



## TIPS ON STARTING A FUNDRAISING CAMPAIGN

1. **Set up your personal fundraising page:** When you join a village with a recurring donation, you can set up your own personal fundraising page at the same time. Our template allows you to post your own photos and videos and share a little bit about why you are involved with This Is My Village.
2. **Share why you have joined a village:** Folks who know you well will want to know why you are supporting a village. Talk about the parts of This Is My Village that inspire you most. Is it the unique and fundamental concept of listening to children during a three-day meeting in each village? Or maybe the fact that you will get to share in the successes and challenges of an entire village? Maybe you have been to Tanzania and want to do your part to support that beautiful country? Whatever the reason, be sure and share a little bit of why you joined a village. It will inspire others to do the same!
3. **Set a goal:** Let everyone know what your fundraising goal is – and don't be afraid to set a "stretch" goal. \$1,000 may seem like a lot at first, but if you have 20 friends donate \$50 to your campaign, you will hit your target! And more importantly, you will be part of the transformation process that support your village in achieving long-term success and sustainability.
4. **Set a deadline:** There's no way around it, people procrastinate. If you set a deadline for your campaign, you let folks know that you mean business. It can be an arbitrary day or one that is personally significant, like a wedding anniversary or your child's birthday. The main thing is to let folks know that your goal has a deadline to motivate them to make a gift before that date.
5. **Get the word out:** The best way to let someone know about your commitment to This Is My Village is to let them know in person. The next time you attend a book club or have coffee or dinner with friends, let people know that you just became a part of a new, exciting program to support villages in Tanzania. People will be impressed with your charitable side and likely have lots of questions for you.

6. **Send out a great personal email:** Of course, you can always use email to let people know about your This Is My Village campaign. If you can spend a few minutes personalizing each email, that will make an impact. You can even use our sample email below for the majority of the text and just add a line or two specifically for the person you are sending it to. Ask about their job, or kids, or their latest adventure. That kind of personal touch goes a long way.

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## **A SAMPLE EMAIL TO HELP GET YOU STARTED**

Hi Emily,

How are things? Any exciting new projects on the horizon?

I wanted to send you a quick note to let you know about a fundraising effort that I just joined. My dear friend Susie (I think you met her at book club a couple of months ago) told me about a great nonprofit called Africa Bridge that helps vulnerable children and orphans in Tanzania by empowering the transformation of whole villages and communities. It's a really unique and powerful organization, and I have become a big fan and supporter.

Africa Bridge has a new program called This Is My Village, which is the part I thought you might be most interested to hear about. Over the course of five years, Africa Bridge partners with local villagers in rural communities to develop a stronger economy and establish support services for vulnerable kids.

As a donor to This Is My Village, you actually get to "join a village" and receive regular updates about the local kids and families in your village. (I joined Lusange Village and a young man named Eliud is my village's child guide—you'll get to meet him when you visit my fundraising page. Cool, right?) It's amazing to watch what a pig co-op, a micro loan and training support can do for folks in rural Africa. You can learn more about the program by visiting Africa Bridge's new website: [www.africabridge.org](http://www.africabridge.org).

I have committed to raising \$1,000 by my birthday this year (June 15) and would like you to consider a gift to my campaign. While any amount is greatly appreciated, a gift of \$50 will go a long way toward helping me reach my goal. Or, you can become a monthly donor like me (it only takes \$1 a day to make a big impact).

Please visit my fundraising page at [www.africabridge.org/amysmith](http://www.africabridge.org/amysmith). You can check out photos from the village I am supporting, watch a video about this unique program and make a secure online donation towards my campaign.

Thanks for checking out my site and considering a donation to This Is My Village!

Jennifer

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7. **Follow up:** Don't be shy about following up with people, especially as your deadline gets close. If most of your communication has gone out electronically, then think about giving them a quick call or sending them a message via Facebook or Twitter. Let them know how much money you raised and how their support will make a big difference to your campaign success.
  
8. **Ask everyone:** You never know who may already have a connection to international development or Tanzania or Africa. Certainly anyone with kids or grandchildren will recognize how important it is to fund a bright future for a vulnerable child!
  
9. **Do a group fundraiser:** The individual request is by far the most effective way to raise funds, but group fundraisers have proved very successful too. Campaigns that often work best are raffles, garage sales and old fashioned keg parties!
  - a. Raffles: Ask a company you frequent to donate a service (a car tune up from your mechanic, a hair cut from your stylist) and raffle off a chance at winning that prize at work, church or any group that you belong to.
  - b. Garage Sales: It's amazing how much stuff we accumulate over the years. Get friends and neighbors together, clean out your stuff and raise some money!
  - c. Parties: Ask your local brewery to donate a keg, your local grocery store to donate some munchies, and throw an old fashioned keg party like when you were in college! Just ask attendees to donate \$20 or \$50 when you send out the invitation and make it easy to give by having a "doorman" in charge of the collection. This same formula can be used for a wine tasting or simple neighborhood BBQ.
  
10. **What to do with the donations you collect:** Online donations are probably the easiest way to make a gift, but cash and checks work fine too. Please ask the gift giver to make the check payable to Africa Bridge. If you collect cash at an event, just send a check in the amount you collected. Please mail you checks to Africa Bridge, P.O. Box 115, Marylhurst, OR 97036 and include a note letting us know that it is a part of your campaign, so we can credit your account.

**THANKS FOR YOUR SUPPORT**