses have formal programs where students can sell things such as magazine subscriptions, chocolate, or other goods in exchange for a commission. Even if a company has no specific program in place, they might still be interested in selling their products through you if you present them with a good proposal. Many restaurant chains, such as Applebee’s, will host pancake breakfasts where they will donate a portion of their profits to you; all you have to do is have members sell a sufficient amount of tickets and advertise the date so people come in the door.

For even more ideas, simply search the web for “fundraisers” or “creative fundraising ideas.” Sites like www.fundraiserhelp.com or www.fasttrackfundraising.com can be very helpful. Think carefully and creatively about what your team can offer your school or local community. Furthermore, reach out to the alumni of your respective MUN team; these valuable members have been around the circuit a few times, so will have contacts with local leaders. Not only this, but they can give you helpful, specific tips and tricks to help you cut out the unnecessary steps when raising money!

**Publicity**

Publicity will be a helpful tool for improving your success in both sponsorship solicitation and fundraising through events. Donors will be much more likely to help you if they already know who you are and what you are doing. HNMUN has a global reputation due to its prestige, and explaining this to people in a publication is also a good way to orient them. Additionally, school and community members are more likely to come to your events if your organization sounds familiar. It is crucial to publicize your team and HNMUN in your university and community. This is especially important if Model UN is not well-known where you are from. Try making a presentation explaining what MUN is, and why it is so crucial that a robust society engages in such debates. As soon as you have been accepted to HNMUN, draft a press release for distribution to your campus and community newspapers. Organization is critical in drafting your press release. Have a catchy and informative title, and use your opening paragraph to summarize who you are, what you will be doing at HNMUN, why it is important, and when you will be going. After doing this, highlight the financial ramifications of attending the conference, and your need for aid. You can add detail in subsequent paragraphs, but put the most important information in the beginning of the release to catch your audience’s attention. Comment about existing sponsorship deals (if you have any). Include contact information and ways in which people can help you. Please see the sample press release at the end of this guide. Always be tailored to your community, your school, and your target audience. It would help to also consider

**IV. APPLYING FOR FINANCIAL ASSISTANCE**

If you have exhausted all of the fundraising suggestions provided in this Guide and still have a budget shortfall, your delegation may consider applying directly for financial assistance from HNMUN. Committed to making the HNMUN experience accessible to as many people as possible, the Secretariat of HNMUN 2023 has allocated a vast and comprehensive amount of financial aid to help our delegates. We hope that this will give access to a large number of delegates to attend conference when they could not otherwise. However, the application process is rigorous and intensely competitive, so please ensure that you meet all deadlines and are comprehensive with your application.

Financial assistance from HNMUN will be granted according to two criteria:

- Demonstrated need
- Demonstrated fundraising efforts.

The 2023 Financial Assistance Application is now available on the HNMUN website. The first round of applications will be due by the priority application deadline of 1 October 2022. All international delegations seeking financial assistance are required to apply by this date, so that we can process relevant visa documentation. After the priority deadline, HNMUN will continue to accept applications until the final deadline of 1 November 2022. Any and all applications after this deadline will not be considered - no exceptions. Please expect decisions to be released several weeks after the corresponding deadline, since our staff do not review applications on a rolling basis. This year, the Financial Assistance Application is based strongly on last year’s iteration. In addition to information about your delegation’s demonstrated need and demonstrated fundraising efforts, there is an optional (but strongly recommended) component of the Application that should be completed by individual delegates, which will allow us to evaluate financial need at the individual level. Please read the instructions on the Financial Assistance Application carefully to ensure that you and your delegation are able to submit all required documents and information prior to the relevant deadline. Remember to keep records of all your written requests for aid and relevant correspondences with university institutions, grant-giving bodies, and other potential sponsors. We will be asking for copies of these and documentation of any fundraising efforts and events. We also expect receipts of all of the expenses that you have claimed for. Checks, which
are disbursed at conference, will only be given out in their entirety if sufficient receipts are provided. If you have only a percentage of receipts, then we can only give you a percentage of the financial aid. Detailed information on where to upload these receipts can be found in the “Financial Assistance Application” guidebook.

This is a strict policy, and we cannot be flexible on this at all. The HNMUN team looks forward to reading and reviewing your applications!

**YOUR HNMUN FUNDRAISING**

Now that you have a clear idea of everything that might be involved in your fundraising efforts, you should take the time to create a timeline for everything you will be doing between now and HNMUN. Detail your plans for your publicity efforts, your sponsors solicitation process, and your fundraising event planning as well as when you expect to book transportation tickets, hotel rooms, and the like. A timeline will be a great aid for staying well-organized and well-prepared. Be conscious of how you space out your various fundraising events and make sure you continuously update your timeline as new events and circumstances arise. As much as possible, you should be contacting potential sponsors and making solicitations through the summer (July and August) and holding fundraising events through the summer and September. Start as early as you possibly can!

Please feel free to contact the finance team at finance@hnmun.org at any time, particularly if you feel you can use some fundraising support or advice.

We wish you the best of luck!
19th July 2022

Dear Mr. Jamie Devitt,

My name is Rudy Lexington and I am writing on behalf of Ace University Model United Nations (AUMUN), an award-winning Model United Nations team. Through participation in interactive simulations, our team provides students at Ace with the opportunity to learn about the United Nations and world affairs, share their opinions with students from around the world, and become active global citizens.

On 16th-19th February 2023 our team will be attending the Harvard National Model United Nations (HNMUN) conference in Boston, Massachusetts. The conference is the largest, oldest, and most prestigious simulation of its kind and a unique chance for us to interact with over 3,000 fellow students from more than 60 different countries. This will be Ace’s first year attending HNMUN, and we are very excited for this new opportunity. However, the trip will cost us about US$850 per student in travel, hotel, and conference costs to attend, an amount few of our members can afford to pay.

In order to allow us to participate, we are seeking your sponsorship. As the Coca-Cola Company has long been a leader in supporting educational initiatives throughout the world, we were hoping you might be interested in sponsoring our team. Were Coca-Cola to sponsor us, we would be more than happy to include information about the company on our team website (Address Here), list it as a sponsor in all of our publications, and feature its logo on our team shirts at conference. We strongly hope to be student representatives and ambassadors of the Coca-Cola in this exercise of diplomacy and inter-cultural dialogue.

For more information about our team and HNMUN, I have included with this letter a note from Ace University Dean of Student Life Alexander Trenton, our team budget, the HNMUN invitation letter, and a Ace Uni News-Press article on our team’s recent fundraising auction. In a globalized world, international education is critical to fostering today’s citizens and tomorrow’s leaders. With the opportunity to actively debate international problems and interact with fellow students from around the world, we believe that HNMUN will be a uniquely valuable educational experience. Any support you could provide would be immensely appreciated.

Thank you so much for taking the time to read this!

Sincerely,
Rudy M. Lexington
Head Delegate
Ace University Model United Nations
555 Aceia Drive, Oaces, AC 99999
Phone: (555) 123-4567
Fax: (555) 123-4567
Email: RLexington@ace.edu
AUMUN Non-Profit No.: 02-3450959
SAMPLE PRESS RELEASE

Contact:
Rudy Lexington
Ace University Model United Nations
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Phone: (555) 123-4567
Fax: (555) 123-4567
Email: RLexington@ace.edu
15 August 2021
FOR IMMEDIATE RELEASE

Local Students to Represent India at Harvard Conference The Ace University Model United Nations (AUMUN) team has been selected to represent the nation of India at the prestigious Harvard National Model United Nations conference to be held in Boston, Massachusetts from 16th-19th February 2023. Twenty students will have the chance to attend and are actively fundraising to make the trip possible.

This will be the Ace students’ first chance to participate in the international conference, which last year attracted over 3,000 students and faculty members from universities in 60 different countries. The conference, staffed entirely by Harvard University students, is an opportunity for the students to experience firsthand the challenges of international negotiation and diplomacy and to share their experiences and opinions with students from around the world.

The trip is estimated to cost around US$900 per student, a figure which the team hopes to reduce significantly through a variety of fundraising efforts, including a silent auction scheduled for 20 September at the Oaces campus. The AUMUN delegation will also benefit from the generous sponsorship of the Coca-Cola Company. Yet, even with this help, the cost of attending may still be prohibitive for some students and the AUMUN team is actively seeking other forms of sponsorship and support from the community.

For more information about AUMUN, contact Rudy Lexington, head delegate, at (555) 123-4567 or Rlexington@ace.edu.