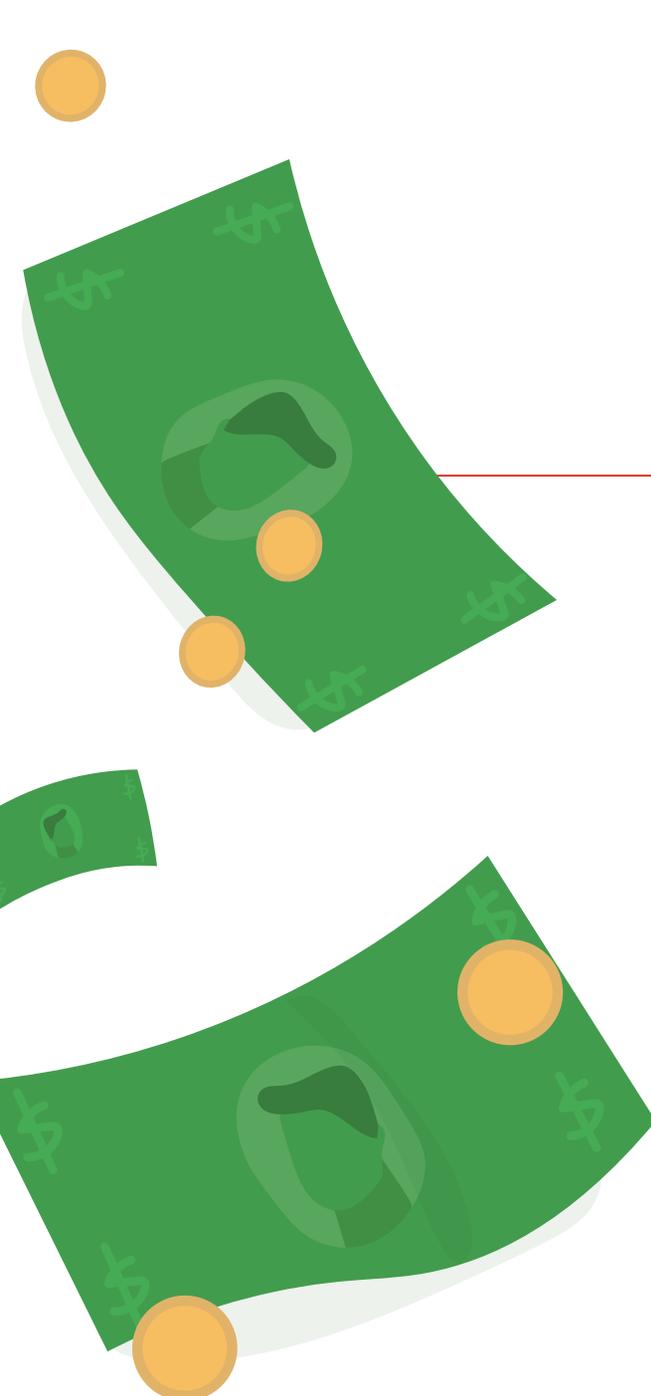


FUNDING TIPS

An illustration on the left side of the page features several green banknotes and gold coins. One banknote is at the top left, another is below it, and a third is at the bottom left. There are also several gold coins scattered around the banknotes. A thin red horizontal line is positioned below the title.

How to secure outside funding for your Rescue Team:

You have big plans for your team. You're ready to stand alongside the North Korean people. You've set an ambitious fundraising goal and you want to grow your team's presence on campus. But there's just one very big hurdle that seems a little insurmountable at the moment: funding.

This guide will provide more information on how to secure outside funding for your Rescue Team so that your team can meet those ambitious goals. Whether it's a partnership with a local business, funding from your school's student government organization, or a grant from your local Rotary club, there are many outside funding sources out there. With a little bit of research and effort, you could have funds to make an even bigger impact for the North Korean people!

Before you begin to fill out an application for funding or approach a business for a sponsorship opportunity, take a big step back and make a general assessment of your team's needs. Start with the goals you've created for the year, make a schedule of fundraisers and events you need to host in order to hit those goals, and figure out how much funding you'll need to make those fundraisers and events a reality. Your leadership team should come together to create this roadmap for the year before the school year starts or during the first week of school!



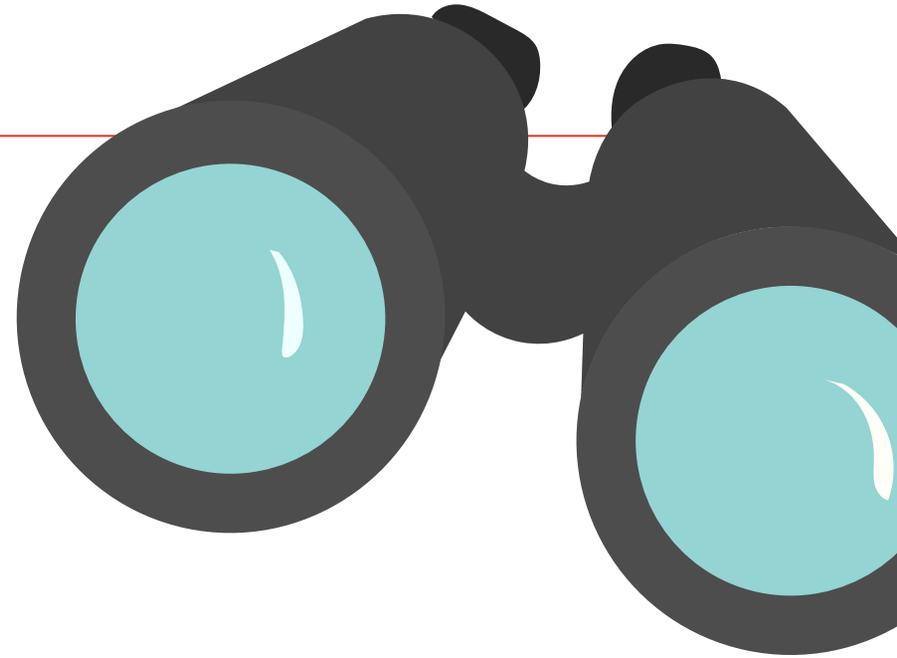
Once you have the roadmap for the year, it's time to prepare your applications and/or create a plan to approach a local business. Here are some tips:

Know what's out there!

Create a list of all of the potential businesses and/or departments on campus that might be willing to partner with your team. Reach out to these entities and even if they are unable to partner with your team, they may be able to point to another entity that can.

Know your team!

The relationships that your rescue team members already have are some of the best leads to locking in a partnership with a business or a school organization. Ask your team members if they have these relationships (whether personal or professional) and start a conversation with your team member's contact.



Know your deadlines!

Applications for school-based funds usually have pretty strict deadlines so make sure you know exactly when the application is due. For businesses, applications or proposals may not have strict due dates but these businesses have schedules of their own and the approval process may take a long time so the sooner you reach out to them, the better!

Know your event!

Lock in as many details about your event or fundraiser as possible before approaching the application. What time will the event start and end? How many people will attend? Will food be served at this event? Is there special equipment or technology you'll need access to for this event? You don't need to know every detail but having as much information as possible will help you structure your ask.



Know how the funds are going to be spent!

Be ready to share this information in your application or with the business you are partnering with. Preparing this information can make or break your application! Having estimates of how much something will cost will be extremely important. People want to know what they're helping to pay for!





School-based Funding

Student governments, the student activities department, or even specific departments (such as the Asian Studies department) often have some sort of funding for student organizations. Each school has a different policy on the application process for funds, the requirements on how these funds should be spent, and the way the spending should be reported so use this guide as an appetizer to learning more about your school's funding program.





There are two main categories of school-based funds:

Operating Funds

These funds are usually distributed to every registered student organization at the beginning of the school year and must be used for expenses tied to establishing your team. You may or may not have to apply for these funds but receipts or other proof of payment will most likely be required.

Some examples of the use of operating funds are:

- Advertising
- Promotional Items
- Office Supplies
- Retreats or conference

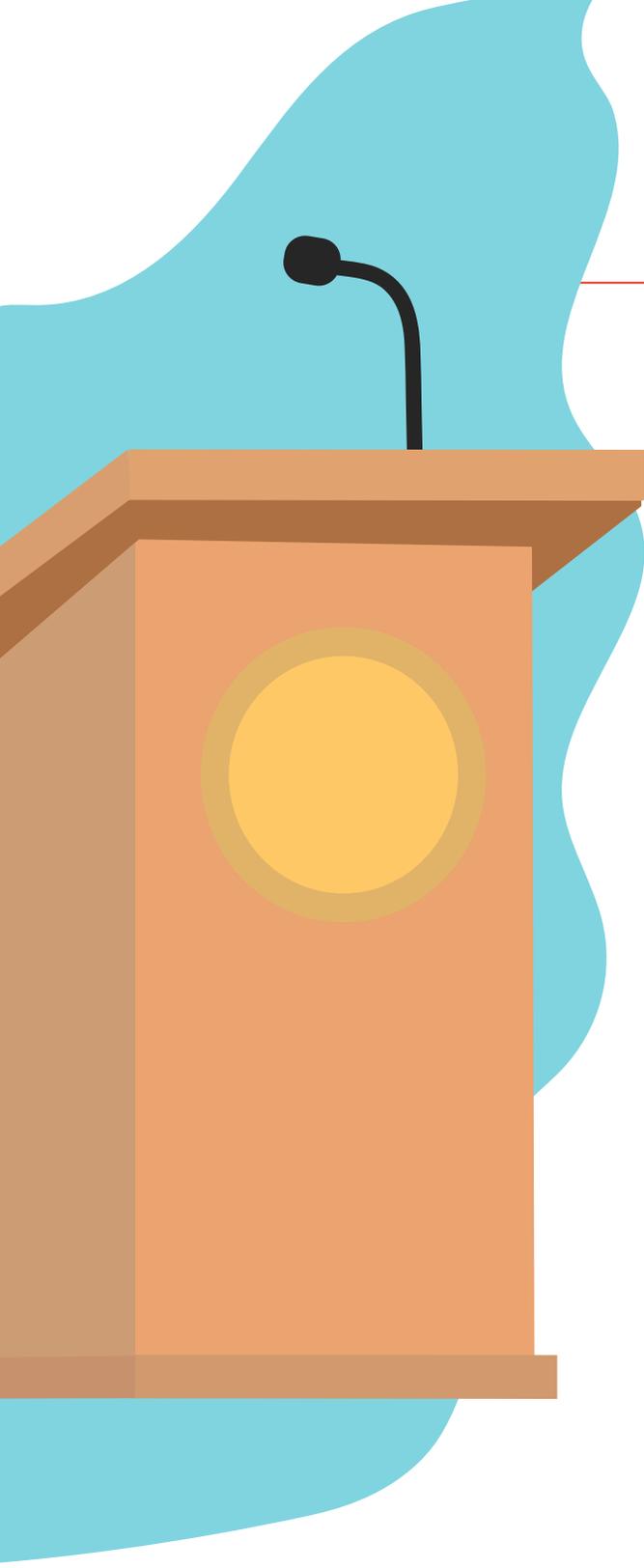


Programming Funds

These funds are granted to student organizations through an application process for events that are open to the general student population. Receipts or proof of payment will most likely be required.

Some examples of the use of programming funds are:

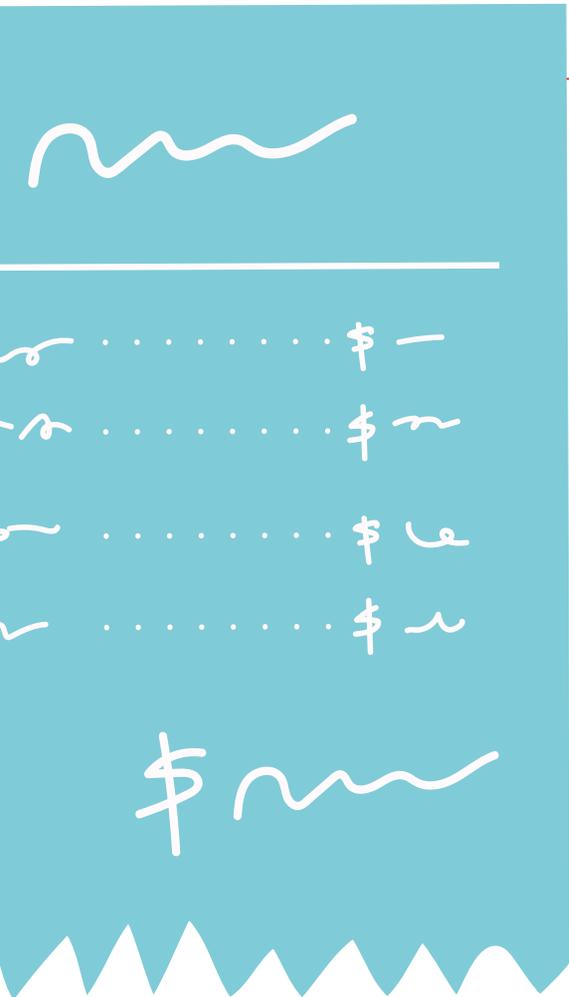
- General Body Meeting
- Concerts
- Speaker events
- Performances
- Documentary screenings



Here are some tips to make the most of your school-based funding applications:

Know your campus.

Look for grants that are specific to your event or to LiNK. For example, the Asian Studies department could have funds reserved specifically for organizations that relate to Asia. They might be willing to sponsor a guest speaker event, especially if the speaker is in line with the department's mission. Some other keywords and categories that your rescue team falls into is community service, international relations, refugee assistance, and human rights.

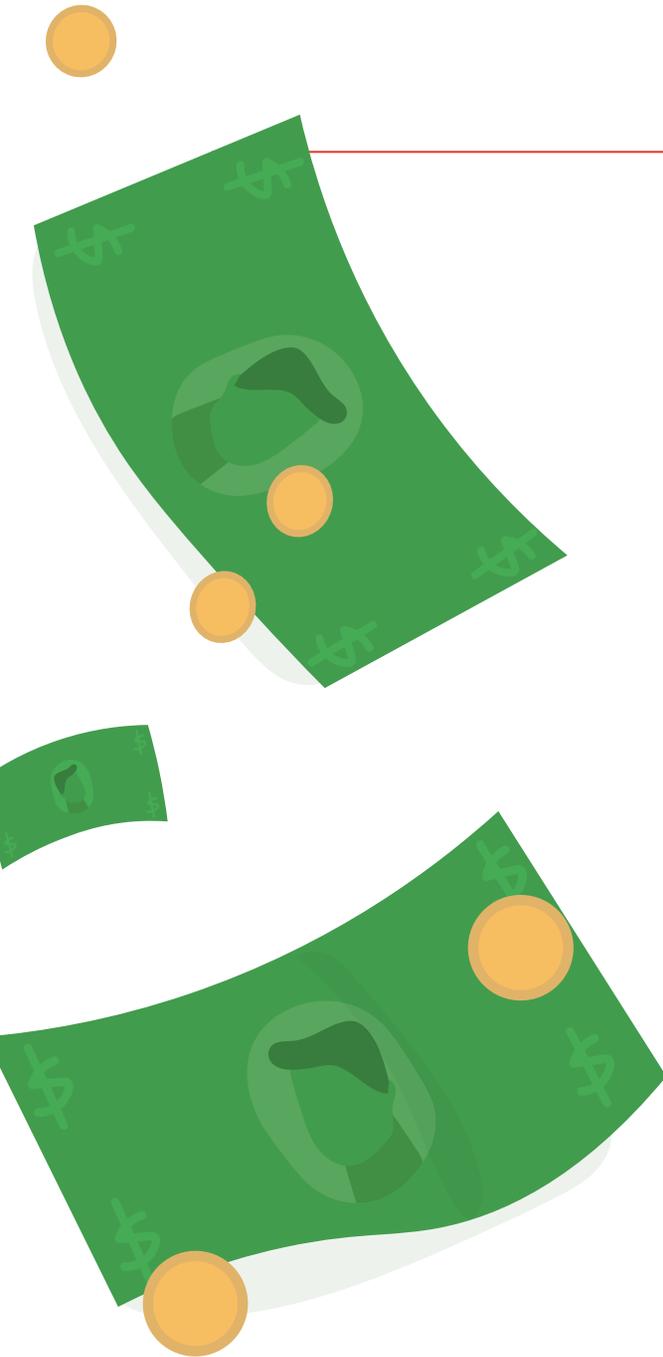


Know the process.

The hunt for school-based funding is not always easy but it'll be worth it. Your school has allocated funds to be distributed to rescue teams and other student organizations like yours so don't be afraid to ask! If you're not sure where to find information around student organization funding for your school, just do a Google search! Start by looking up: "[School name] Student Organization Funding" and that should lead you to where you want to go!

Know the requirements.

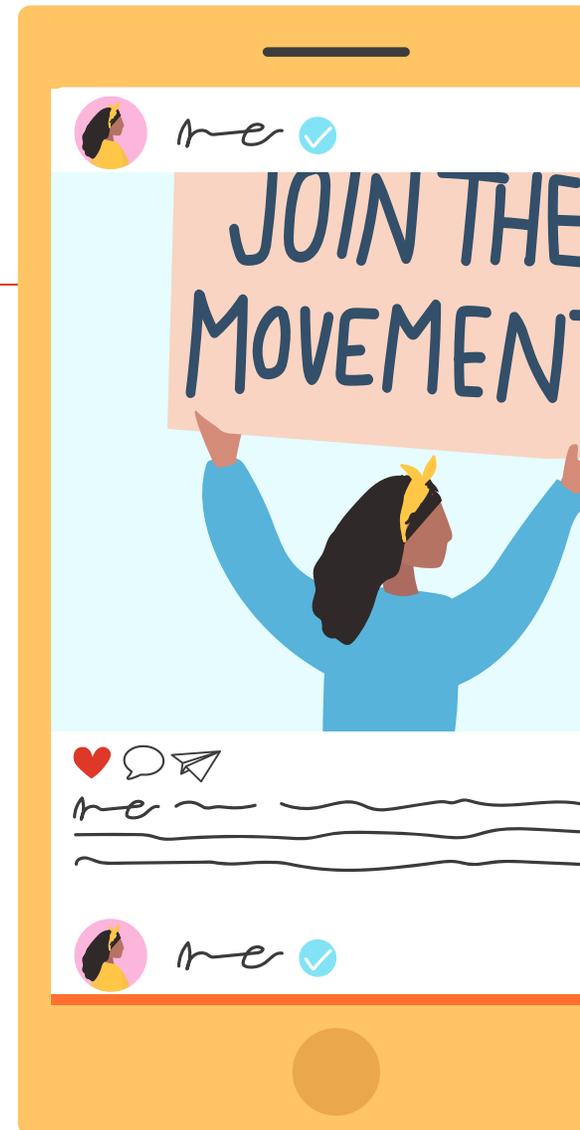
Keep in mind that funding requests should be concise, accurate, and easy to understand. Most schools will require you to provide receipts or other documents to prove your payments. Keep your receipts or take pictures of them to fulfill your school's requirements for fund disbursement so you don't risk being denied funding in the future.



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Local Business Partnerships and Sponsorships

It might feel weird to reach out to ask a business to sponsor your team or event. You may be asking, what's in it for them? When you partner with businesses or ask a local business to sponsor your team, you are offering the marketing of the business, the opportunity to expand and diversify their customer base, and the chance to elevate their brand. We also can't overlook the fact that people want to support businesses that are making a positive impact in the world. This is what you can offer to a local brand!



Types of business sponsorships:

Restaurant Fundraiser

This is one you're probably most familiar with. Many restaurants or local eateries are willing to dedicate a percentage of the money that comes in during a specified time frame to your team. For example, for every person who comes into the business with either a flier from your team or a social media post, 2% of their purchase can go to your team.

Event Sponsors

Ask a local business to cover the cost of your next event! Make sure to talk about how you will thank the business during your program. You can even ask them to cover just one part of the event - the food, the venue, or the speaker. A restaurant can always donate food if they do not want to donate money so be sure to provide that option!



Venue Partners

A local restaurant or event space may be the venue for your next big event. The cost of a nice venue is usually a big hurdle in putting an event together. Ask the business to either open up the space for free or at a discounted price and make sure to give them a big shout out at the event!

Online Business Partners

If a business has an online presence, you can partner with them to bring more awareness and followers to their social media platforms and raise money and awareness for your team. Even businesses that operate 100% online can donate a percentage of their proceeds to your team in exchange for greater publicity.



Prize Sponsors

Ask different businesses to donate some of their goods or services to your team so that you can auction them off at your next event or even on social media!

Influencers

Influencers are taking over the world and you might even have one on your team! Whether they have a following for knowing the ins and outs of K-beauty, having a very cute dog, being an E-sport professional athlete, or even for having a fun personality, their following can bring awareness around LiNK's work and the North Korean people. Ask them to give LiNK a shoutout or wear a LiNK t-shirt in one of their posts.



Here are some tips to make the most of your business partnerships and sponsorships:

Break it down.

Write out a simple and concise description of LiNK's work and where the money is going. This will help in your initial pitch to the business but it will also be useful if the business chooses to display information around the cause they are supporting. For example, "2% of proceeds will help North Korean refugees reach freedom," or "Your purchase helps North Korean refugees reach freedom with no cost or condition."

Be the subject matter expert.

Take some time to study up on the issue and LiNK's work and offer to answer any questions that the business owner or customers might have. Leave your team's contact information so that if there are people who want to learn more, they can reach out to you.



Stay on brand.

Offer images of North Koreans and high quality images of LiNK's logos that you can find on the website and the [Rescue Team resources page](#). You can even gift a LiNK t-shirt for the business owner to wear during the event. Make sure to share LiNK's website and social media handles so that customers will be able to look up information about LiNK long after the event is over.

It's all about relationships.

Stay connected with the business owner and cultivate this relationship. When LiNK HQ shares an impact report or any major organizational wins, make sure to reach out to the business owners and share this information with them. Thank you's go a long way so find creative ways to let them know you appreciate the partnership. Send them a handwritten card after the event or even during the holidays. This will increase the likelihood of repeat sponsorship!

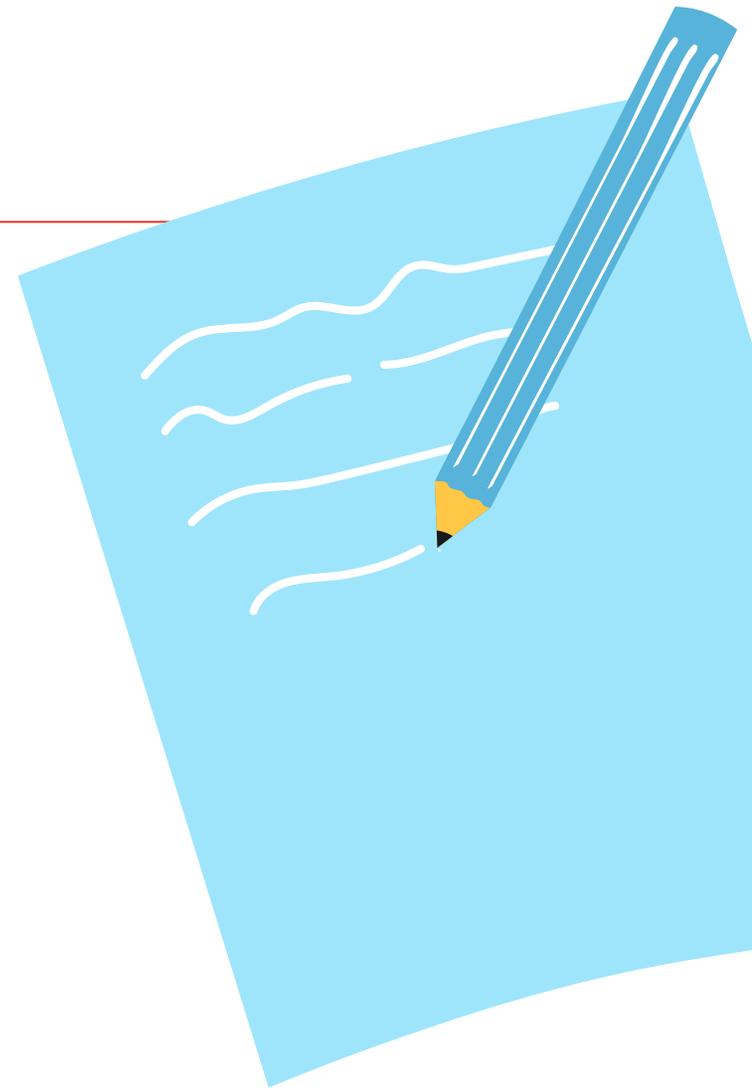


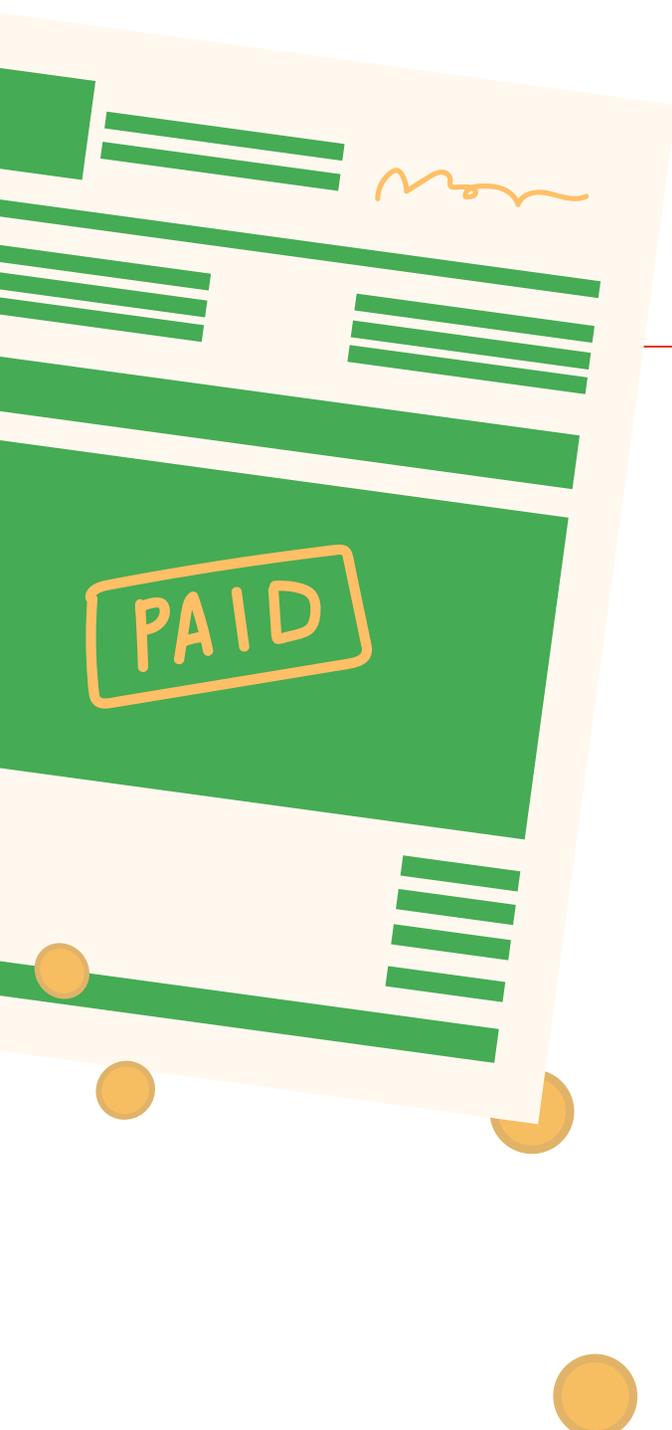
Write out your plan.

Include the exact dates, times, background information about LiNK, some expected outcomes of the event, and what you will be offering to the business. You can include a marketing schedule, details around the day of, and any setup you will need from the business. Make sure to share this with your team along with a clear delegation of responsibilities so that everyone is on the same page!

Get creative, work together, and have fun!

Ask your team to contribute fun marketing ideas for the event. If you're hosting a fundraiser at a local restaurant, you can make a mukbang video of one of our team members eating at that restaurant. If you are hosting a benefit concert, you can design and print an exclusive team shirt to wear while tabling. The possibilities are endless but don't forget that marketing is a team effort so whether a member is sharing the info on their social media platforms or creating the graphics for the social media posts, everyone can be involved in raising awareness for the event!



An illustration of a document, possibly an invoice, with a green background and white text. A large orange stamp with the word "PAID" in white capital letters is visible. There is a signature in orange ink at the top right. The document is tilted and has several horizontal lines representing text. There are also some orange circles at the bottom of the document.

Important Documents and Definitions

Invoice

An invoice is essentially a bill or detailed receipt. When you are receiving funding from your school or a business, you may have to provide an invoice of how the funding was used. Invoices usually include a list of the goods or services that were provided along with the cost of each of these items. Invoices can also include a description of each of these goods or services and a general description of the event where these goods or services were used. If you're not sure where to get started, Google "invoice template" and you should find some good examples!

Tax ID Number

LiNK's federal tax identification number or Employer Identification Number (EIN) is **73-1710135**. Many school organizations and businesses will require this number in order to verify LiNK as an organization and secure tax benefits.



**LIBERTY
IN
NORTH
KOREA**

