

DREAM FOR LIFE FUNDRAISING GUIDE.

On behalf of D4L, Dream For Life, we want to thank you for your interest in making dreams come through. By reading this, you show interest in coming to Tanzania as a volunteer, and we thank you from the bottom of our hearts.. Asante sana..

This is meant as a helpful guide on how to raise funds for your voluntary work, but can never be a complete how to do list.. Different aspects apply in different countries, so please use what you can, and add your own ideas that might work in your area. This guide can be used by one person alone, or by several that wants to go as volunteers together.

With a good attitude and creativity, fundraising can be a rewarding experience that will broaden your horizon in many ways!

Be informative!

In your chase for funds, people will want to know what you are doing, and why they should sponsor you. Learn about D4L so you can tell potential supporters about how D4L is working. The more you know about D4L, the more convincing you will be to your supporters, and they will be more eager to help you make dreams come through. Use our website www.dreamforlife.info to show and explain, and to learn.

Start immediately!

Last minute plans are hasty, and you might fail if you don't have enough time to do this.

Don't ask for a possible donation in the future, but ask them to act when they pledge it.

Set targets by calculating how long time you need for fundraising, and set goals.

Accurate accounting!

Keep records for yourself and for D4L. Record all donations with all details about who, when and how much. A note of thanks, and info about your trip will be highly welcomed once you are done.

Ask for help!

Your friends and family may have hidden talents of finding supporters that you don't know about. Make a list of friends you can ask for help regarding getting supporters, give them as much info as possible about your plans and about D4L so they feel comfortable in helping you.

Targets!

Make a comprehensive list over potential sponsors, including names, addresses, phones and other details, and set a possible date for when to approach them. Think of everyone you know, like friends, family work colleagues, companies and put it on your list.

Put your request for support in writing and make it personal. Try not to use Dear Mr. or Mrs. or Sir/Madam, but give them info about Africa, the needs and situation, why they should support you and what you are going to do in Tanzania. Make a reference to www.dreamforlife.info

Include information from our website to help you. Our updated performance reports will give you the newest information. The more info you supply, the more likely it is for you to receive help. Where it is possible, offer something in return. Maybe a photo of you in a National Park, holding a supporters company name in front of you...

Maybe your local newspaper is interested in a story and updates from your trip and your return.

If you distribute or show a supporter form, try to start with people and companies that you think is most likely to be generous so that anyone that follows on the list will see the amount. Once someone puts down 100\$ or 1000\$ others tend to do the same. With many 100\$ donations, people are more likely to do the same.

Don't forget!!!! Say thanks and acknowledge every contribution, however big or small!

Don't just send letters asking for money..... Be innovative and give something in return.

Possibilities!

We have included some ideas for you to work on.

Try to rearrange them so they fit your area or country.

Party!

Invite friends to a party and ask them to support your D4L volunteer trip for children's education. Negotiate with your local grocery store regarding free beverages, ice cream, fruits and food, and charge your friends for the entrance. Remember to give a written invitation including the reason for the party.

Fundraising events are a great way to raise significant amount of funds, and a good excuse for bringing people together for a good cause.

Yard sale!

Go through your old stuff, and have a yard sale.. Call it D4L sale, and invite your friends to drop off possible items for you to sell. Let them help you mark the objects and to sell them. Advertise in your local papers, and make sure people know what they support by buying your items. Publicity make more people come.

Movie/Company sales drive!

Ask a company or cinema to sell specific items/tickets on a sale or return policy. If tickets are 5\$ regular, you can sell for 10\$ and ask for support for a good course. Return the unsold tickets/items before deadline so you don't have to pay for them yourself.

Used with fantasy and innovation, this can raise significant amounts for your trip.

WWW!

Have mail? Use your contact list and form mass emails explaining what you are doing. Give people as much info as possible. Some of your contacts will admire you for what you are planning to do. That you actually take the step, and are physically willing to make dreams come through.

Notice boards!

Post info on notice boards in your community, local store, school or company about your plans, the amount needed, and where the money is going. Talk to clients and suppliers if it's appropriate, and has a collection jar placed in a strategic place for people to drop coins or bills to support your cause. If you work for a large company, they might have a specific person who deals with advertising, charity or public relations. Find out who you should contact and arrange a meeting. Remember that even advice from such persons is worth something even if they don't sponsor you. This is not about you, but what you do.

It's an important effort for you to raise a long term funding to help children with education.

Matching funds!

Some companies offer something called matching funds. That means that the company matches any amount raised by you. Smaller companies are great targets as you can make personal contact, as opposed to big companies where no personal contact is possible.

Word of mouth!

Tell everyone about what you are doing. Words travel fast, and words of mouth are the best form of advertising.

It's always advisable to start the conversation with: "Don't feel obligated, but..."

Relatives, your sports club, your church and companies. They are all potential supporters, so try not to leave home without your sponsorship form!

Publicity!

Try your local newspaper. Maybe a reporter would like to make a story, and do a follow up. Your local media is always interested in what their readers do and such an expedition that you plan is very news worthy. Try to find an angle that will catch their attention. Think about the publications that are related to your profession or hobby. It can be an angle of publicity in a different media. To get your name and mission in print is one of the most effective ways of getting support for your trip. A so called press release addressed to the media should include all of this:

-Why you want to go. Give a personal reason that others can relate to. Saying you always wanted to go a wildlife safari is not enough.

-How much money you need to raise. Point out how much, and what for, and explain that this is not a holiday.

-Include details of D4L, and explain why your work is so important. Don't overdo it, but invite potential sponsors in a good manner.

-Give the local newspaper your details and say how interested readers can support you by donate online or by mail.

Address your press release to the news desk and allow ample time. If you manage to get news coverage in your local paper, companies and friends are more likely to support you.

Publicity really helps. Make yourself available for the paper in case they want to run a story on your trip.

Advertising companies is people that specialize in selling ads to other media like TV and magazines. Your trip can be worthy news, and a good way for a company to be associated with a good course and that way strengthen or create a good image of themselves.

Follow ups!

Always make it a rule for you to follow up any email or letter. A letter is easily forgotten, but a phone call will remind the recipient, and can make a big difference for you whether you get support or not!

Return!

When you are finished with your volunteer program, you are half way done..

Now it's time to say thanks, and show your work to your supporters. Pictures of you at work, profiling their names, and tell them that you really managed to make dreams come through is a good way of saying thanks, and show that their support mattered.

Support letter, sample.

Dear _____

I am writing to tell you that I have been given opportunity to make dreams come through.

A nonprofit organization named Dreams For Life, based in Moshi, Tanzania, have given me the chance to do volunteer work in schools and orphanages to help children with education so they can be self-sufficient in the future.

D4L have a mission to supply children with funds for school fee, uniforms, books and transport. These children will face a life on the street if no help is supplied.

For comprehensive information about Dreams For Life, I will refer you to this website:

www.dreamforlife.info

Much of the work carried out by D4Lis financed by volunteer contributions and work done by volunteers. My trip is dedicated to do a fundraising to help 15 children to attend school, and at the same time see how the funds are being used to help children in the best possible way.

The volunteer program I would like to attend starts the _____ 2XXX, and runs for _____ weeks. D4L programs are run by contribution from volunteers, and therefore there is a fee. The fee for this _____ week program, including all meals, lodging and in-country transport as well as the 15 children's school fees, uniforms and meals is a total of \$ _____ USD. This does not include airfare to the destination country.

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Please use your imagination when making a letter of introduction, and we wish you the best of luck in your attempt of making dreams come through.