Organizing Fundraisers

How do we motivate?

- Inform people: Most get excited by personal stories and/or photos
- Let them know where the money is going
- Show how Roots does so much with so little
- Explain our philosophy and approach to development
- Talk about Roots’ successes
- Discuss the ambition and drive of the community

How do we get started?

- Choose a type of fundraiser based on target audience
- Form a committee of volunteers to help you
- Pick a date for the event
- Create a list of needs
- Set up sub-committees and divide tasks
- Secure sponsorship to minimize expenses
- Research what others have done and how they might be able to help you
- Create a budget and set a monetary goal
- Set a calendar for meetings and completion dates

Fundraiser materials

- Roots of Development signs and banners
- Brochures
- A $20 monthly donation sign-up table with internet access
- Areas with more information: booths, photo boards, handouts, videos, people talking, etc.
- Sign-up sheets for contact info
- Clear information on how to get involved: setting up speaker meetings, fundraisers etc.
Advertising

- Facebook, twitter, newspapers, radio stations, organizational bulletins
- Committee members should talk about it to everyone - Spread the word!
- Create and use posters, flyers, etc.
- Come up with a catch: prizes, a raffle, a silent auction
- Personal contact is key in order to have people commit further

Expectations at the event must be clear

- An organized entrance table with agenda for the event should be handed out upon entry. (What is going to happen, where and when)
- By the end of the motivational speech, people should have become familiar with ways they can help
- People should be directed to the various tables where they can sign up to get involved. Have the booths in close proximity to the crowd

What doesn’t work?

- When the volunteers do not feel personally connected to the organization
- When the organizational committee is not diverse in its talents and efforts
- When the organizers don’t attend meetings or follow through on tasks
- When the expectations of the event aren’t clear
- When people are not directed immediately to sign up or commit to something at the event
- When the participants do not have an opportunity to hear what Roots is all about

What does work?

- People will want to get involved when they experience the personal stories a “Roots Speaker” can provide
• When the attendees are given clear direction (ways in which they can help)
• When good follow up is done with attendees
• When sign up areas are well defined and close in proximity

Fundraising is a team effort

• It takes the ideas, planning, commitment and energy of a team to spread the news of the event
• Allow months in advance to organize
• Don’t reinvent the wheel. See what resources are out there and build on the successes of previous fundraisers
• Your commitment to Roots and your passion will motivate others

The all important thank you

• We must never take for granted the time, energy and contributions our donors have given. Thank you notes and receipts should be sent within two weeks of the event date. This will show our gratitude for all their support
• Let the donors know the outcome of the event via newsletter, etc.
• Cards, letterheads and/or postcards will be provided by Roots but should be sent out by members of the fundraising committee

THANK YOU!

It all begins and ends with information. Volunteers and attendees alike will be motivated to help when they feel the excitement and passion we have for the community and Roots’ approach to development. The most successful fundraisers have started with speakers who have first-hand knowledge and experience of the challenges facing Haiti. People will begin to explore ways they can help and then become a part of the process themselves.
FUNDRAISING FORM

Please fill this form out to the best of your ability, and send it to us at 1325 18th Street, NW, Unit 303, Washington, DC 20036, or scan and email it to us at info@rootsofdevelopment.org. Thank you for your support!

Organizer Name ____________________________________________
Address ____________________________________________________
Email ______________________________________________________
Phone number ______________________________________________

Type of Event: _____________________________________________

Date(s) & Times of Fundraiser: ________________________________

Potential Locations:
1. _________________________________________________________
2. _________________________________________________________
3. _________________________________________________________

Location Setting: (circle all applicable):
Music Food/Beverages Raffles Games Outdoors
Alcohol Other: ______________________________________________

Estimated/Target Fundraising Goal: ___________________________

Will there be a ticket entry price? _____________________________
   If yes, what is the cost of the ticket? _______________________

Upfront Costs:
Cost of Item(s) (if applicable): _______________________________

Volunteers:
1. _________________________________________________________
2. _________________________________________________________
3. _________________________________________________________
4. _________________________________________________________
5. _________________________________________________________
6. _________________________________________________________

Event Promotions: (circle all applicable):
Facebook/Twitter Radio Fliers Newspaper Newsletters
Other: _____________________________________________________

What do you expect to need from us (Roots): _____________________

__________________________________________________________________________