

WOMEN IN PROGRESS

FUNDRAISING KIT

First, thank you for your interest in Women in Progress (WIP). We commend you on your efforts to raise funds in order to help those in need. Know that your volunteer work can help change the world, one important life at a time.

If you have not raised money since you were in the junior high band, you might be somewhat intimidated by the thought of raising enough money to cover your Program Fees and travel expenses. However, when you have a solid plan, and take the necessary steps to implement your plan, raising the funds will be a natural result of the actions you take.

The Fundraising Kit was created to assist you in reaching your fundraising goal. It contains the following practical information to help in your fundraising campaign:

- **Fundraising Online**
 - [[Sample Personalized Fundraising Web Page](#)]
 - [[Sample Personalized Online Fundraising Email](#)]
- **Writing Letters**
 - [[Sample Fundraising Letter](#)]
- **Contacting Local Businesses/Charities**
- **Applying for Grants**
- **Conducting Sales/Auctions/Raffles**
- **Writing a Press Release**
 - [[Sample Press Release](#)]

Please keep these points in mind during your fundraising process:

- WIP is a tax exempt organization and as such is exempt from federal income tax under Section 501(c)(3) of the U.S. Internal Revenue Code.
- Any funds raised by you from another organization or individual as a donation to WIP may be tax deductible by that organization or individual and as such will not qualify as a deduction for you personally.
- In the past, donors have been able to claim donations to WIP as tax deductions. However, we recommend that you advise potential donors to seek their own advice as to the tax deductibility of their donations to WIP.
- WIP issues receipts to donors if the donation is USD 50 or greater. For any donation less than USD 50, the donor can use the processed check as evidence of their contribution at tax time.
- All offline donations (checks or cash) should be given/sent directly to YOU first, with checks payable to WIP.
- When you have collected offline donations, send checks directly to WIP (P.O. Box 18323, Minneapolis, MN 55418). Be sure to specify your name so we know which volunteer raised the money and the names of the individuals or organizations who donated to WIP. Please do not send cash. If you are given a cash donation, you will need to convert it into a check or money order before sending it to WIP.
- If for any reason you cancel or postpone your volunteer program, donations will not be refunded to the donor.
- WIP may in its discretion apply the funds raised by volunteers to cover program fees and thereafter travel expenses of volunteers.

WIP staff is available to assist you with all of your fundraising questions or concerns at info@womeninprogress.org.

Good Luck with your fundraising campaign, and thank you for your interest in volunteering with WIP.

FUNDRAISING TIPS

- **Start Yesterday.** Fundraising can be very time consuming activity, especially if you are requesting funds from businesses that make funding decisions by committee. Do not procrastinate.
- **Track Your Inquiries.** Keep a personal list of your donors and track your fundraising very carefully. Be sure to track not only who you receive donations from, but also who you asked. If you raise funds via a personal fundraising page on Just Giving's web site, their tools will help you with tracking online donations.
- **Educate Donors.** Explain WIP's mission, and how your project will contribute to the overall goal of the program. Educate donors on how their donation will be used and how the donation (your volunteer services) will make a direct and immediate impact.
 - **WIP Mission:** WIP strives to alleviate poverty at a grassroots level in Africa by assisting with the growth of small women-owned businesses, and at the same time establishes mutual understanding between people of diverse cultures.
 - **Impact of Volunteers:** As a volunteer, you will be working side-by-side women in their businesses to help them develop and implement a business plan for growth. This may include providing hands-on assistance in marketing, bookkeeping, proposal writing, research, computer applications, and exporting. You will have a direct impact on the long-term, sustainable growth of businesses, which in turn creates new jobs and increases levels of income for women.
 - **Impact of Donations:** Donations will allow you to provide direct assistance to women who are struggling to grow their micro and small businesses. These contributions will also enable WIP to provide women entrepreneurs access to resources such as computers in order to improve efficiencies within their enterprises.
- **Ask Everyone You Know.** Most people find that their daily contacts supply plenty of potential donors. You'd be surprised at how many people you know—even casual acquaintances—who will support your efforts. You must ask to be successful in fundraising!
- **Keep it Simple.** Limit your fundraising letters to one page maximum. Keep your introductions brief. Make your explanations clear. Many potential donors will know very little about sustainable economic development in Africa; they will be more interested in contributing to a good cause.
- **Listen.** Listening to people will help you gauge how much money to request and whether it is appropriate to ask for referrals of friends/family who may be willing to contribute to the cause.
- **Be Specific.** Be specific when you tell people how much you want. When you say "contribution," you may be thinking \$50 while potential donors may be thinking \$500. In addition, explain how your skills and interests specifically qualify you to embark on this project and contribute to this program.
- **Convey a Timeline.** Tell potential donors that you will need the donations by _____ date. Follow through by sending reminders. Conveying a timeline helps donors understand the sense of urgency and they are less likely to forget to give.
- **Talk Taxes.** Be sure to explain that donations to WIP are generally tax deductible but recommend that donors should seek their own professional advice to determine whether their own donation qualifies as a tax deduction.
- **Stay Positive.** Fundraising comes with a lot of "No's." Forget those and keep going for the "Yes's." Plan for this so it doesn't take you by surprise.
- **Thank Donors.** Don't forget to thank donors. This is just as important as asking for money. It is polite, ethical and good business. If you are writing a press release, include the names of donors. Upon your return, consider hosting a slide show to convey how the donors' funds made a difference for women and their families in Africa. At the least, send a personalized thank you letter with pictures of you working with women in Africa. Thanking donors is an effective way to make donors feel good about supporting the cause.

FUNDRAISING ACTIVITIES

The best way to fundraise is to use a combination of techniques. We have suggested a variety of fundraising methods you can use to reach your goal.

FUNDRAISING ONLINE

WIP has partnered with First Giving to make fundraising as simple as can be! First Giving has an easy-to-use template that you can use to set up your own personalized fundraising campaign. Once you set up your page at www.firstgiving.com/wip, you can email your contacts about donating online to help cover your volunteer fee. You can easily track your progress against a goal you've set. WIP will receive the donations directly from First Giving and will apply these towards your volunteer fee.

Below are the easy steps you need to go through to get started with your personalized online fundraising through Just Giving.

- Click the "Get Started" button
- Select the "Personal Occasion" option to raising money for a special cause
- On the "About your Fundraising" page:
 - Choose "Other Occasions"
 - And choose the duration you would like to accept donations for (this is really up to you)
- Type in your email address and choose that you are new to this site and continue
- Enter your personal details and choose a password so you can check back on your progress
- On the "Create Your Fundraising Page":
 - Create your own personalized page name
 - Choose a page title
 - Enter a fundraising target (either your exact program fees, or beyond that)
 - Browse for an image: a picture of you, Africa, a picture from the WIP website, etc.
 - Edit the personal message on your page with specifics about your project. If you are having writer's block, some general text you can use is below.
 - If you've already raised money offline, you can enter the amount at the bottom (you can also update this as your fundraising campaign is underway)
 - Review your page and submit
 - Email everyone you know about your online fundraising efforts.

SAMPLE PERSONALIZED FUNDRAISING WEB PAGE (FIRST GIVING)

Thank you for visiting my fundraising page!

I'll be going to Ghana on **Date** to volunteer for **#** weeks with an organization called *Women in Progress* (<http://www.womeninprogress.org>).

Through this organization, I will be volunteering to help alleviate poverty in Ghana. Through my volunteer assignment, I will be providing counseling and support to small woman-owned businesses so that they can:

- Integrate technology into their daily business operations by introducing basic IT concepts
- Begin exporting their products to receive fair wages
- Enhance the growth of their business by creating and implementing business plans

Please help me in my efforts to support this organization!

Donations to *Women in Progress* are generally tax deductible, but you should seek your own advice as to the tax deductibility of any donation which you make.

Donating through this site is simple, fast and totally secure. It is also the most efficient way to make a contribution to my fundraising efforts.

Please forward this to anyone who you think might want to donate too! Many thanks for your support.

****Please Note:** The funds you raise online can only be applied towards your program fee. Any amount raised that is above your program fee will be considered a donation to WIP. You may use the traditional fundraising methods to raise funds for your airfare and additional expenses, as long as the donor is not expecting a receipt to be used as a tax deduction.

SAMPLE PERSONALIZED ONLINE FUNDRAISING EMAIL

To: Family, Friends, Friends of Friends, Co-Workers, Neighbors, Area Businesses

Subject: Volunteering in Ghana, West Africa

Dear **Mr/Ms/Mrs Name of Potential Donor,**

I am writing to you because I am going to Ghana, West Africa to volunteer with an organization called Women in Progress. I know that this overseas experience is bound to change my life and the lives of people in this developing nation, and I wanted to share this news with you.

I will be volunteering to help alleviate poverty in Ghana. Through my volunteer assignment, I will be providing counseling and support to small woman-owned businesses so that they can:

- Integrate technology into their daily business operations
- Begin exporting their products
- Enhance the growth of their business

Volunteers must pay a fee for this volunteer program plus cover their own airfare and other in-country expenses. I am looking for contributions to help cover these expenses, which I hope you can help provide. Donations to Women in Progress are generally tax deductible, but you should seek your own advice as to the tax deductibility of any donation which you make.

You may learn more and donate online now through my personal fundraising page at:
<http://www.firstgiving.org/pfp/YourPageName>

I look forward to sharing this extraordinary experience with you upon my return.

Thank you for your support,

Your Name
Address
City, State, Zip
Your Phone Number
Your Email Address

WRITING LETTERS

Letter writing is one of the most simple and effective methods of fundraising. The key is to start early, write a good letter, and send it to 10 times the number of people/businesses needed to reach your goal.

- Send letters to everyone you know: friends, family, employers, co-workers, clubs you belong to, local service organizations, churches or temples, and local businesses. Don't forget your doctor, dentist, accountant, lawyer, landlord, vendors or clients that you work with, your own company or school, and your parents' friends and neighbors. Think too about all of those people you have supported in the past by purchasing raffle tickets, candy, cookies, etc.
- Make sure your letter is only one page long. Include your fundraising goal and Program Fees. Your letter should include your own expression and style.
- Create and manage a mail campaign timeline. Calculate the date you need to have all your donations received. Then list all of the steps you will need to take and organize them chronologically. Estimate the amount of time each step will take. Work backwards from your deadline date. Here is a simple example:
 - Week 1: Start writing letter, purchase stamps and supplies & create mailing list.
 - Week 2: Print/copy, stuff envelopes, and mail or email your letters.

- Week 3: Update and add to your mailing list.
- Week 4: Follow up on your letters.
- Week 5+: Donations come in.
- Don't underestimate the human touch. After you have sent your mailings, review your original mailing list and touch base with some of the people who you feel are most likely to contribute. Give them a call, or, meet them in person to discuss the program and fundraising progress.
- To assist you, we have enclosed a sample fundraising letter. Please feel free to use this letter as a model for your own efforts to raise money for your program.

SAMPLE FUNDRAISING LETTER

Date

Name of Potential Donor

Address

City, State, Zip

Dear Mr/Ms/Mrs Name of Potential Donor,

I am writing to you because I am going to Ghana, West Africa to volunteer with an organization called *Women in Progress*. I know that this overseas experience is bound to change my life and the lives of people in the developing nation of Ghana, and I wanted to share this news with you.

Through a program established by *Women in Progress*, I will be volunteering to help alleviate poverty in Ghana. Through my volunteer assignment, I will be providing counseling and support to small woman-owned businesses so that they can:

- Integrate technology into their daily business operations
- Begin exporting their products
- Enhance the growth of their business

With my background in business, technology, education, journalism, graphic design, etc., my volunteer position in Ghana will focus on helping small businesses export products over the Internet, creating and implementing a business plan for growth, introducing basic IT concepts to small businesses, etc. In addition to the direct impact I will make to small businesses in Ghana, I will also promote cultural diversity upon my return through educating Americans about the culture and people of Ghana.

Volunteers must pay a fee for this #-week volunteer program plus cover their own airfare and other in-country expenses. I am looking for contributions to help cover these expenses, which I hope you can help provide. If # of people (i.e. 40 people/50 people) people were each able to generously contribute dollar amount (i.e. \$50/\$40), I would be able to embark on this embark on this volunteer adventure.

Women in Progress is a tax exempt organization and as such is exempt from federal income tax under Section 501(c)(3) of the U.S. Internal Revenue Code. Donations to *Women in Progress* are generally tax deductible, but you should seek your own advice as to the tax deductibility of any donation which you make. A receipt for tax-reporting purposes will be issued for all donations of \$50 or more. Should you decide to make a donation, please make out your check or money order to '*Women in Progress*' but mail it to me. For your convenience, I've enclosed a pre-stamped, addressed envelope.

Should you have any questions about the volunteer program, please call me at Phone Number. You can also visit *Women in Progress* website at www.womeninprogress.org to learn more about their programs and initiatives. I look forward to sharing this extraordinary experience with you upon my return.

Thank you for your support,

Your Name

Address

City, State, Zip

Your Phone Number

CONTACTING LOCAL BUSINESSES & CHARITIES

- **Local Businesses:** Contacting local businesses should definitely be part of your overall fundraising plan. One main advantage to asking businesses for donations is it may possibly save you time since the amount of donations requested can be higher than the amount requested from individuals. Start with the company you work for. Then expand to other friends and family who can help make your introduction to their employers. The most effective way to receive local business donations is to make a link between the employees of the business and you or someone close to you. For other businesses, it may be best to send a letter, and follow up with an in-person visit or phone call. Even if they are not in a position to support you, ask them for a referral of a business or individual that may be interested in supporting the cause.
- **Local Service Clubs/Associations:** Local clubs such as Rotary, Elk, Kiwanis, Optimists, Lions, and Moose are excellent sources for donations. Other local associations and nonprofit organizations such as the Chamber of Commerce, United Way, Business and Professional Women, and other women-focused organizations, will also be worthwhile to approach for donations. Try to find someone you know who is a member that can introduce you to the organization. Contact the organizations and ask to give a presentation to the group in order to "sell" the program by conveying how the donation will enable you to make a difference through grassroots volunteer work in Africa. After the meeting, send a follow-up letter to thank them for the opportunity to speak and to request a specific amount of money. Tell them that you would be happy to show them slides or pictures of your experience upon your return.
- **Religious Organizations:** Many places of worship and other religious organizations support the cause of women's economic and social development in Africa. It would be well worth your time to either call or write a letter various churches and other religious clubs and organizations.

APPLYING FOR GRANTS

Approaching foundations and other nonprofit organizations could be another possible component of your fundraising plan. The key to success is researching; you must first find organizations whose grant making objectives match those of WIP. The best resource on finding the types of projects that foundations will fund is the Foundation Directory, which is available at most libraries and online at <http://www.foundationcenter.org>. Approaching foundations can be daunting since many have proposal deadlines and most do not provide grants directly to individuals. However, your efforts may be rewarded by obtaining ample funds to cover the cost of your entire trip.

If you are a student, one good source of funding is your own college or university. Many school clubs are allocated a certain amount of funds through student activities. See if your club is eligible. Many departments also have discretionary funds for projects and programs.

CONDUCTING SALES/AUCTIONS/RAFFLES

Since sale-based fundraising activities can be very time consuming, make sure the expected amount of income is worth the amount of time and money put into it. Plan the activity very carefully and be realistic about the expected outcome. Sales, auctions, and raffles can be a good way to raise funds if you have a small group of volunteers to assist you in carrying out the event.

- **Sales:** One of the traditional ways to raise money is through bake sales, garage sales, car washes, etc. Less traditional, but more personal to your volunteer experience, you could sell items made by the clients of WIP. (Please contact us to find out more.)
- **Auctions, Raffles:** Contact businesses to donate items or services for your auction or raffle. If you raffle an item, ask for a 'suggested donation', instead of selling tickets for a specific price. Gift baskets, restaurant coupons, sports memorabilia, weekend getaways are all popular items.

WRITING A PRESS RELEASE

Sending out a press release in your home town is another effective way to solicit donations by publicly getting the word out on your plans to volunteer abroad. The best way to get a story printed is to send a press release written by you that contains all the pertinent information about your endeavor to your local newspaper(s), other publications, and even a work newsletter or church bulletin. Follow up with the publication staff to see if they need more information and when the story might be printed.

To assist you, we have enclosed a sample press release. Please feel free to use this press release as a model for your own fundraising efforts. If you desire, the staff at WIP would be happy to review your press release before you send it to the newspapers.

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Date **Month, Date, Year**

Contact:

Kristin Johnson
800-338-3032

Volunteer Name Volunteers to Aid Small Businesses in Africa: #-Week Program Will Help African Women Improve Quality of Life

Date- City, State- *Women in Progress*, a US-based non-profit organization helping to alleviate poverty at a grassroots level in Africa [has accepted Volunteer Name into its internship/volunteer program.

Volunteer Name will travel to Ghana, West Africa in Month, Year, to help local women entrepreneurs by providing hands-on assistance with implementing practical business and technology strategies into their day-to-day business operations. Possessing key strengths in Volunteer's Field, Volunteer Name will work alongside Ghanaian business women to Project Objectives.

Through the support of volunteers like Volunteer Name, *Women in Progress* continues to make advances in alleviating poverty in Africa. Through its long-term, "assisted implementation" approach, *WIP* helps women help themselves to independently improve internal business efficiencies and sustain business growth.

"We believe that the most effective way to improve the standard of living for Africans living in poverty is through assisting in the development and expansion of small businesses in order to generate new jobs and increase levels of income," said Renae Adam, Founder and Executive Director of *Women in Progress*. "Focusing on the growth of women-owned businesses produces broad results within African communities since women play the central role in ensuring the social and economic well-being of their families."

In addition to the economic and social advancement of women, the *Women in Progress* volunteer program fosters cross-cultural understanding between the people of the U.S. and Africa. Volunteer Name will have the opportunity to work alongside and live with Ghanaians to learn about their culture while at the same time, promoting awareness of the American culture. The program is structured so that volunteers can make a measurable difference in a short period of time.

"Volunteer Quote", said Volunteer Name.

"Volunteering abroad is a life-changing experience that triggers most volunteers to begin a life-long journey to promote cultural diversity, foster understanding, and thrive in a multicultural society," said Adam. "The only requirements to becoming a volunteer with *Women in Progress* are a sense of humor, flexibility, spirit of adventure, and the desire to help others."

Volunteers are required to cover their own airfare and a pay a program fee that covers all program-related expenses in Ghana. To help Volunteer Name raise funds to cover the program costs, please contact him/her directly at Volunteer Phone Number. All donations are generally tax deductible for U.S. residents.

About Women in Progress

WIP strives to alleviate poverty in Africa by assisting with the growth of small women-owned businesses, and at the same time establishes mutual understanding between people of diverse cultures. Volunteers are currently being placed with women entrepreneurs in Ghana, West Africa through short-term volunteer assignments ranging from 2 weeks to 4 months. For more information, visit www.womeninprogress.org.

For more information contact:

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