



2011 Fundraising Guide

Getting Started

Congratulations on joining the “**Tip to Tip for Africa**” cycling event! You are about to embark on an experience that is very personally rewarding.

We have designed this Fundraising Guide to help you achieve your fundraising goal – and hopefully turn your fundraising into FUNraising.

The Guide contains information on how to:

- Solicit donations
- Promote yourself and your fundraising initiative
- Submit your donations to “**Tip to Tip for Africa**”

1.1 Raising money to make a difference!

Your fundraising has a *crucial* purpose: to help those living in poverty in South Africa and Kenya. All funds raised will be split equally between The Townships Project and Mikinduri Children of Hope.

1.2 Facts about The Townships Project

Since May 1999, *The Townships Project* has been supporting South African microfinance institutions (MFIs) in township areas in South Africa. These locally-founded and locally-run MFIs make repayable, interest-bearing loans to entrepreneurs, primarily women, to operate a range of small businesses, to become self-sustaining and to break the cycle of poverty. Our vision is that every South African who needs such a loan has access to it and that our South African MFI partners become self-sustaining. Since inception, we have supported more than 6,000 loans, helping more than 30,000 people, at a one-time cost of approximately \$50 per individual assisted. For more information, please visit www.thetownshipsproject.org or email marthadeacon@thetownshipsproject.org.

1.3 Facts about the Mikinduri Children of Hope Foundation

Mikinduri Children of Hope is a registered charity based in Prince Edward Island doing poverty relief and economic development work in the Mikinduri area of Kenya. The following projects are ongoing:

- To reduce hunger and improve school performance by providing meals for the school children.
- To improve the level of health by providing sources of clean water.
- To provide a wellness center for orphans which would serve as a feeding center and resource center, as well as a gathering place for community events.
- To provide and/or support related agricultural, food, shelter, and medical projects in the local community.
- To introduce new economic development ideas which would help create jobs and raise the standard of living.
- Education and training will be a major part of all our initiatives.

Your Fundraising Campaign – Start Today!

2.1 Have Your Commitment Matched

By now you have paid your \$200 registration fee, thus showing your commitment to the “**Tip to Tip for Africa**” bike ride. You can tell potential donors that their donation is going fully to these two great causes. You may ask potential donors (ex. your employer) to match your \$200 registration contribution - or beat it.

2.2 Potential Donors: Anyone & Everyone

Brainstorm: make a list of everyone you know.
3 successful ways to solicit donations:

2.2.1 Personal Ask

Spread the word about your commitment to “**Tip to Tip for Africa**” cycling event to your friends, family and co-workers. Explain the personal challenge you are undertaking and why you are motivated to raise funds for these organizations. A personal ask carries a lot of weight.

2.2.2 Letter Writing Campaign

Write to people on your potential donor list.
There are several steps to an effective campaign:

- I. Initial Ask
This introduces your cause.

Appendix A contains a sample letter for you to personalize. A **Donation Form** (Appendix B) is available, which you may include in your letter to potential donors. You can use the **Final Contribution Record** to keep track of your donations.

- II. Follow Up Calls
~1 week after the letters are mailed, follow up with personal phone calls. This gives you the opportunity to share your excitement and answer any questions that your prospective donors may have. Use words like: “I hope I can count on you to help me reach my goals.”
- III. Updates
Feel free to communicate with your prospective contributors occasionally to update them on your training and fundraising progress.
- IV. THANK YOU!
Send thank you letters as soon as you receive a contribution from a donor. Don't underestimate the power of these words. Keep committed donors on your updated mailing list because they may contribute *again* – especially if they know how much you appreciate their support.

Helpful Hint: Keep an updated chart of your prospect list, indicating what material you have sent, donor responses and all your correspondence

2.2.3 E-mail Campaign

If you transmit your letters by e-mail, you will need to follow-up in person or ask for a mail in donation. You may want to attach a “signature” at the bottom of every email about your fundraising campaign, with a link to **“The Townships Project”** and **“Mikinduri Children of Hope”**.

2.3 Promote Yourself

Here are some other ways to help you spread the word about your commitment to the **“Tip to Tip for Africa”** cycling event.

- The workplace can be a tremendous source of support. Be sure to inform your employer and co-workers about your campaign and discuss ways that your company/organization can help you reach your goals.
- Publicize your involvement with the **“Tip to Tip for Africa”** cycling event in your company's newsletter.
- Get coworkers interested in your campaign: create & display a “progress thermometer” that illustrates your goal and continually highlights your progress; illustrate how much money you have raised or how many kilometres you have biked in training.

- Conduct easy fundraisers, such as bake sales, casual days, etc.
- Does your place of worship welcome editorials for the bulletin to promote the activities of its member families?
- Go on the speaking circuit at local service clubs and organizations. Contact the local social and service clubs (e.g. Kiwanis, Lions, Legion, etc.) and ask if you can have a few minutes on the meeting agenda. These groups are very responsive and often have a treasury set aside just for this type of request.
- Build a fundraising team. Recruit your spouse, friends, family members and co-workers to help you – whether it is planning an event, soliciting donations or just spreading the word about your campaign.

Submitting Your Donations

3.0 RECORD ALL DONATIONS ON YOUR FINAL CONTRIBUTION RECORD (this also insures donors receive a tax receipt)

PAYPAL: Please encourage donors to pay using Paypal at www.tip2tip4africa.org

ALL donations – cheque, cash and Paypal – must be recorded on your personalized **FINAL CONTRIBUTION RECORD**. Make as many copies as you need for use throughout your fundraising campaign.

Send the Donation Form with each solicitation letter you send. The letter should request the donor to complete the Donation Form and mail it back to you with the donation or complete the information online through Paypal. When you receive the completed form, transfer the information NEATLY to the Final Contribution Record.

PAYMENT BY CHEQUE: Ensure that the donor has made the cheque payable to "**Mikinduri Children of Hope**". If the donor has made the cheque payable to your name, please endorse it or deposit it in your own bank account and follow the instructions below for Payment by Cash.

PAYMENT BY CASH: If you do receive cash, deposit the cash in your personal bank account and write a personal cheque to "**Mikinduri Children of Hope**" for the total amount of cash donations you received. Please DO NOT MAIL CASH.

Please photocopy the completed **Final Contribution Record** for your records. Remember, you will need this information to send Thank You letters. Send the originals to:

Mikinduri Children of Hope
25 Waterview Drive
Cornwall, PEI C0A 1H0



Sample Letter:

Dear (Name of Prospective Donor),

This year I have discovered a way to combine my love of cycling with my concern for the developing world. I have joined the “**Tip to Tip for Africa**” three-day bike rally from Tignish to Elmira on Prince Edward Island to raise money for The Townships Project and Mikinduri Children of Hope.

The Townships Project: (<http://www.thetownshipsproject.org/>)

The United Nations Development Program(UNDP) has recognized micro-lending as the single most effective mechanism in the front-line struggle against poverty in developing countries. Started in 1999, The Townships Project funds microfinance institutions in South Africa which make repayable, interest-bearing loans to entrepreneurs, primarily women.

Mikinduri Children of Hope: (<http://mikinduri.com/>)

This PEI based charity works to relieve poverty in Kenya, by working with local leaders, churches, government agencies, and our international partners; to provide appropriate resources and knowledge to assist the people to help themselves.

As a participant in this great program, I have committed to raise a minimum of \$600 in sponsorship by **October 1st, 2011** and I need your help to achieve my goal.

I have included a donation form for your convenience. Your tax receiptable donation (\$15 or more) will help these great aid organizations continue to do important work.

I will contact you in the near future. Until then, thank you for your kind consideration.

Yours truly,



**2011
DONATION FORM**

Tip to Tip for Africa
The Townships Project
Mikinduri Children of Hope

www.tip2tip4africa.org
www.thetownshipsproject.org
<http://mikinduri.com/>

Participant Name/Team Name: _____

Address: _____

Phone: (____) _____

Email: _____

Yes, I would like to receive e-mail updates on The Townships Project and the Mikinduri Children of Hope to increase my awareness and to see how my donations are helping people escape from poverty.

I am sponsoring _____ (please print name of participant) in the **“Tip To Tip for Africa”** bike rally for the amount of \$_____.

I am paying by:

Paypal Cheque Cash

Paypal donations can be made at www.tip2tip4africa.org and cheques should be made out to “Mikinduri Children of Hope”

Charitable Society # 827911819RR001

Due: October 1st, 2010

