

so they can

FUNDRAISING TIP SHEET

GET THE BALL ROLLING

Nobody likes to be the first, so set your goal, go low if you like you can always change it later and then make the first donation yourself. Lead by example and it's a good idea to start with at least \$55 as this will encourage others to get involved.

ASK FOR SET AMOUNTS

Always include a few suggested amounts for donors. This allows them to know exactly what their donation will achieve and will help you get to your target faster. A great figure to start with is \$25 which provides a child with their text books. \$55 provides one month of school and food for a child and \$100 provides teacher training for one month.

ADD YOUR WHY TO THE EMAIL

Ensure that you tell your friends why you are passionate about So They Can. The story of why you got involved can make the difference with your friends, family and co-workers. Making the story personal will make connect with more potential givers.

START WITH YOUR CLOSE CONTACTS

It's a really good idea to start with your close friends and contacts, they are most likely to donate. Try sending some quick personal messages to your inner circle and build up some momentum. Then customise your email template to reach out to your other contacts.

NOW MOVE TO SOCIAL MEDIA

Once you have sent out your first batch of emails, it's time to move to social media. One of the best strategies to use on social media is to thank people that have already donated while asking for new donations. This spreads the word further and lets people know that people are already behind you.

REENGAGE WITH EMAIL

Don't hesitate to send out follow up emails, our busy lives mean your first email is often missed or overlooked. You can keep your contacts up to date with your fundraising progress as you hit milestones, 50% raised, 75% raised, and ask your supporters to help you hit the next milestone.

CONTINUE THANKING AND UPDATING SOCIAL MEDIA

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a big difference to the So They Can community. Thank you.

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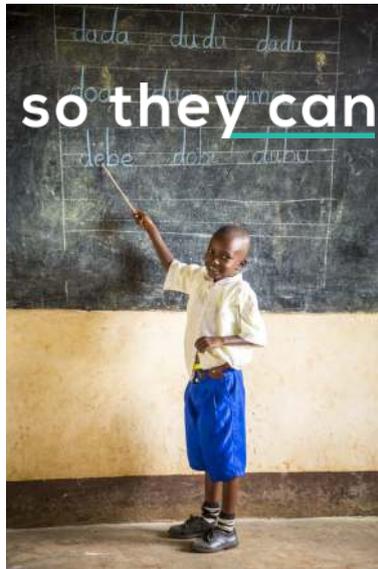
FUNDRAISING IDEAS

Now that you are ready to start, the only thing holding you is your own imagination.

Below are some tried and tested ideas to help get your fundraising ideas flowing, but don't let us stop you creating something unique and don't forget to let us know about it, we would love to share your success with our So They Can Community.

Event	Expected Target	Overview
Arts and Crafts	\$150—\$500	Feeling creative, why not make some artworks and sell them at a local market. Think greeting cards, candles, jewelry, sewing etc.
BBQ	\$50-\$500	Throw a back yard or beach bar b que and charge an entrance fee, add a raffle and you'll have great fun.
Birthday Party	\$100-\$500	Invite family and friends to your birthday party and ask that in lieu of gifts that they make a donation.
Cake Stall	\$50-\$150	We all love a homemade cake or muffin. Join together with your friends and ask your local hardware store if you can use their space on the weekend.
Challenge Yourself	\$500-\$10000	Tick something off your bucket list, or just step outside your comfort zone. Pick your challenge and get your friends to donate being sure to follow through once they hit your target. The more daring the challenge the higher target you can set.
Club Member	\$200 - \$1,000	If you are a member of a club, bush walkers, swimmers etc., ask to have the event listed on the clubs activity calendar encouraging club members to register and join you on the event day. Remember to let them know you are expecting donations.
Corporate Raffles	\$200 - \$1,000	Sell raffle tickets to staff with prizes unique to your business. Raffle off the CEO's car park for a week; Use of the CEO's office for a week; use of the corporate box for a night at the footy; a day off etc.
Dinner Party	\$100-\$500	Host a dinner party at your place where guests donate for your cooking efforts. Make it fancy and make it fun.
Fancy Dress Party	\$50-\$250	Pick a theme and invite everyone to come dressed up. Charge a door entry fee and run a raffle throughout the night. Award prizes for the best dressed.

Gift in Celebration	\$100-\$500	Celebrate a special day, this can be a birth, a wedding anniversary or even a loved one's life. Whatever the event ask friends and guest to make a donation in lieu of gifts.
Girls Night In	\$100 - \$1,000	Charge for entry. Try to get a local caterer who does gorgeous food to donate their services! Get some champagne and wine donated. Sell some raffle tickets or have a lucky door prize.
Guessing Competition	\$50—\$100	An oldie but a goodie. Fill a jar and have a guessing competition. Charge a fee per guess and the closest guess gets the jar. Work colleagues will love it.
Local Businesses	\$50 - \$500	Got links with local businesses, then ask them to donate directly to your fundraising page, give them a shout out on your social media page to help promote them in return.
Morning Tea	\$50—\$100	Who doesn't love a catch up and a cuppa with friends. Bring along cakes and biscuits for a gold coin donation. Maybe it can be a monthly excuse for some team bonding at work, or a regular meeting inclusion.
Music Concert Night	\$50 - \$500	If you and some friends are musically talented, then do a gig at a local venue and charge an entry fee. Think singing, dancing or a band.
Packed Lunch Day	\$50—\$150	Encourage your colleagues to bring their own lunches and donate their usual spend to your fundraising activity.
Sausage Sizzle	\$50—\$100	Hold a sausage sizzle at your local shopping centre or football ground during a match. Try to contact local butchers and bakers to donate the meat and bread required. Check council permit requirements first.
Service Auction	\$100 - \$500	Ask your family and friends to donate their skills and services and hold an auction. E.g. gardening or even accounting. Don't forget things like babysitting or doing the cleaning. What services would you like someone else to do, bidders will like it too.
Themed Lunch/Dinner	\$50 - \$150	Host a themed meal, have waiters or even a personal chef. Make it Italian, French or just about chocolate. Charge entry fee. Hold a raffle with a donated prize.



EMAIL TEMPLATE

Hi **(First Name)**,

I am writing to ask you to help me support **So They Can**, who work with communities and their governments in Kenya and Tanzania to educate and empower, so they can break the poverty cycle, realise their own potential and meet their own needs. Education is at the core of everything they do.

I have registered to Create My Own Fundraiser for **So They Can** and will be **(insert activity)** to raise funds to ensure that ongoing education is delivered to children and adults.

So They Can has helped more than 16,500 children and adults in both Kenya and Tanzania since 2009 through a range of programs centred around education and includes primary and secondary education, business skills programs and teacher training.

With over 1,200 children enrolled in their Aberdare Ranges Primary School in Kenya they ensure that every child is sponsored to receive an education, two nutritious meals daily and clean drinking water. To ensure this a \$55 donation from you will cover all these things for one month.

(insert your personal connection to So They Can)

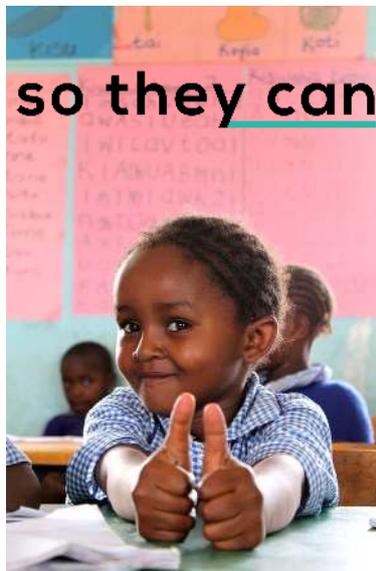
Your donation can help empower a child through education providing them with choices and hope.

Please help me support **So They Can** by donating to my personal fundraising web page.

(insert link to personal fundraising page)

Thank you for your support,

(insert your name)



EMAIL UPDATE TEMPLATE

Hi **(First Name)**,

I am writing to share the exciting news about my **So They Can** fundraising campaign which has now raised **(insert \$ amount)** towards my **(insert \$ amount)** target.

A big thank you to the following people for their donations-

(insert donors names)

This means that I am **(insert %)** of the way to hitting my goal.

I have registered to Create My Own Fundraiser for **So They Can** and will be **(insert activity)** to raise funds to ensure that ongoing education is delivered to children and adults.

Since 2009 **So They Can** has helped more than 16,500 children and adults in both Kenya and Tanzania through a range of programs centred around education and includes primary and secondary education, business skills programs and teacher training.

With over 1,200 children enrolled in their Aberdare Ranges Primary School in Kenya they ensure that every child is sponsored to receive an education, two nutritious meals daily and clean drinking water.

(insert your personal connection to So They Can)

Your donation can help empower a child through education providing them with choices and hope.

Please help me support **So They Can** by donating to my personal fundraising web page.

(insert link to personal fundraising page)

Thank you for your support,

(insert your name)

so they can

I'm holding a fundraiser and would love you to attend



Donate to my event at

Insert your fundraising link here

All funds raised go to So They Can

Empowering communities through education so they can break the poverty cycle.

STC ina maono ya jamii iliyowezeshwa na kujitosheleza Afrika.