



# Ainembabazi Children's Project

---

## Fundraising Strategies

### 1. Set Your Goals High

The minimum fundraising requirement for participants is \$800. This does not have to be the ceiling for your personal goal as the average participant can raise much more than that. Think of fundraising as a personal challenge but also as a part of the adventure. Think of the lives you are touching and shoot for the stars. The more money we raise, the more good work the Ainembabazi Children's Project can do. So think about a fundraising goal that would be a truly big accomplishment for you. Remember the golden rule of fundraising, if you don't ask, you don't get. You're not afraid to challenge yourself with the physical aspects of this challenge, and to do something bold about HIV/AIDS in Africa, so take that courage and get out there and fundraise. Aim high. And go for it.

### 2. Creating Your List of Potential Donors

Sit down with a piece of paper and write down the names of all of the people in your life; Family, friends, neighbors, co-workers. Go through your address book. Include your doctor, auto mechanic, relatives, former classmates, your child's teacher, everybody you do business with, your dry cleaner, everyone you talk to at your office, church or school. Think about any people who've asked you for money for a charity before and put them on the list. Don't leave anyone out. You never know who has been personally affected by HIV/AIDS and who might be waiting for an opportunity like this to support this cause.

Next to each name on your list, write the method that you will contact this person for a donation. The options are face-to-face meeting, an email, a fundraising letter, and a fundraising party. Here are some suggestions as to how to contact the different people on your list:

#### Face-to-Face Meeting

For potential major contributors (\$100 or more), you will want to set up a face-to-face meeting. Don't be scared to ask for \$100. If the donor cannot give that much, they are still likely to give a large denomination.

#### Email

Sending an email is the easiest and most effective way to fundraise. Send a fundraising letter through email to the people who are comfortable with computers. This is a great way to network because you can ask your donors to forward your email donation request to everyone they know. Check out sample email available on <http://www.ainembabazi.org/skydive.htm>

#### Fundraising Letter

This will be a letter that you type or handwrite and send in the regular mail. Use this method for people who do not have a computer and would appreciate the personal touch that this letter will give. Check out sample email available on <http://www.ainembabazi.org/skydive.htm>

#### Fundraising Party

Invite as many people as you want to your fundraising party. The people you invite should live in your area, so it is easy for them to come to your house for the party.

### 3. Face-to-Face Meeting

For your potential major contributors, you'll want to set up a face-to-face meeting. It can be lunch, dinner, a casual coffee or a walk around the block. Be sure to set a definite time and place.

Beforehand, learn as much about HIV/AIDS in Africa and the Ainembabazi Children's Project as you can. You want to be able to educate your donors about where their money is going. Then, when it comes time for your meeting, talk to your donor about your commitment. Tell them how far you'll be jumping and how excited & nervous you are about jumping out of a perfectly good plane - but for a great cause. If you've been personally affected by HIV/AIDS, talk about what this means to you. Check out our briefing sheet available on <http://www.ainembabazi.org/skydive.htm>

Then, tell your donor how much you hope they'll give. This may seem difficult, but when you are specific, you might be doing your donors a favor. They may have no idea how much money to offer, so ask them to donate \$100. By telling them how much money you would like them to give, you have let them know how important this is to you. Don't be afraid to ask for \$100 because a donor will not give more than they can afford, but they will not give more than you ask for.

Once you have asked for the donation, remain quiet until the donor has responded. Give them a moment to think about your request. Your patience and silence in the moment after you've asked conveys your seriousness. But don't leave the meeting without a definitive answer. They may give you exactly what you've asked for, they may offer less, or they may say no. Either way, it's okay. Have donation forms with you so your donor can fill it out right away. Make it easy for the donor to act on what they have offered.

### 4. Fundraising Letters

You'll want to send fundraising letters to any potential donors that you are not asking through an email, at a face-to-face meeting, or at a fundraising party. Though a fundraising letter campaign can be enormously successful for many fundraisers, it is less personal than a face-to-face request and could result in a smaller donation.

When composing your fundraising letter, remember to personalize it as much as you can. Make each letter different, as if it were any other piece of personal correspondence you were sending to a friend. Address your donors by their first name, and open up with a personal comment.

Then, after your personal opening, explain that you're participating in The Ainembabazi Children's Project - Skydive for Africa and are writing to ask for support. Talk about the event and your commitment to it. Explain your own personal reasons for participating. Though you will want to keep your letter fairly brief, try to engage your donors in your personal journey and inspire them to give.

Ask for a specific donation amount, such as \$100, and enclose a donation form with a stamped return envelope. Once the donor has made the decision to give, you want to make it as easy for them as possible.

### 5. Fundraising Parties

**Here are the steps to throwing a successful fundraising party:**

1. Make your guest list. Try to invite as many people as possible.
2. Send invitations to everyone you would like to attend your party. It should be clear that the party is about raising money. Tell your guests that there will be a presentation, and remind them to bring a cheque book or credit card.

3. Make reminder calls to your guest list a few days before your party.
4. Prepare for the party by printing plenty of donation forms, set out some food and refreshments, and gather your information on the Skydive for Africa, the Ainembabazi Children's Project, and statistics for HIV/AIDS in Africa.
5. Greet your guests warmly as they arrive and mingle until everyone has arrived. Then turn to your guests and tell them what you are committing to, and ask for their help.
6. After your presentation, give your guests time to ponder their commitment and fill out donation forms. Let everyone know how much was raised when the evening is over.
7. Thank everyone for coming.
8. Send thank you notes to those who donated.
9. Follow up with those who could not attend by calling them and sending them a donation form.

## 6. Expanding Your Giving Circle

You can multiply your donations by giving additional donation forms to your family and friends who have already donated. Ask them to talk to people about the event and your participation in it, and help you ask for donations. With this word of mouth in place, you'll reach people you never even knew before!

## 7. Follow Up

If you haven't received a response from someone you've asked for a donation, be sure to follow up. Make a phone call or send a quick note to make sure that they haven't forgotten your request. A good way to keep people involved in your adventure is to send an update newsletter or email. Keep your donors and potential donors informed of your fundraising progress.

Once you have received a donation from someone, let them know that their contribution, whatever the amount, is important to you and that you appreciate it. You can also invite your donors to the jump date, so they can witness your flying leap in person. After the event, you may want to send out a newsletter or email with some photos, and an additional thank you for your donors' support.