



### **Individual Fundraising Toolkit – Team Members**

*Congratulations!* You have made the decision to volunteer with CTC in Kenya and made it through the application process. Now it's time to transition to your personal fundraising campaign. While the total trip cost may seem initially daunting, with some consistent hard work, you will be delightfully surprised as the donations roll in!

- I. Some Tips and Wisdom
- II. Fundraising Page/Blog
- III. Timeline
- IV. A few ideas

- I. Some Tips & Wisdom
  - a. Your fundraising success derives from your mission and passion to inspire your community and share your story, focusing on the impact of your work.
  - b. People give because they are asked to. You will not receive if you do not ask. Make specific, direct asks from members of your community. "I would like to invite you to donate..."
    - i. Work off of your donor's interests and relate your trip to Maai Mahiu to something in their life. Through CTC's five initiatives (Education, Environment, Economy, Community, and Health) or other interests/passions you know about the donor, there is definitely something that you can relate to each donor.
  - c. Make sure to give a call to action, such as "Donate right now!" and make sure to let everyone know your fundraising deadline.
  - d. Transparency and accountability: let your donors know exactly what they are donating to and what your trip entails.
  - e. Social Media: UTILIZE IT! Tap into your social network, it's free and you can reach a very wide audience. Team members are always surprised at the donations that come through Facebook fundraising – an old teacher, a co-worker, a friend from summer

camp, etc. – the point is, you never know who will be inspired to donate towards your trip!

- i. Use social media to thank your donors. It's easy, your donors will appreciate it, and it may remind someone else that they wanted to donate!
  - ii. Social media allows for easy sharing. Ask your friends and family to re-post about your fundraising campaign to greatly expand your reach.
- f. Make it easy for people to donate. Always include the URL to the "Donate" page on CTC's website: <https://www.ctcinternational.org/donate1> - they can then select your trip from the drop-down menu and write in your name.
- g. People love media.
- i. Share videos from CTC's Youtube page:  
<http://www.youtube.com/user/ComfortTheChildren>
  - ii. Create your own Youtube video in which you share information on your trip and make The Ask. Include it in emails to potential donors. See a sample video here:  
<http://www.youtube.com/watch?v=YH6dDFyxxK0&feature=plcp>
- h. Here's the deal: your trip to Kenya will greatly serve the community of Maai Mahiu, Kenya. You are giving people an opportunity to invest their money in the change they want to see in the world! *People are giving through you, not to you.*

**Note 1:** It is very important that advertising for your trip is worded as such. You may not say, "Donate towards empowering a community through sustainable programs today!" This is misleading and the money will not be allocated towards your trip.

Instead, you can say, "Help me empower a community through sustainable programs by funding my volunteer trip to Kenya today!"

**Note 2:** **Donations toward your trip are tax deductible** (except safari costs) and your donors will receive a tax donation receipt at the end of the year.



- II. Fundraising Page/Blog
  - a. Setup a Personal Fundraising Page on CTC's website
    - i. Go to "Fundraise for a Project" under "Get Involved" - <http://www.ctcinternational.org/get-involved/fundraise-project>
    - ii. Select Fundraising for "Individual Volunteer Trip" and fill in your fundraising goal and personal story about why you are going to Kenya with CTC.
    - iii. Add photos by clicking on the Image Button (right below "Source"). Select "Browse Server", Upload you file, click on the image when it appears in the bottom right window, and click OK!
    - iv. CTC will send you information on how to edit your page after it's submitted, so you can manually update your donation status each week.
    - v. Email [teams@ctcinternational.org](mailto:teams@ctcinternational.org) for any questions.
  - b. Setup a third party Blog to track your progress and share media
    - i. Select a platform. Check out [squarespace.com](http://squarespace.com), [tumblr.com](http://tumblr.com), and [wordpress.com](http://wordpress.com).
    - ii. Examples from past team members: <http://happygolucky.squarespace.com/>, <http://caligoestokenya.wordpress.com/>
  - c. Utilize the Tips & Wisdom from Section I: make it personal, make it timely, and make THE ASK.
- III. Timeline
  - a. Face-to-Face/Calls/Hand-written letters
    - i. Begin writing hand-written letters, calling, and meeting the people who you believe will be your biggest supporters ASAP.
  - b. Emails
    - i. Intro Email (ASAP) – explain your campaign.
      - 1. Add media to catch people's eye.
      - 2. Make a call to action to join the campaign (be sure to include info on how to donate and the end date).
      - 3. Send this email to as many people as possible, adjusting the emails to be as relatable as possible – alumni from your school, email list from your church, co-workers, etc.
    - ii. Follow-up Email (weekly): Your next and follow-up emails should contain another call to action to join the campaign. Include new media, such as links to CTC YouTube videos (<http://www.youtube.com/user/ComfortTheChildren>), CTC blog posts that speak to you, or news articles, such as this NPR article on Malaika Mums: <http://www.npr.org/2012/08/04/158095423/kenyas-youngest-outcasts-emerge-from-shadows>.
  - c. Social Media
    - i. Update Facebook, Twitter, and other social media outlets 3-5 times/week. Include the DONATE link to make it easy for people to support you.
    - ii. Direct messages and posting on other people's walls/tweeting directly at your community is the best way to ensure that your campaign is on their radar.
    - iii. You can utilize social media to reach out to local news anchors, bloggers, and organizations. Getting re-tweeted by someone with a large following will greatly increase your potential fundraising pool.

IV. Here are some small personal fundraising event ideas (*anything on a larger scale/meant to benefit the whole team must be approved by CTC*)

\*Utilize your time well – a lunch with a potential donor accompanied by a heartfelt ASK could result in more dollars than an entire fundraising event.

\*\*Be conscious of what you spend to throw the event. You should only hold an event if you are sure that you will make at least twice as much what you put into it. (CTC cannot reimburse your costs for fundraising expenses.)

\*\*\*Collect contact information from attendees so that you can keep them up-to-date on your progress.

- a. Yard/Garage Sale - Collect items from others such as clothing, furniture, car parts, electrical appliances, etc. for a profitable yard/garage sale. A lot of people like this method of fundraising because there is an exchange for a contribution. It is also a great way to encourage reduce/reuse/recycle. Be sure to promote the CTC and your trip for additional exposure – you never know what the ripple effects of any interaction might be. Consider a “choose your donation amount” table – you never know...
- b. Karaoke Night – Host a donation karaoke night for friends and family. You can rent karaoke equipment or utilize karaoke videos on YouTube.
- c. Movie Night – Host a movie night for friends and family, where donations are made at the door.
- d. Bake Sale – organize donations of baked goods from friends and family. Be specific about your requests so you don’t end up with a lot of the same item. Some ideas:
  - i. Serve coffee in the evenings or on cold days.
  - ii. Sell cold bottled water or lemonade along with the baked goods on hot days (or at a sports event).
  - iii. If sales are slow, have hourly specials.
  - iv. Get recipes for all of the baked goods prior to the sale. Prepare a small, inexpensive cookbook for sale.
- e. Happy Hour – Host a happy hour at a local restaurant or bar and invite friends and neighbors. Tell them about your trip and ask them to join you in making an impact.
- f. Birthday/Holiday Gift – In lieu of a birthday or holiday present this year, ask your friends and family to donate towards your volunteer trip.



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