Friends-International's FUNDRAISING GUIDE

Fundraising for #RunWithFriends 2022
Together,
BUILDING FUTURES

Welcome to Team Friends! We are so excited and grateful to have you onboard to support Southeast Asia’s most marginalized communities.

We provide life-saving health services, support children to stay in school, assist young people in accessing vocational training and employment and create opportunities for families to become self-resilient.

Thanks to supporters like you, we’re able to empower people to rebuild their lives and create a positive future!

We know fundraising can seem a little overwhelming, so we wanted to make things nice and simple. Just follow our guide for quick (and fun!) ways to get started.

If you have any questions, don’t hesitate to contact us at supportercare@friends-international.org.

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

1. **Set clear goals**
   Always remember why you chose to support Friends in the first place, this will be great motivation as you build support for your campaign. Write down a few clear goals and how you are going to achieve them. These can include different activities you plan to host, a target number of people to contact or specific dollar amounts you hope to raise. Clear goals will help you stay motivated!

2. **Choose your fundraising activities**
   This is the fun part! Get creative and think about your favourite 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 goals. You can share your events and activities on social media, email, phone and of course, in person. Don’t forget to post updates on social media and send follow-up emails about your progress!
   See pages 7 and 8 of this guide for messaging ideas.

4. **Show some 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, an email, over text message, or share on social media.
Email, email, email!

Write down a list of friends, family members, or colleagues that you feel comfortable asking for support. Draft an email explaining your goals and why you’re raising money. Don’t forget to include a link to your SimplyGiving 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 SimplyGiving page. 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! Why not take the bucket to the streets & try good old fashioned door knocking too?

Donate your birthday!

This year, ask for donations instead of gifts! You can share on social media what you’re doing and link your SimplyGiving page. Or if you are having a celebration, why not ask friends to bring a small donation with them?
Sell you race time!

Challenge your friends and family to guess your finishing time on race day. Charge each person to guess and the closest guess could even win a special prize?

Run in costume!

1) Let whoever donates the most amount of money pick a crazy costume for you to run in
2) Charge specific amounts per item of clothing: such as, “If I raise $20, I’ll wear this silly hat. If I raise $30, I’ll wear this silly hat AND a crazy mask.”
3) Tell your friends that if you raise a certain amount of money, you’ll run the entire race in a funny costume.

Don’t forget to share pictures with everyone :D

Hire a market sale or have a garage sale!

Got some clothes or books or furniture or anything that you have been meaning to get rid of? Why not find a local market and organize a stall? If you cannot find a market, why not use the garage? Got no garage? Why not Facebook market place? A great way to raise some money and get rid of stuff that no longer serves you!

Host a cook-off!

Challenge your friends to a cooking or baking competition! Invite everyone over with their creation and make sure they bring a small donation to participate.
If competition isn’t your thing.. why not just host a dinner party where everyone brings a plate? (& of course, a donation!)
**Have a bake sale!**

Get busy baking & 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.

**Organise a trivia night!**

Find a friendly bar, cafe, or restaurant and ask them if you could host a trivia night. Or try the community center if you have no luck at the pub! Build your list of trivia questions and answers, and then advertise your event on social media. Charge each person to participate.

**Plan a movie marathon!**

Invite your friends and family to an evening of films, popcorn, and candy. Charge an entrance fee or let people pay extra to request a specific movie. Or how about some documentaries about life in South East Asia?!

**Get crafty!**

Invite your friends and family over for craft night! Plan something fun and easy, like tie-dye or flower pressing and charge to attend. If you are not sure of any crafts, remember you can learn anything you need on youtube!

**Host a clothes swap!**

Organise a clothes swap event! Give people the chance to renew their wardrobes whilst you not only raise money but help the environment! Simply charge each person to participate!
PLANNING IS KEY!

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 SimplyGiving page?

☐ Host your event -- and have fun!

☐ Thank everyone that attended your event and share an update on social media about your fundraising progress
Subject: Support me as I #RunWithFriends at [insert race name]

"Hi [insert name],

I’ve decided to put on my running shoes and join #RunWithFriends with Friends-International at [insert race name]! I’ve already started training and now I just need a pair of helping hands to make my kilometers count!

Why am I running with Friends? It’s simple! Their work makes a dramatic difference across Southeast Asia. In 2019 (before the pandemic), Friends supported over 84,000 children and caregivers across the region, with 7,000 children supported back into education and more than 1,500 young people in training or on employment placements! In 2020 and 2021, thousands of families received emergency food and nonfood support to help them cope with the crisis.

Here are just a few examples of the real impact any donation can have:
- $10 - health care for one student for a month
- $25 - one school kit for a child to go to school
- $50 - one-month emergency package for a family
- $120 - one month of safe accommodation for a child or young person without a home
- $400 - cost to launch a caregiver’s small business

The race is on [insert appropriate date] - that’s only [add number] weeks away! To help me reach my goal of [insert dollar goal], please consider making a donation on my campaign page: [add link to your SimplyGiving page]

Any contribution you feel you are able to make will be greatly appreciated

Thank you so much! [add your name]"
SOCIAL MEDIA

Facebook

D-40/60: On [insert race date], I'm running with Friends-International to empower youth across Southeast Asia! Help me make my kilometers count and donate to Friends on my fundraising page. Just $25 is enough to buy a school kit to send a child to school [link to your SimplyGiving page]

D-30: Only one month left until I #RunWithFriends! Help me support children and families across Southeast Asia by donating $25 to Friends International on my fundraising page [link to your SimplyGiving page]

D-1/0: Getting ready for another training run! Learn why I’m running with Friends-International and help me support Southeast Asian youth on my fundraising page [link to your SimplyGiving page]

Instagram

D-40/60: On [insert race date], I'm running with @Friends_Intl to build futures for Southeast Asian youth! Help me make my kilometers matter and donate to Friends on my fundraising page. $25 is enough to buy a school kit to send a child to school [link to your SimplyGiving page]

D-30: Only one month left until I #RunWithFriends! Help me support children and families in Southeast Asia by donating $25 to @Friends_Intl on my fundraising page [link to your SimplyGiving page]

D-1/0: Getting ready for another training run! Learn why I’m running with @Friends_Intl and help me support Southeast Asian youth on my fundraising page [link to your SimplyGiving page]

Tip: These are just some suggestions! Don't forget to add your SimplyGiving page to your social media bios! And remember you can always share posts from @Friends_Intl to generate more interest!
YOUR 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 SimplyGiving and associated it with #RunWithFriends campaign. For more information on this process, visit: [www.friends-international.org/run-with-friends](http://www.friends-international.org/run-with-friends) to download our SimplyGiving guide.

You can add money that you've raised offline to your SimplyGiving 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 have any questions about this, please contact us at [supportercare@friends-international.org](mailto:supportercare@friends-international.org)

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.
THANK YOU
and GOOD LUCK!

www.friends-international.org
supportercare@friends-international.org