

# Footsteps for Good Fund Raising Ideas



***Walkers on the trek are required to raise a minimum of \$5,000.00 in donations, or to make a personal donation, as agreed.***

I know that sounds challenging. However, most of you are going to be surprised with how quickly the donations add up once you put your heart, creativity, and commitment into action.

The key is getting started if you haven't already. There were a number of reasons why I have created this unique

adventure. On one level it is about raising awareness for the work that is done by Childs Dream and how they are ensuring thousands of children are provided with an education, and good health. As a team, we also want to achieve our overall goal so we can fully fund the project.

Five thousand dollars may seem like a lot of money to raise and some of you may be intimidated by such a figure, but I always find that people overachieve on their expectations.

What I have learned from previous walks is that the ability to raise money is only limited by the limitations that people impose upon themselves.

***Tell everyone you know what you are doing***

One of the most successful strategies I have seen is Walkers simply writing or speaking to everyone they know and telling them what they are doing, why they are doing it, and asking for their support. If you were able to distribute your message to 500 people and 50 of

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them donated \$100 you would have your money!



If your network is not that big, that's also okay. Don't limit your communication to just your network. Find yourself a champion who is proud of what you are doing and ask them to pass it onto their networks as well.

If you have never fund raised before, you will find that people are happy to support you and willing to give money. I have observed numerous examples of Walkers being nervous to send out that first email, and within an hour of doing so, they have two or three thousand dollars already pledged.

## **Create your list of potential donors**

Write down the names of all of the people in your life: family, friends, neighbours, co-workers. Even your doctor,

mechanic, relatives; include everyone you talk to ...

Don't leave anyone out. Next to each name on your list, write the method by which you will contact this person for a donation (face-to-face meeting, email from your Personal Page, a fundraising letter, or a fundraising event/party).

## **Social Media**

Take your social media campaign to the next level! Use Facebook to Send out a stream of messages, update your status, preset messages and link people to your personal page, directly from your Facebook page. One year we had a walker create their own blog about the walk to generate an online following.

## **Face to Face Meetings (Business Sponsors)**

For potential major contributors (\$2,000, or more), you will want to set up a face-to-face meeting. Don't be scared to ask for \$5,000 . If the donor cannot give that much, they are still likely

to give a large denomination of \$5,000.

If you haven't received a response from someone you've asked for a donation, be sure to follow up.

Make a phone call or send a quick note to make sure that they haven't forgotten your request. A good way to keep people involved in your unique adventure is to send an update newsletter or email.

Keep your donors and potential donors informed of your fundraising and training progress.

After the event, you may want to send out a newsletter or email with some photos, and an additional thank you for your donors' support.

## **Work Place Support**

Ask your company to support you.

Talk to your boss or human resources director. Once you get the boss on board your co-workers will follow. Ask your company for a large corporate contribution or to match everything you raise. Will they sponsor a fundraising event?

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Will they publicise your Walk in the company newsletter?

Put up a chart of your training and fundraising progress. Put up a map of the route and auction off kilometres. Make a poster with a picture of you and your rusk sack and attach pledge forms to it and post it on your door. Be creative.

Use email or inter-office memos (get permission). Ask if you can make a presentation during a staff meeting.

Childs Dream is registered with a number of large companies who offer 'donation matching schemes'. These include, UBS, Goldman Sachs and Macquarie Bank.

## What do you tell your supporters?

The more information you give the greater buy-in you get from people. So make sure you visit the Footsteps for Good and Childs Dream websites and learn about what we have done, what we are doing and why we are doing it --

the more you know, the easier it will be to raise money. I am always willing to meet or speak to

people about the walk and the cause.



## Sources of information for the trek

### 1. Website:

The Footsteps for Good website:

[www.footstepsforgood.com](http://www.footstepsforgood.com)

Childs Dream website:

[www.childsdream.org](http://www.childsdream.org)

### 2. Facebook Groups:

<https://www.facebook.com/pages/Footsteps-for-Good/192221970854114>

<https://www.facebook.com/childsdreamfoundation>

## Fundraising Dinners

A good idea is to approach a local restaurant (Thai is often good as the charity is based there) and book it out for the night. Fill the restaurant with family and friends, and have your

own mini raffles with prizes. Arrange a discounted meal with the owner and charge at the door. If you would like to go down this route I can help you with a powerpoint presentation, images, videos and other visuals to help tell the story of the walk.

If you simply can't stand the thought of standing in front of a group of people to tell them the story, but like the idea of knocking over the fundraising in this form, I can assist by attending to speak about the walk and cause.

Depending on how ambitious you are. These types of events can also be much bigger by booking a pub or club.

## Corporate sponsorships or donations

Though I have not branded the walk yet I am always open to new ideas. If you identify a sponsor who would like to support the walk and would like to have their company logo on the Walker's shirts please let me know and I will assist you in maximising that opportunity.

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## Media

Sharing your story with the media is a great way to bolster your fundraising campaign and raise awareness about the cause in your community. By participating in The 2013 Walk benefiting the children of Childs Dream, you're making a bold statement that your community will want to know about.

## Are donations tax deductible?

Donations that are made to Childs Dream are eligible for tax relief in the following countries:

Australia  
France  
Germany  
Hong Kong  
Italy  
Luxembourg  
Switzerland  
The Netherlands  
United Kingdom  
USA

## How can donations be made?

People can donate at the following URL:

<http://childsdream.org/donate/>

The information is on the site and the following methods are available:

1. Bank transfer
2. Credit card & PayPal
3. Cheques / Bank draft

Please ask donors to state "Footsteps for Good" in the notes field.

With cash collections from family and friends, it is often better to collect as many as you can and make one donation on the site yourself.

## What donations achieve?

**US\$ 10** buys 60 bricks to help building a school or 2 toilet bowls

**US\$ 50** buys 2 complete sets of school uniform or 500 pencils

**US\$ 100** buys 150 notebooks

**US\$ 500** buys 600 school meals

**US\$ 1,000** provides malaria treatment for 170 affected children

**US\$ 1,500** builds an entire playground for children to enjoy

**US\$ 4,000** pays for a life-saving heart operation for a child

**US\$ 5,500** pays for a water system in a rural area

**US\$ 9,000** provides a

university scholarship for a year

**US\$ 35,000** and more can build a whole school  
Footsteps 2013, will fund 2 x schools or boarding houses!



*I came away with a different person, more appreciative, and more grateful. Any pain I had carried with me (emotional or physical) disintegrated along the way. The magic from this trip stays with me, it is the best trip I have ever taken – Amy Mak, Walker & Fundraiser, 2010*