



Building Humanity Fundraising

www.BuildingHumanity.org
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A Few Simple Steps

In a few simple steps you can get your campaign up and off the ground!

- 1.** Read through the tips and tricks (page 5) to help you design your campaign
- 2.** Understand how to transfer your funds (page 3) to get the most out of your fundraising. Keep bank transfers to a minimum and always include your name in the transfer.
- 3.** Choose your campaign type.
 - A.** Face to Face Campaigns
Hosting your campaign in person creates a more intimate feeling and allows you to speak with donors and participants. There are also countless options for the kinds of fundraisers you can come up with. We will outline some of the most successful ones we have used on page 6, but use your imagination and utilize your skills to create your own personal fundraiser.
 - B.** Online Campaigns
There are hundreds of platforms for online fundraising. These are great for people who do not have a large local base, or for those wanting to reach a broader base. Some of our favorite online options are outlined on page 7.
- 4.** Remember to say thank you!
- 5.** Connect your supporters with us by sharing a link to Facebook (www.facebook.com/BuildingHumanityOrg) or our website (www.BuildingHumanity.org).
- 6.** Don't forget to have fun!



Transferring Funds

There are a number of ways to transfer your funds online depending on how you run your campaign. If you set up an online fundraising page, make sure you check out the fees they charge first!

We recommend the following options:

- Cash - you can then either send us a check, or send via Paypal
- Online - Building Humanity's Paypal link
www.paypal.me/BuildingHumanity
- TransferWise - this is a low cost bank transfer platform that we love

Other Options

- **Direct bank transfer**

Low fees means your donations go much further!

The funds **MUST** come from you directly. Please **DO NOT** under any circumstances give our bank details to anyone else. Please transfer funds once only, and include your first initial, last name and the program you are participating in, i.e. "JSmith_Thailand2018"

If you decide on a direct bank transfer, please contact us directly for our bank details.

- **Other**

We won't hold you back, but be sure to look closely at what fees are being charged, and it's up to you to make sure the funds end up with us. If you have any questions, get in touch! BuildingHumanityOrg@gmail.com.



Tax Deductibility - US Donors Only

Building Humanity has 501(c)(3) status. This means that people donating to our charities can deduct the donation from their taxable income.

This information can help to encourage people to make donations. We can provide you with a blank donation receipt to fill in and give to donors for their tax record. If you would like more information or need help with this, please contact us. BuildingHumanityOrg@gmail.com





Tips and Tricks

Make it Personal

A short, personal message sent privately to just a few individuals at a time can yield far better results than mass emails and social media “status” messages.

Know Your Network

Think about the community groups that you are active in and how you can engage them. Your coworkers & colleagues may want to attend morning teas or after-work drinks, but not a weekend event. Your university friends may not have much money, but if you can get a partially sponsored bar tab for a trivia night, you can still show them a good time and raise funds! Your family may want to know what’s in it for you. Tell them why it’s important to you, and how the program will be helping you with your next steps in your career.

Know Your Cause

Educate yourself about the situations in the country you are volunteering in. People will want to know why they should help and what it means to you. Because we work in many different countries, please contact us if you have specific questions or are looking for specific information.

No One Donates to a \$0 Campaign.

It’s a fact. But you can get around this in two ways:

- Show you’re serious by making the first donation.
- Ask your close friends and family to donate before you launch publicly

Be Transparent

If you think it is important, let your supporters know that you are fundraising for Building Humanity’s projects, and you are covering personal flights, etc. yourself.

Where do the funds go?

We’re a young enterprise with big ambitions, and your funds are critical in helping us achieve our core mission to improve the lives of underprivileged communities around the world. Your funds enable us to put teams on the ground and complete building projects for a host of communities.

Say Thank You!

Let your supporters know how grateful you are, and do it as personally as you can - no matter how big or small the donation. You may even consider offering some prizes for the largest donation, or producing a photo-album of your adventure to give to them once you return home. Handwritten thank you’s are also another way to make it more personal.

Report On Your Success

Our fundraisers find that shout outs on social media and reports of how close they are to achieving their target make a big difference in getting donations over the line. A single post will get lost in most people’s Facebook news feeds, so keep sharing and make sure you share positive content.

Use Photos

The more photos and video material you can share with your followers, the better. And if you can share stories of our work, better again. You can find some material on our Facebook page or website.

Connect your network

Your friends and family can watch our progress on our website (www.BuildingHumanity.org), or by liking us on Facebook (www.Facebook.com/BuildingHumanityOrg).



Some Campaign Ideas

We believe that there is no end to the ways you can get people having fun while supporting your campaign! Here are few great ideas we've come across:

100 Club Raffle

Raffle game where people buy a number between 1 and 100 for \$5 or 3 numbers for \$10. One number gets randomly selected, and the person who purchased that number wins \$100. The rest of the money goes towards your fundraising.

The Challenge

Challenges are a great way to get people to sponsor you. We have had volunteers get sponsors for doing challenges such as 5K, half marathons, triathlons, etc. Get people to pledge money for beating your best time. Another volunteer went '100 hours without power'. You could do a whole event with your friends with no electricity to see who can last the longest!

Movie Night

Minimal upfront cost, lots of fun for your friends, and the potential to reach out to the public. Make sure you include some other money-raisers the night of, like a raffle or a food and beverage package.

Trivia Night

Easy to organize, and always a hit with the university students. Again, think about how else to raise funds, like '\$2 entry' games between rounds, auction off one of your friends as the table's 'waiter' for the evening, or get guests to bid silently for another table to do an "end-of-night" song and dance!

Donate for a Gym Class

Are you a regular at the gym? Get your gym junkie buddies to chip in by pledging 10 cents for every mile they spin, or \$1 for every pound they can bench!

Dinner Parties

If your friends are foodies, you can definitely get them in on this. Host a themed dinner party, and charge an admission fee. You can also use this opportunity to sell small trinkets or items you know you can find from the country you will be volunteering in! Be sure to create a budget so you know you will make the meal a fundraising success!

Work Raffle

If you're working, put together a raffle for your coworkers and colleagues. Have one big item and maybe half a dozen smaller items (gift baskets, etc) to raffle off. Use your network to get items donated. You'd be surprised how many people will want to get in on the chance for a night in a hotel, or a dinner at a local classy restaurant.

University Sponsorship for Programs

Not at work? A huge number of our University participants have been able to access mobility and international leadership scholarships at their University. It's also a great way to tell your University about our programs. Have a look online or ask your careers center for advice. See page 8

Build a Photo Essay for the Public to View

While you can't achieve this till after your trip, we've seen a few participants develop photo essays to say thanks to their donors. You could use this as an award for your highest donors.

Comedy for a Cause

Most comedy clubs offer help to run your own comedy event fundraiser. Contact your local comedy club for more information.

Have other ideas? Share some of your own successful campaign ideas with us!

Online Campaign Ideas

Online Fundraising

Great if your network is spread far and wide. We would recommend this for most fundraisers as a boost for their campaign and a way for far-away friends and family to contribute.

My favorite online platform is Indigogo. You can set it up for the money to be directly deposited with Building Humanity, which will reduce fees since we are a verified non profit. Email for more information about how to do this.

*Reminder to check fees of all online platforms.

Gifts for Dollars

The best fundraising tactics for us have been to provide gifts for specified dollar amounts. People love getting something for their money, no matter how small. As a base “gift” I usually promise a postcard from Thailand or card when I get back with a photo of a child or a beautiful place I visited. For larger donation amounts you can offer things like a local tea, local sweets, trinkets or local crafts. Just be sure to save space in your suitcases for bringing back these items as well as budget for them.



\$50 USD

Postcard Thank You

When you lovingly donate \$50 or more, I will be putting your name on a new “sponsors” page on our website, as well as a shout out on our Facebook page. I will also send you a thank you postcard with one of the most memorable pictures of our trip.

Items included:

- Postcard Thank You



\$100 USD

Postcard & Trinket

When you pledge \$100 or more, not only will you get the shout out on our website/ FB page, and a postcard, but also a trinket from Thailand. I can't guarantee what the trinket will be, but I'll be sure to find something awesome to send you.

Items included:

- Postcard Thank You
- Trinket



\$150 USD

Postcard & Local Craft

When you pledge \$150 or more, you will get the shout out on our website, a postcard, and a locally made craft. In every country, there are creative artists selling their art. I will be sure to find something unique to send you. I can't guarantee what the art will be or look like, but I'll be sure to find something awesome to send you.

Items included:

- Postcard Thank You
- Local Handmade Craft



\$200 USD

All Available Perks!

When you pledge \$200 or more, you will get all the amazing perks we have available! The shout out on our website and Facebook page, a photo postcard of our trip, a trinket, and the local handmade craft! The best of all worlds!

Items included:

- Postcard Thank You
- Trinket
- Local Handmade Craft

Are you a University Student?

You may also be able to access additional funding from your University to support your trip. Here are a few ideas on how to find this:

- Contact your local student representative council and pitch your campaign
- Research for mobility and travel awards at your University, and describe how your volunteer program will enable you to apply your University skills
- Contact your careers center and request information about grants and scholarships for international programs
- Speak to your Dean or favorite lecturer, and get them inspired about the program!

Your university may need some confirmation of your involvement in the program. If so, just let us know and we can provide this.





Campaign Tools

Fundraising Materials

To assist you with your campaign, we have developed some material that you may wish to use. This includes flyers, sample emails, letters for donation requests, as well as photos and videos. Browse through the public folder and make your own versions for your campaign!

Use of Logos

Please note the following when using our logo:

- Our logo may only be used in combination with your fundraising appeals
- Our logo must be used responsibly at all times
- Our logo must not be associated with any illegal, criminal or ill-intentioned activities





Thank You!

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