

# FUNDRAISING PACKET



## FUNDRAISING TIPS:

There are many ways to reach your personal fundraising goal. You can get 20 people to give a small amount of money, like \$10. Or you can find a few people to give larger amounts. Choose a way that works for you!

### Two keys to successful fundraising:

- The biggest reason people don't give is that they are not asked.
- When asking someone for money, describe to them why this cause is important to you. They will recognize your genuine passion and will be glad to have the opportunity to support a cause that you care about.

### Other tips:

- Start early and ask often!
- Before asking people to pledge for you, ask them if they would like to participate in the Walk. If they say no, ask them to sponsor you.
- Mention your personal fundraising goal and your deadline for receiving donations when talking about your plans to participate with friends, colleagues and family.
- Tell donors that any gift, large or small, will make a difference. Ask for a specific amount.
- Collect donations up front so you don't have to return to people after the Walk.
- Ask family or friends to get involved by asking for donations on your behalf.
- Target specific friends and family members quickly and easily via email and networking sites such as Facebook and First-Giving.
- Hold a bake sale, cookout, car wash, bottle drive or movie night.
- Companies match contributions. Check with your employer, and ask your donors if their companies will match their gifts.

### Mailing letters is an effective way to fund raise. Tips for letter writing:

- The most successful fundraisers mail letters to 30-50 people. Send personalized letters to everyone on your address book explaining the program. See the sample letter in this packet for help.
- When addressing letters, use first names, if appropriate. It makes the letter more personal.
- Keep the letter short to draw the reader's attention.
- Explain your personal reason for walking and be specific about what you ask for.
- Self-addressed return envelopes make giving easy.
- Follow up with thank you notes that include the amount you raised and stories about your experience.



## SAMPLE FUNDRAISING LETTER



Dear Friends and Family,

On Saturday, October 29th, Barakat's fourth annual Walk for Literacy will take place! The Walk serves a cause close to my heart: education for women and children. I would love for you to be involved! Proceeds raised at the Walk will be used to support educational programs for women and children in Afghanistan, Pakistan and India.

Every donation counts: Just \$40 sends a girl to school for an entire year! You can help Barakat make a significant impact on the lives of women and children in these communities, where more than 80% of families live on less than \$2 a day.

You can get involved with the Walk in two ways:

- 1) Register online to participate in Barakat's 3rd Annual Walk for Literacy for only \$25 and begin fundraising.
- 2) Make a donation in my name of your preferred amount through Google Checkout on Barakat's web site, or send a check to:

Walk Registration

Barakat, Inc.

552 Massachusetts Ave, Ste. 215

Cambridge, MA 02138

Feel free to ask me any questions about getting involved in the Walk! Many thanks for your support—and don't forget to forward this to anyone who you think might want to donate too!

Sincerely,



BARAKAT

