



YOUR ULTIMATE GUIDE TO FUNDRAISING

www.september10rc.org

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EXECUTIVE SUMMARY

Thank you for volunteering with September 10 Rescue Center. To help make the dream of volunteering abroad a reality for you, we have compiled a fundraising guide to assist you in reaching your goal. Hundreds of volunteers have had great success funding their entire program fee and airfare through various sponsorships. Volunteers have returned with a sense of fulfillment, knowing that their fundraising efforts not only promoted awareness of global issues, but also made possible the experience of a lifetime experience and allowed them to make a real difference in a local community. Their fundraising efforts helped others learn about international volunteering and allowed their sponsors to make a difference as well. The first thing you need to do is decide what you are going to be fundraising for. Some people simply want to cover the cost of their placement; others want to pay for their flights and yet more want to raise money to buy vital resources for their chosen project. What you're raising money for will influence how much money you want to raise and how you conduct your fundraising efforts so it's important that you know this before you start planning.

Here are some of the expected expenses you might want your fundraising to include:

- Placement fee
- Flights
- Equipment and resources
- Vaccinations
- Visa costs
- Living expenses

Remember if you are collecting money in public places or door to door you will need a license from your local authority. Most authorities will have information about obtaining a license on their website. If organizing a collection on private property such as in your local pub or supermarket, you will need to have the permission from the owner or manager. All collectors must be over the age of 16 as well. Before you start planning your fundraising efforts you need to set yourself a realistic target to work towards. Think about what you want to raise money for, the resources available to you and the time you have to raise the money. Share your passion with everyone you might know of because you're volunteering and want to make a real difference to communities and you want to give something back and make the world a better place. This kind of passion will give real weight to your fundraising efforts, so make sure you keep it in mind at all times.

We hope this guide proves useful to you. Remember why you are fundraising – keep your Personal motivations clear. Be persistent as you may get a lot of rejections and become discouraged at times, but there will also be a lot of people who will support and encourage you. You can reach us at +254 20 2306700 or +254 711 414987

GOOD LUCK WITH YOUR FUNDRAISING CAMPAIGN!

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INTRODUCTION TO FUNDRAISING

1. Start by making a list of everyone you know. Don't omit anyone; you never know who might be willing to help you achieve your goal. The more contributions, the better, so consider expanding beyond your inner circle of close friends and immediate family members. The number one rule of fundraising is if you don't ask, you won't get anything. Who do you know? Ask anyone and everyone you know, and even those you don't know, to contribute to your cause. Networking is the key here, make a list of everyone you know and think about how they might be able to help with your fundraising efforts. You'll be surprised at how useful friends and family can be, so spread the word and let them help you out. Remember, you're not just looking for donations and favours, a little good advice can go a long way as well!

2. Write out your goals and reasons for volunteering. When writing a fundraising letter, explain how a contribution will make an impact. Make a plan and stick to it. Planning your time is really important, especially if you're trip is quickly approaching. The more you plan, the higher the chance of you meeting your target. Sure you'll encounter your fair share of rejections along the way but it will be worth it in the end.

3. Keep it short and simple. Any letters that you write should be no longer than one page. Too much information can alienate a potential sponsor. Many of your sponsors will not be familiar with the intricacies of international volunteering or international development; they will be more interested in contributing to a good cause (education, the medical field, caring for children or the elderly, training adults in specific skills).

4. Identify your support system. Some people will be extremely supportive and share your enthusiasm and excitement. Talking to people and listening to their reactions will help you gauge the level of interest and support they will provide. Be inspired all the time, friends and family are a great source of inspiration, so take advantage of them. Get some bites in and invite them all round for a brainstorming session. The more people the better!

5. Ask for a specific amount of money. When you say "contribution", some people are thinking \$5, while others are thinking \$100. Tell people how much you need. Let them know the total amount that you are hoping to fundraise. You may even want to outline the cost per day of your programme (divide your total programme fee by the number of days you will be overseas). Established, professional people often can contribute more money than those who are students. Don't be afraid to ask your more established contacts for \$50, \$100, \$300 or even \$ 600. If you use a letter, include checkboxes of up to \$600 and include an "other" category that can be filled in. Be advised that most people will check the lowest amount so make sure that the amount you choose is enough, i.e. \$ 30 instead of \$ 5. Estimating how much you need from each donor will allow you to ask for specific donations and will give your donors a benchmark to work by. This can make your fundraising efforts a whole lot more effective and you'll know that every donation has taken you one step closer to your ultimate goal.

6. Convey a sense of urgency. This will encourage a prompt decision rather than letting them put it off and forget about it.

7. Make it convenient for them to contribute to your programme fee, and get a commitment for a contribution. You can set up a bank account to which your sponsors can direct their contributions or you can ask them to make payments directly to September 10 Rescue Center. Sponsors with questions can call the Finance Department directly at our offices at +254 20 2306700

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8. Give incentives. Many people who make contributions simply want recognition and thanks. Write a thank-you letter and include a printed list of all your sponsors' names. You could host a small get-together before you depart to publicly acknowledge and thank your sponsors.

9. Promise a presentation upon your return. Offering to give a slide show upon your return is a great way to secure funding from religious organizations, civic groups, alumni associations, and educational institutions. Tangible evidence of your actions abroad helps people understand where their contributions have gone. Photos of you working overseas can also be good reminders of how their contributions made an impact.

10. Always follow up. It is important to get on the phone with a small business, a civic or religious group and even your friends and relatives to let them know that you really do need their support. One follow-up call can make the difference between receiving a cheque and having your request pushed to the back burner and forgotten. Don't forget to thank your sponsors. This is just as important as asking for money. Not only is it polite, it is good business. It is also an effective way of making donors feel good about supporting your project.

CREATIVE FUNDRAISING ACTIVITIES

Email, letter-writing campaigns & leaflets

A letter-writing or flyer campaign is one of the simplest and most effective fundraising methods you can use. Raising awareness about your fundraising efforts is vitally important, especially when you're starting out, and a fundraising leaflet is the perfect way to do it. A well-designed leaflet will help you to market yourself and your cause, so that your potential donors know exactly what they're getting involved in and why. You should also engage in an e-mail campaign to friends and family as a supplement to or in place of paper letters. Email is a simple, free, and powerful way to reach potential sponsors. It also makes it easy for people on your contact list to forward your message to others they know; in fact, it's a good idea to suggest this in the email. The content of your email can take a similar form to the letter. Remember to give them the information they need, writing persuasive letters is an important skill for any would-be fundraiser, so it's important that you give it the attention it deserves and if you haven't included all the information the sponsor / company needs to authorize a donation you simply won't get one.

What to include

1. Your name and contact details
2. A brief introduction explaining who you are and what you are doing and Information about your project
3. The reason why you want to volunteer at the project and a short explanation of why the project needs volunteers

EVENTS

Holding an event is another fantastic way to fundraise that can involve your community, raise awareness of international issues, allow you to be creative, give sponsors something in return and generate a lot of interest in your campaign. When reading through the event options below, keep in mind your skills and interests and your contacts. These will be key.

Sales – One of the traditional ways to raise funds is through cake stalls/bake sales, arts and crafts sales, sweet sales, garage sales, etc. Do you know someone who is a great baker, an artist, or a published writer? Ask them if they might donate their creations to you so that you may allocate the proceeds of the sale, or a suggested contribution, towards your programme fee. You may also want to align yourself with events already taking place in your community.

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Parties, Dances, Music – These can range from formal events to simple pizza parties. Some simple events include having a band play at an event where you get the entrance fee or a percentage of the sales. Or perhaps a restaurant will allow you to request an extra \$1 on top of each bill as a special promotion. You can even throw your own party and ask your guests to pay an entrance fee, provided the fee is well over the cost of the party.

Is there a holiday coming up? May be your birthday? Instead of gifts ask your family and friends to help sponsor your trip.

Keeping a log of all contributions received

As you begin to receive contributions from your sponsors, it is important to keep a running total of the amount raised. It is a good idea to periodically send in contributions or to make payments to the September 10 rescue center Finance Department, so that they can be credited to your account promptly and you will know how close you are to having paid your programme fee in full.

Finally be sure to thank your sponsors for helping to make your volunteer experience possible!

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Useful resources

Websites:

U.S

http://www.studyabroad.com/forum/financial_aid.html
<http://www.studyabroad.com/handbook/costs.html>
<http://www.fund-raising.com>

U.K

<http://www.trustfunding.org.uk> – Information in grant making trusts
<http://www.fund-online.com> – Online Fundraising Resource centre
<http://www.fund-raising.com> – Fundraising resources
<http://www.fundraisingdirectory.com>
<http://www.hse.gov.uk> – Government Health and Safety Executive
<http://www.direct.gov.uk/en/DI1/Directories/Localcouncils/index.htm> - Finding your local council
<http://www.institute-of-fundraising.org.uk/> - Institute of fundraising
http://www.studyabroad.com/forum/financial_aid.html -
<http://www.fundraising.co.uk/> -UK Fundraising:
http://www.funderfinder.org.uk/links_trusts.php - Funder finder
<http://www.rotary-ribi.org>
<http://irishsociety.infm.ulst.ac.uk> - The Honorable Irish Society (for those in Londonderry):
<http://www.cam.ac.uk> - University of Cambridge (for Cambridge Students. Each college of Cambridge offers a Travel Grant to select students):

Canada

<http://www.fundraisingweb.org/canada/ontario.htm>
<http://www.fundraising.ca>
<http://www.transfair.ca/en/products/difference/fundraise>

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Email: volunteers@september10rc.org

Office Hours

- | | |
|---------------------------------|----------------------------|
| 1. Monday to Friday, 6am to 9pm | CAT (Central African Time) |
| 2. Saturdays, 10am to 5am | CAT |
| 3. Sunday, 2pm to 9pm | CAT |

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