



Fundraising Tips Pack

Introduction

You likely heard about the African Youth SDGs Summit from your friends, Organization, Social media or even by searching on the internet. You were very excited when you discovered that the African Youth SDGs Summit series thus was started in 2017 to mobilize stakeholders across Africa such as youth groups, CSOs, UN systems, National governments and the private sector to dialogue and exchange ideas and reflect on the way forward to increase investment and participation of young people in development on the continent and advance the implementation, monitoring and evaluation of the SDGs and Agenda 2063 is a great platform for you. Your further search led you to an information that your participation require some financial commitment to cater for your participation fee as well as flight tickets even for the most impressive participants like yourself.

The African Youth SDGs Summit is designed to bring the most diverse young people around the African continent and beyond to discuss how young people can effectively be part of the implementation, monitoring and evaluation processes of the SDGs at all levels of society. You are an important aspect of the diversity that the Summit seeks and a critical voice in all discussions at the Summit. So the Summit Secretariat has prepared this brief tips for you to help you raise the needed funds. Firstly understand the reason donors fund.

Understanding why donors fund

- **The psychology of money:** It is quite difficult to part with money especially in this global economic plunge. Majority of people still regard money as a sign of wealth, wealth they do not necessarily want to part with. To therefore get access to some of it, since it is for a good course, many non-profit organizations have been using emotions to get to people. They may use pictures or tag lines that evoke emotions for donations.
- **The “Me, Myself and I” syndrome:** Donors love to feel special and want to be recognized for their philanthropic passions, if one can do so, it often becomes easier to get them to donate.
- **Compelling reason:** Other people will be quick to donate to a course that speaks directly to them, if the course is on anti-bullying, one who has been affected by it will most likely donate to such a course since they can relate to it.

10 General fundraising tips

These tips may help you meet your financial needs for the 2nd African Youth SDGs Summit schedule between 6th-10th November, 2018 at Accra Ghana.

1. Your Attitude is everything!

This is the most important aspect of fundraising, that is having a positive attitude towards fundraising. Some of us are natural fundraisers but many people are anxious about the idea of fundraising, often for reasons like these:

- ✓ We're uncomfortable talking about money.
- ✓ People might say no, and that will be embarrassing.
- ✓ We're nervous or shy.
- ✓ It feels like begging; we don't want to impose on people.



In order to be a confident and courageous fundraiser, it's important to address these fears and anxieties, and lay them to rest. First of all, keep it at the back of your mind that attitudes about money vary from culture to culture, but in many, conversations about money are taboo. Kim Klein, a professional fundraiser in the United States, explains that "our attitudes toward fundraising are a subset of our larger attitudes about money ... if you are anxious about asking for money or would rather not ask, this is normal. But ask yourself if what you believe in is bigger than what you are anxious about. Keep focused on your commitment to the cause and that will propel you past your doubts, fears, and anxieties."

2. **People have the right to say 'No'**

'No' happens. Life teaches us there are all kinds of ways where 'No' happens. Sometimes universities will tell us 'No', potential employers will tell us 'No', and potential donors will tell us 'No' too. We often say 'No' ourselves. The reason people decline to make a donation varies, but it is never something to take personally. Finances might be tight this month, someone might be having a difficult day, or maybe someone donated to a worthy cause just last week. Regardless, when someone declines to make a donation, is not a personal attack on you. As Klein writes, "If you don't hear 'No' several times a week, you aren't asking enough people!"

3. **Practice Confidence**

Start with potential funders with whom you feel most confident and comfortable and practice with them. Confidence is an invaluable skill both in your personal and professional life. Take this opportunity to practice it! And lastly, *Fundraising is an exchange*: Kim Klein explains that "begging is when you ask for something you do not deserve. If you are doing good work, then you deserve to raise the money to do it. What you must do is figure out how to articulate what you are doing so that the person hearing it, if they share your values, will want to exchange their money for your work. They will pay you to do work they cannot do alone." Don't think of our fundraising as an imposition; think of it as a proposition. You are proposing an exchange (support for service) that provides benefits to both you and your donor. It is your responsibility to make sure your donor understands the ways in which supporting your work positively impacts their life as well. In other words it will be very appropriate to let your potential donor understand he/she will benefit directly as well as the impact on society when you attend the African Youth SDGs Summit.

4. **Form List of Potential Donors**

Put together a list of friends, family, co-workers, formal bosses, teachers, Lecturers, Church people etc. This list forms the potential donors. In fact, think



creatively here. Do you have neighbors, doctors, sports club members, etc. that might support you? Write their names down immediately. Remember, it doesn't hurt to ask so build the biggest list you can by including everyone you can think of!

5. Prepare a Budget

Draft a budget of the exact things and support needed. In the Case of the African Youth SDGs Summit, the most important component of the budget is participation fee and air fare or flight ticket. Search for the exact price of ticket from your home country to Accra-Ghana. The total amount of your budget therefore becomes the goal of the fundraising.

6. Engage Your Potential Donors

There are so many ways to engage your potential donors. Either through email, phone calls, hand written letters, face to face etc. All these are great approaches to engage your potential donor but the one which has been proven to be most effective is to get to them face to face. Remember, it's difficult for people to say "no" if you speak with them in person. If it is a high profile person, just book an appointment to meet them in person and discuss the Summit with them in details. Then present the budget you have to them, be flexible and allow them to choose any component of the budget they wish to support. Some potential donor will not be comfortable to give you the money. They will rather prefer to pay for the participation fee to the Summit Secretariat or even book for the flight pay everything and give you the ticket. These are fantastic ways to reach your initial aspiration and goal to attend the Summit.

7. Use Online Fundraising Tools

It goes without saying, but using an online tool will help you manage your fundraising efforts. There are several online fundraising platforms, search for the one that is most flexible for everyone anywhere to make donations. Such platforms gives you the ability to setup your own fundraising page complete with the ability to set your fundraising goal, write a personal message, send email appeals and track progress. This is an invaluable resource, not just for your potential donors, but also for you as you keep track of your fundraising campaign. You should direct all your contacts to visit your personal web page.

8. Make it Personal

People will donate because YOU are asking them to. Simple as that. They like you and respect that you're supporting a great cause like the SDGs and for that matter the desire you have to attend the African Youth SDGs Summit. In fact, you need to continuously communicate your passion to your friends, family, co-workers and other potential donors. It's a critical part of your fundraising success.



9. Follow Up

It's very common for people to put things off. We all live busy lives and have a lot of other responsibilities on our tables. A little reminder nudge never hurt anyone. Drop an email or text message just to remind them of your request. If someone has indicated that they want to donate, but hasn't, don't hesitate to follow-up with a phone call or reminder email. Especially as the time you have to fundraise for the Summit runs down. People respond to deadlines!

10. Send Thank You Notes

It's a simple thing to do, but also one of the most powerful. Make sure to say thank you to everyone who supported you. Send emails, write personal notes and thank people in person. Do it every opportunity you get.

Ideas for Fundraising

- **Eating contests:** These are contests where a community organizes various foods like in a food market setting to raise funds. The contest is to see who can finish the largest plate at a quicker rate. People can either make a bet or simply pay to watch the show.
- **Sit-ins:** Sit-ins go as far back as the 1960's where people would protest by sitting at one location till their demands were met. These days organizations do it as part of fund raising, where participant donors camp in an area raising awareness and donating to be a part of this. For instance, this could be an annual day where multiple donors camp out on the street during the most coldest night of the year to raise funds that eventually go towards the homeless.
- **Entertainment events:** A dance, beauty pageant, poetry session and other such entertainment can be organized for fund raising. You may get a line up of people who would love to showcase their talents at no fee.
- **Movie nights:** A movie (outdoor) can be set up easily where one can organize audio and screen for projection, this need not be a costly attempt as one can play any movie from a computer. It can even get better if it is a Movie marathon, where 3 movies are played, one after another. More funds can be raised if with home-made popcorn sales and other treats and nibbles.
- **Dinners:** These are normally formal dinners organized to raise funds, the diners are normally charged high amounts to attend, but do make sure that

they get well educated and entertained as they still have to get value for money. It should be a win-win situation.

- **Tours:** If the area one resides in has some historic attraction to it, tours can be organized for such historic education. These can target tourists or even locals who want to know more about a specific area and still “do good”. The only thing is would be to know what one is educating people on, if not one can always get a tour guide to do so at a minimal fee or voluntarily. Guess what? This could also be a great opportunity to speak about one’s cause during breaks if the tourists want to know more ;-)
- **Drives:** These can be a fun way of raising funds where one asks for specific items from the community e.g. A blanket drive, Sanitary wear drive or Shoes drive, where people are asked to donate these specific items. This may get some attention and donations if well planned.
- **Door to door appeal:** This is when one asks for donations by going around the neighborhood or corporate offices asking for donations, the idea comes from the assumption that people are more likely to donate and less likely to decline when asked for donations face-to-face. This method is however time consuming.
- **Donation boxes:** One may typically find these at retail stores, by the counter machines attached through a chain on a counter. These are normally cans with a message on the outside explaining the course of fundraising, the fundraiser may be called by the retail to collect once it is full. The idea is that once customers are done paying for their shopping, they may be motivated to drop a coin or two in the can. This is passive fundraising method.
- **Group cooperation:** In this instance, fundraising is done in collaboration with other groups e.g. A church or school may be approached for such, where they will raise funds on one’s behalf as they receive larger audiences and where their reputation is most valued.
- **Services for hire:** These days, most people and organizations are happy to offer a service instead of money as a resource. For instance, when organizing an event, a catering company can be approached to sponsor refreshments while a transport company can choose to offer transportation services. A mobile toilet company could also do likewise, which would cut the costs significantly. This is often better done with companies that are not so well known, who may want to take an opportunity to showcase their services.
- **Telethons:** This can be arranged with a local tv or even radio station to receive donation calls for a specific course over some few hours or over a

day. This can be a bit costly as a call center may have to be set up to receive calls, of which the volumes can be high, but that can also be a good thing for fund raising.

Some of the modern ways of fund raising:

- **Use of social media:** These days, more and more people have easy access to basic phones that have access to internet, for the majority of young people, this is the main medium of information. These social media platforms also become a great way to connect with such a group of people and can be more appealing to them. The benefit of using these platforms is also that it is much quicker and your course if done very well can be viral and reach more people much quicker. Such platforms are Facebook, WhatsApp, Instagram, Twitter, Google ads amongst others.
- **Car Washes:** Fundraising these days should be about “What’s in it for the donor?”, aside from the good feeling of donating, fundraisers can give a service that can get donors happy about reducing a service they would elsewhere anyway and still know that their payment goes a long way towards a great course.
- **Pop-up stores:** Pop-up stores are most popular these days and one can be set up for fund raising too. This can be done by selecting a location where one wants to have the store (normally this is within a retail shopping centre or mall) and sell items that people may find enticing and hard to resist while passing by. These stores are normally a small square metres and can literally be a table for sale items and a banner for marketing. These are normally found on the huge corridors or shopping pathways outside the normal retail four wall shops.

NB: Feedback is very important, once one has received donations and funds, after they have been forwarded to the specific beneficiary, it is very crucial and considerate to give feedback to the donors. Depending on who the donor is and how they donated, the fundraiser may write a “Thank you” letter or e-mail or broadcast on radio on where the proceeds have gone to, a newspaper article may also suffice with a picture of the beneficiaries. This is courtesy and it will definitely go a long way in somehow securing another donation the next time you fundraise.

List of potential donors/assistance

- <https://www.cherrydale.com>
- <https://www.institute-of-fundraising.org.uk/events-and-training/heritage/webinars/>
- <https://www.fundraising.com>
- <https://www.facebook.com/fundraisers/>

Conclusion

In fundraising, one must be as creative and innovative as possible in order to be successful. This is to say that the tips provided above are not exhaustive, hence, one must study his/her situation and conditions and able to use them as a guide to successful fundraising.

Sometimes after doing an assessment of financial need, it is clear that the potential funding sources at your disposal are not sufficient to cover your costs. First, consider possible ways to cut or eliminate different costs. It might be necessary to reevaluate your plans, either giving yourself more time to fundraise (aiming to attend the following Summit). On the other hand, If you find yourself with extra funding, you may use part of the excess funds to expand or report back sessions when you return, bringing all of your donors together to remind them that your African Youth SDGs Summit experience was a community, as well as individual, achievement. Another option is to put the money back into your community, by donating it to a local organization that is doing valuable work on the ground to advance the SDGs.

