



Friends-International's
FUNDRAISING
GUIDE

*Together, saving lives and
building futures!*

Together, **BUILDING FUTURES**

Welcome to Team Friends! We are so excited and grateful that you're joining us. Everyday we work to support Southeast Asia's most marginalized communities: we provide life-saving health services, help children enroll in school, assist young people in accessing jobs and vocational training, and create opportunities for families to become self-sustaining. Thanks to supporters like you, we're able to achieve so much more!

We know fundraising can seem a little overwhelming, so we wanted to make things easy. Just follow our guide for quick (and fun!) ways to get started. If you have any questions, don't hesitate to contact Marine at supportercare@friends-international.org.

*From the entire Friends-International family,
thank you and good luck!*



THE PROCESS

1. SET CLEAR GOALS

Consider what inspired you to support Friends in the first place! These ideas will be good motivation as you build support for your fundraising campaign. Write down a few reasonable goals to structure your efforts. These can include different activities you plan to host, a target number of people to contact, and specific dollar amounts you hope to raise. Setting clear goals will help you stay motivated!

2. CHOOSE YOUR CAMPAIGNS

This is the fun part! Get creative and think about your favorite activities. Could you turn any of those into a fundraiser? If you need help getting started, we've included a list of campaign ideas in the next section. Whatever you choose, make sure it's safe, reasonable to organize, and something **YOU** enjoy!

3. BUILD YOUR AUDIENCE

Don't be afraid to share your efforts with as many people as possible! Remember the goals that you wrote down earlier? The bigger your audience, the faster you'll reach those targets. You can share your events and activities on social media, over email, over the phone, and in person. Don't forget to post occasional updates on social media or send follow-up emails about your progress! See pages 7 and 8 of this guide for messaging ideas.

4. SHARE YOUR GRATITUDE

Everyone that supports your fundraising efforts, no matter how big or small their contribution, deserves a thank you! Thank your supporters with a phone call, in an email, over text message, or share on social media.

CAMPAIGN IDEAS

EMAIL, EMAIL, EMAIL!



Write down a list of 15 to 20 friends, family members, or colleagues that you feel comfortable asking for support. Then, draft an email explaining your goals and why you're raising money. Don't forget to include a link to your JustGiving page! See page 7 of this guide for a sample email.

GET SOCIAL!



Share your fundraising efforts with your social media networks! Don't forget to include the link to your JustGiving page and try asking for a specific donation amount. Need ideas? See page 8 of this guide for messaging ideas.

BUCKET COLLECTION!



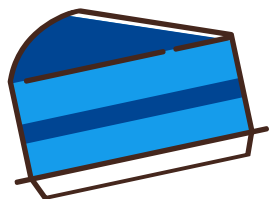
If you're looking for something simple, this is for you! Find a bucket, write a short description of why you're raising money, and then leave your bucket in a good location for people to drop in donations. Restaurants, coffee shops, and small business are often willing to allow fundraisers to leave a bucket near the register. Just don't forget to ask the manager for permission!

DONATE YOUR BIRTHDAY!



This year, ask for donations instead of gifts! You can share on social media what you're doing and direct friends and family to your JustGiving page. You can even set up a collection bucket at your birthday party.

HAVE A BAKE SALE



Invite your friends to bake their favorite sweet treats and then collect them to sell them in the office, at a community center, or at a community event.

ORGANIZE A FANCY DRESS PARTY



Invite friends over for a fun night in costumes! Choose a theme and ask everyone to come costumed. Charge everyone \$10 to attend and then vote on the best costume. Don't forget to share pictures on social media!

RUN FOR A REASON



Participate to a race and ask your friends to sponsor you. To make it even more fun, you can auction your race time or your actual race: promise your friends that if you raise a certain amount of money, for example \$500, you'll run the entire race in a funny costume. Don't forget to share pictures with everyone who donated!

HOST A COOK-OFF!



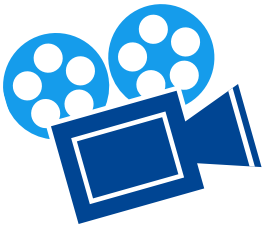
Challenge your friends to a cooking or baking competition! Ask them all to cook their favorite dish or dessert and then invite them over for a party at your house. Charge everyone \$10 to attend and then vote on which dish tastes the best!

ORGANIZE TRIVIA NIGHT!



Find a friendly bar, cafe, or restaurant and ask them if you could host a trivia night. Build your list of trivia questions and answers, and then advertise your event on social media. Charge \$10 per person to participate.

PLAN A MOVIE MARATHON!



Invite your friends and family to an evening of films, popcorn, and candy. Charge a \$5 entrance fee or let people pay an extra \$5 to request a specific movie.

GET CRAFTY!



Invite your friends and family over for craft night! Plan something fun and easy, like tie-dye or origami, and charge \$10 to attend.

SING YOUR FAVORITE SONGS



Step into the spotlight, with friends challenging you to perform whatever songs they choose - or organize street karaoke!



PLANNING TIP:

If you decide to host an event, use our checklist to make sure you don't forget anything. Event planning is always easiest if you stay organized!

- Choose a date*
- Pick a location*
- Create your guest list*
- Spread the word! Invite guests and share on social media*
- Purchase materials or prepare supplies*
- Plan how you will accept donations: will you have a collection box or will your guests donate online to your JustGiving campaign?*
- Host your event -- and have fun!*
- Thank everyone that attended your event and share an update on social media about your fundraising progress*

EMAIL EXAMPLE

Subject: Help me build futures for Cambodian youth!

Hi *[add name]*,

On *[event date]*, I'm organizing *[event name]* to raise money for Friends-International and I would love you to join to show your support.

Why am I supporting Friends? It's simple: their work makes a dramatic difference. Though progress has been made, poverty is still very strong in Southeast Asia, pushing children, youth and families onto the margins of society. Every year, Friends supports 45,000 children, youth and their family to go to school, get skills and find employment. With your help, we can make these numbers POP in 2019!

Here are just a few examples of the real impact you can have:

- **\$10** - health care for one student for a month
- **\$25** - one school kit (including a uniform, pens, books...) for a child to go to school
- **\$50** - a month of vocational training for one student
- **\$100** - training of 10 community ChildSafe agents to make sure children are safe within their community
- **\$250** - all costs to help one caretaker start their own small business
- **\$1,000** - one year of emergency response support (food, hospitalization, etc.) to calls on the ChildSafe Hotline

I hope you will join to help me reach my goal and make a real difference! You can also consider making a donation on my campaign page here: *[add link to your JustGiving page]*

Any contribution you're able to make will be greatly appreciated!

Thank you,
[add your name]

SOCIAL MEDIA EXAMPLES

FACEBOOK:

On *[add event date]*, I'm organizing a costume party to raise money to support Friends-International in building children's futures. Together, we can make a real difference! Just \$25 is enough to buy a school kit to send a child to school: *[link to your JustGiving page]*

Only one month left until I run for Friends-International! Help me support Cambodian youth by donating \$25 to Friends International on my fundraising page: *[link to your JustGiving page]*

Who's in for some crazy singing night? On *[add event date]*, let's sing to build better lives for children in need! For just \$10, you can have great fun while doing good! *[link to your JustGiving page]*

TWITTER:

On *[add event date]*, I'm organizing a costume party to raise money to support @Friends_Intl in building children's futures. Together, we can make a real difference!

Only one month left until I run for Friends! Help me support children and youth by donating \$25 to @Friends_Intl on my fundraising page: *[link to your JustGiving page]*

Getting ready for another training run! Learn why I'm running with @Friends_Intl and help me support marginalized youth on my fundraising page: *[link to your JustGiving page]*

You can also add the link to your JustGiving page in your Twitter and Instagram bios. If you're looking for even more social media material, try sharing posts from Friends' social accounts!

SUBMITTING DONATIONS



Submitting the money you raise is easy! Before hosting any fundraising events, make sure you have already set up your personal fundraising page on JustGiving and associated it with Friends-International. For more information on this process, visit www.friends-international.org/get-involved and download our JustGiving how-to guide.

You can add money that you've raised offline to your JustGiving page by paying the donations into your own bank account and then using your credit or debit card to make an online donation to your page.

If you are in Cambodia, Thailand, Laos, Indonesia, France, US or Germany, you can also send us a check. Please get in touch with us at supportercare@friends-international.org before submitting donations.

ONE FINAL NOTE...

STAY SAFE



It's great to get creative with your fundraising ideas, but please, nothing dangerous! We want you to have a good time, and that means being safe.

STAY LEGAL



If you plan to collect money in a restaurant, cafe, or private space or plan an event that involves alcohol, remember to ask permission first from the land/business owners or local authorities. If you have any questions about this, please contact us at supportercare@friends-international.org.

From all of us on Team Friends,

THANK YOU

and happy fundraising!

