



How Do I Fund My Trip?

The cost of traveling to and attending the Varna International Music Academy may seem unattainable, but through the years our participants have found numerous ways to generate funding. There is no “set in stone” method guaranteed to raise money, but here are a few tried and true suggestions to help you with the process.

Getting Started

Prior to hitting the pavement to start your fundraising, spend some time creating a plan and generating the documentation you may need.

- Write a generic fundraising letter. It should include information about you (experience to date, career goals, etc), details and cost of the trip, how VIMA will enhance your career/future goals, how to donate (crowdfunding link, return envelope for checks, etc.). Once you determine your audience, the letter can be revised accordingly.
- Determine methods of receiving money. Cash and check are the most common methods but think about other sources such as crowdfunding or Paypal. Remember that most online payment methods do take a percentage of what is being donated.
- Create a brochure, proposal, or other printed document to present to potential donors.

Ask Family and Friends

- Make a list of ALL family and friends. Don't agonize over whether or not you believe they will contribute.
- Whenever possible, have a face-to-face conversation with local friends and family and ask them to support you. Give them the information sheet you created and explain your reasons for wanting to attend VIMA. Let them know that any amount, no matter how small, will help you reach your goal.
- Send a letter to out-of-town family and friends who may not be “tech savvy” and include a self-addressed stamped envelope to send a check.
- If you decide to create a crowdfunding page, send the link to your friends and family. Ask them to share on their social media pages as well.

Local Sponsorships

- Visit local businesses catering to musicians and ask if they would be willing to sponsor a portion of your trip. Ask if they have any suggestions for potential donors.
- Research websites of local opera houses, theaters, symphonies, ballets, etc. Most have a page that lists their donors. Contact donors and see if would be willing to sponsor a portion of your trip.
- Meet with your school to see if they offer any travel grant opportunities.

Performances

- Talk to local churches and offer to do a concert/recital for donations.
- Perform for donations at local outdoor markets. Note that there will likely be a permit cost.
- Talk to local restaurants and coffee bars and offer to do a concert/recital for donations.