

Fundraising Tips & Tools

The first step is, as with everything, just getting started. Set your fundraising goal high - your family, friends, and colleagues will be inspired by the challenges that you set for yourself. We encourage everyone to set a goal of at least \$5,000! We are confident that you can raise this in support of the Boarding & Community Centre for KGSA. Letting donors know what the minimum is and what your personal goal is will impress them with your commitment and motivate them to give more. Create a fundraising plan and follow through with it. Be sure to include these six steps:



- 1) Identify your potential supporters
- 2) Engage your potential donors
- 3) Know where the money is going
- 4) Make the ask
- 5) Follow up
- 6) Thank

IDENTIFY

When you plan your fundraising strategy, the first step is to make a list of your potential donors. This is a list of everyone you know. Don't limit the list to friends and family, but add everyone you have contact info for or see in your daily life, including your online social networks, the person who delivers mail to you, colleagues that you work with, and acquaintances you might have lost touch with or only see sporadically. You never know who has been to Kenya, who has a passion for girls education and women's empowerment, or experience in international development.

ENGAGE

It's important to engage your potential donors *before* you ask them for a gift. Start early and talk with everyone you know and see everyday about your participation in the Elevating Education initiative. Let everyone know about your ambitious goals: fundraising and climbing 19,000 feet up the tallest mountain in all of Africa to help fund the construction of a Boarding & Community Centre that will provide safe, secure housing and living conditions; consistent electricity, water, and health-services; and academic tutoring and resources. By living at school, students will be able to better their academic performance and have their physical, mental, and emotional needs met. Ultimately this environment will give them the space to excel toward graduating with superb marks, enrolling in college, and continuing to beat the odds. If you're not making the climb but still want to raise funding, then set your goal, and tell them you are not required to raise money, but this issue is too important to you that you have decided you must raise money to provide this space for the students of KGSA.

LEARN

Familiarize yourself with the Kibera community, the Kibera Girls Soccer Academy, and the Boarding & Community Centre initiative. Learn about the area and the challenges that present themselves, and be able to describe the impact and significance that the building will have on the lives of over 120+ girls and family members each year. These stories and information can often inspire your donor's generosity. You'll find information by visiting the KGSA Foundation website at www.KGSAfoundation.org/Elevate and clicking on THE CAUSE. Also, visit KGSA's own website at www.KiberaGirlsSoccerAcademy.org. The more confidently you can discuss where a donor's money will go, the more confident that donor will feel in making a larger donation.

ASK

Now you're ready to Ask. Ask everyone you know! Ask again. Whatever you do, don't be intimidated by this step. You've already done all the necessary work for you to be successful in this stage. You can ask in person, by email, letter or phone. It depends on the person you're contacting but an in-person ask is always the best way to go. Whatever the format, it's important to let people know what you're doing, why it's important to you and how they can support you. If you're not asking in person, let your passion shine through in your letter or email! *Did we mention that you should ask everyone?!* Never assume people can't or won't donate. Ask, and let each individual decide for themselves.

When you ask, be straightforward. The most successful fundraising appeals ask the prospective donor for a specific amount—particularly those with great potential (ask them for \$250, \$500, \$1,000 or more). Be sure to let them know about the monthly payment option we have too, that way they can spread out their donation over a period of a handful of months instead of one large donation. Don't be worried that you're asking people for too much money. If they can't give as much as you have asked, they will tell you. People will surprise you. You will find that most will say yes, I want to help you.

FOLLOW UP

Once you've sent an email to everyone, don't forget to follow up after a few weeks. Your friends and family may have every intention of donating, but many of us tend to procrastinate. If you don't follow up with them, they'll assume you've reached your goal and don't need their support. Training and fundraising updates are a great way to gently remind people of your commitment and let them know you still need their support.

Don't ever be apologetic about asking for money! You're not asking people to help you with your rent, or phone bills; you are helping build a Boarding & Community Centre! You are sacrificing time and sweat. You are making a huge commitment and you're going out of your comfort zone to help other people. Donors will recognize that commitment and effort. Don't be afraid to ask your potential donors to go out of their comfort zone to help too. You are, in effect, creating a team of people who care about building this Community Centre. You will do all the sweating and they will be with you in spirit. Your adventures will become their adventures if you ask for their support and continue to keep them engaged in the months to come.

THANK

Of course you'll say please when asking for donations, but don't forget to thank your donors. The KGSA Foundation and Groundwork Opportunities will take care of their donation receipts. Your job is to make your donors feel a part of your experience, and they'll feel even better about the part they're playing in helping you to help those in Kibera.

Continue to communicate with your donors throughout your fundraising and any physical training you do. Consider sending a post card to all of your supporters from Kenya if you decide to make the climb. Let them know how successful the event was, what you experienced and, again, thank them for their support. There are millions of ways to thank your donors and keep them involved. We encourage you to be creative and have fun letting your donors know how much you appreciate their support!

Things to keep in mind

* ABC's of Fundraising: Ability. Belief. Connection.

Identify which of the three ABC's your prospective donor is. They can have all three aspects and that is great.

Your prospective donor may have an **ability** to give, which is great. Know that if this is the case, they are probably being asked for money from other organizations so get in there! You are giving them an experience to be a part of something incredible. You too are giving them something.



They also might have a **belief** in the work that you are supporting. Do they have a passion for girl's education, or the idea of using athletics to empower women, what about international development? How can you bring this information into the conversation and the ask?

Lastly, they may not have the capacity to give much, or a strong belief in the cause, but they may have a **connection** to someone or an organization that has either an ability to give, or a belief in the work. Don't be afraid to ask them to connect you to them. A simple introduction is all it takes, and you can go from there.

* People give to people

Have confidence in the fact that more times than not, people give because they want to support an individual and their personal passion, not the cause in particular. This is not a bad thing, this is great news for you! Be clear with why you are excited and inspired to raise money and people will support you.

What to know before meeting with a donor

- * What they can offer?
- * What you can offer?
- * Know how much you want them to give, whether that is through money, time, talent, or their network.
- * Know where their money will go.
- * Assess their interest, capacity to give, and find a connection to the person.
- * Be sure to ask what information they need from you in order to give.
- * Take every No as “not now!”



Useful Links

- * KGSA Foundation Website: www.KGSAfoundation.org
- * Direct link to Building Plans: www.KGSAfoundation.org/Elevate/the-cause
- * KGSA on TEDx: <http://www.youtube.com/watch?v=UELrszS4cyA>
- * Kenyan Media: Strength of a woman: http://www.youtube.com/watch?v=U1ckR_B7rWY
- * New Promotional Video: <http://vimeo.com/81733079>

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