

# Fundraising Toolkit



AFRICAN IMPACT  
FOUNDATION



# Welcome

Thank you for joining us on this journey of creating positive and sustainable change. Let's get started!

## What's inside the toolkit

Step One: Your Impact

Step Two: Choose Your Campaign

Step Three: Choose Your Target

Step Four: Choose Your Platform

Step Five: Spread The Word

Step Six: Have Fun!

Final Step: After the fundraiser

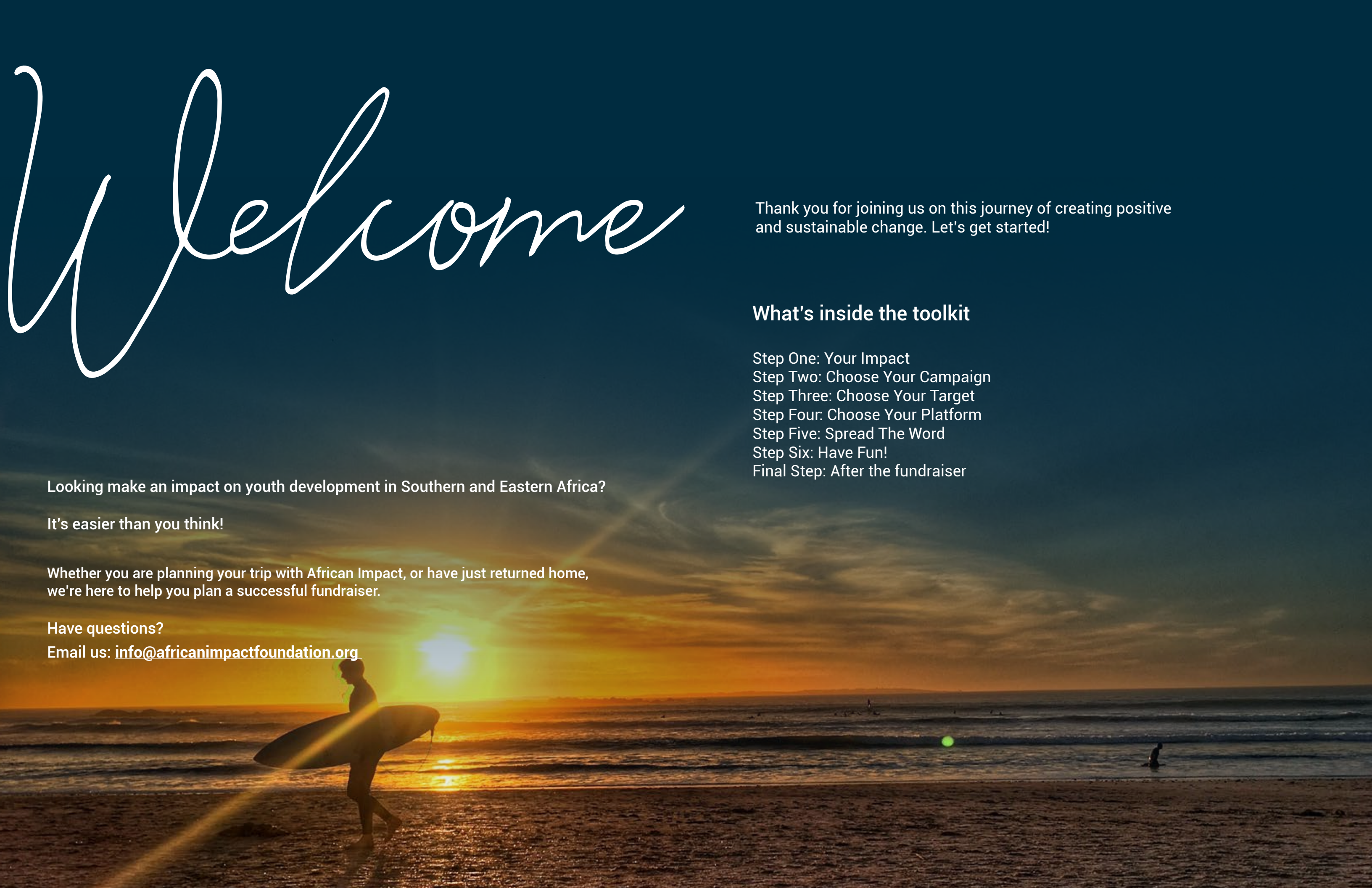
Looking make an impact on youth development in Southern and Eastern Africa?

It's easier than you think!

Whether you are planning your trip with African Impact, or have just returned home, we're here to help you plan a successful fundraiser.

Have questions?

Email us: [info@africanimpactfoundation.org](mailto:info@africanimpactfoundation.org)





# Step one

## Your Impact

### What project are you going to fundraise for?

As you may know by now, the African Impact Foundation works together with African Impact to raise funds for the projects on the ground. Please make sure you explain to your donors whether you are fundraising for your personal trip costs, or for the Foundation, as this toolkit is strictly to help you with Foundation fundraising!

Your fundraiser will equip young people with the education and skills to move out of poverty.

The generous time and effort you put into raising funds will make our vision a reality in Southern and Eastern Africa!

### Our focus areas that your funds will go towards:

**Gender Equality** - Girls and young women are equipped to choose their own pathways to become healthy, positive and prosperous leaders

**Education** - Students have the opportunity and ability to finish school and seek sustainable livelihoods

**Youth Wellbeing** - Young people are mindful of the choices they make about their health and wellbeing

**Improved Livelihoods** - Young people are able to access pathways to sustainable livelihoods through entrepreneurship, skills training and further education

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Visit our website [www.africanimpactfoundation.org](http://www.africanimpactfoundation.org) or talk to us [info@africanimpactfoundation.org](mailto:info@africanimpactfoundation.org) to find out what we're up to

"No act of kindness, no matter how small, is ever wasted."

Aesop



# Step Two

## Choose Your Campaign

### Host an Event

You could host a virtual or in-person quiz night, garage sale, movie night, bake sale, silent auction, or gala

### Celebrate Your Birthday

What better way to celebrate your birthday than by giving back? Ask family and friends to donate to your campaign in place of a gift

### Accept A Challenge

Agree to skydive, run a marathon, climb a mountain, or shave your head if your fundraising target is reached

### Stream for Good

Support the work we do by hosting a livestream fundraiser

What is a charity livestream? A live, fundraising event where broadcasters stream their content online and viewers donate to a specific organization

Find us here on Tiltify, it's fully integrated with Twitch and Mixer: [Click Here](#)

Connect us to streamers you know! Or if your just starting out, check out these links for tips:

[Click Here](#)[Click Here](#)[Click Here](#)

# Step Three

## Choose Your Target

Did you know that fundraising pages with a target raise 46% more? Work out a realistic target that you feel you will be able to hit. Your supporters will be encouraged to donate if they can see that you've not hit your target yet, and you can give people a nudge when you're getting close. Plus, if you hit your target ahead of time, don't be afraid to increase it!

### Back Yourself

Be the first person to donate and show your commitment to the success of your fundraiser.

### Create Milestones

Break the target down into milestones that feel easier to aim for and are great to celebrate. For example, if you want to raise \$300 your first milestone could be \$50, once you hit that really celebrate it and that usually gets things going. The second milestone can be \$150 and so on.

*It's also important to get momentum in the first 2 days so follow up with friends and family who have agreed to support the campaign to create the 'snowball' effect.*



# Step four

## Choose Your Platform

**Create an online fundraising page linked to African Impact Foundation on one of our partner platforms:**

GlobalGiving ([www.globalgiving.org](http://www.globalgiving.org))

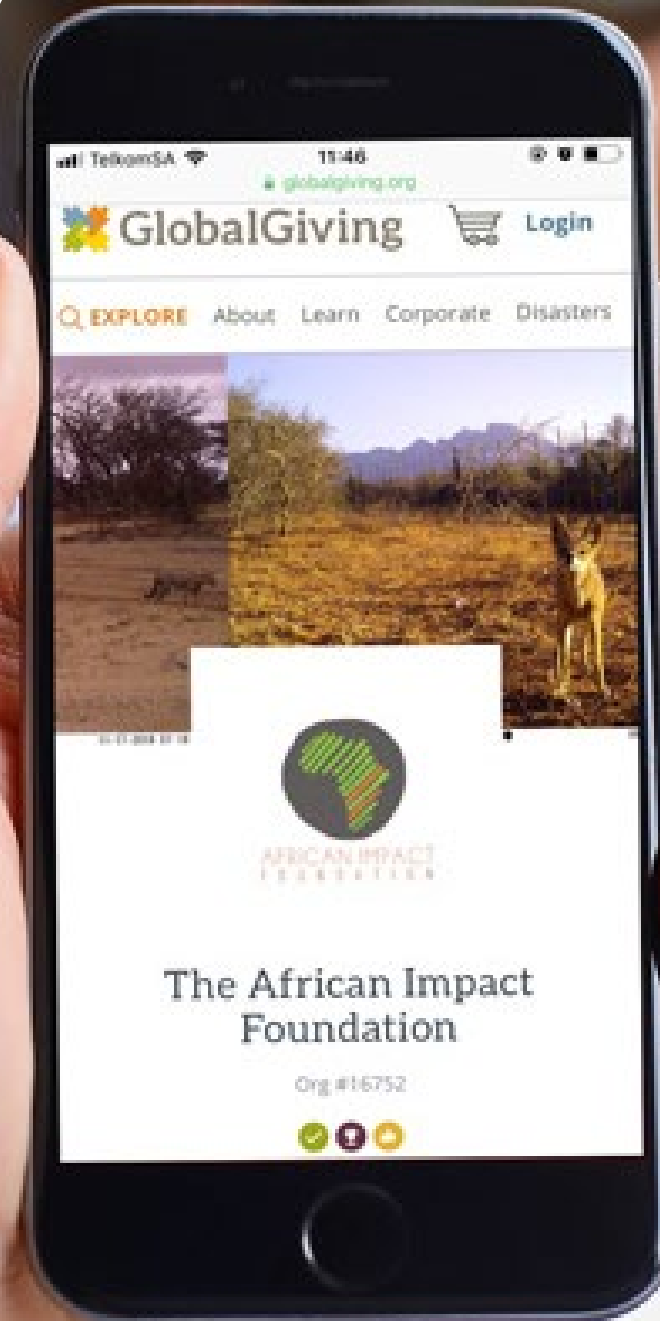
Facebook ([www.facebook.com](http://www.facebook.com))

Virgin Money Giving ([www.virginmoneygiving.com](http://www.virginmoneygiving.com))

**Personalize your page** by posting photos of your experience, tell a story that means a lot to you, and explain where the money will be going!

Don't want to set up an online page? You can direct your followers, friends and family to our website: [www.africanimpactfoundation.org](http://www.africanimpactfoundation.org) where they can make direct donations via credit card or Paypal.

Collecting cash and/or cheques at your event? You can donate the amount you raised into our account via our website, or directly into our account. We can help you decide the best option for you: [info@africanimpactfoundation.org](mailto:info@africanimpactfoundation.org)



*"No one has ever  
become poor by  
giving."*

*Anne Frank*





# Step five

## Spread The Word

Remember to focus on WHY you're raising money. It's not about asking people for money, it's about giving them the opportunity to change a life.

**Reach out to your friends and family** and let them know about the incredible work you are doing! Pick up the phone or send an email so that they're the first to know.

**\*use the "Dear Friend" letter example on the right\***

**Involve your classmates and colleagues:** Ask your classmates or colleagues to make a team and support your campaign. Did you know that many companies will double your donation? Ask your employer

**Encourage monthly giving:** Ask your network to give up one coffee a month, or have one less drink on the weekend, and donate that money towards your campaign

**If you are doing an event,** you can send out event invitations via e-mail, mail, create a Facebook Event, and more

Use our resources: [Click Here](#)

DEAR FRIEND,

I recently learned that 250 million children worldwide lack basic reading, writing or maths skills, and I'm doing something about it. Help me raise money for education by donating to my Education campaign. African Impact Foundation works with communities across Southern and Eastern Africa to build schools and create programs with the goal of increasing access to quality education for children in the developing world.

Every little bit will help provide educational opportunities for children, no matter where they were born or what resources they have. [Link to fundraising page]

Thank you for your support

[Your Name]



# Use Social Media

**Post on Facebook, Twitter and Instagram to launch your campaign and let your followers know how they can get involved. Tag us so your followers can see what organization you are supporting!**

Not sure what to say?

Here are a few examples!

"Hey friends! On August 10th, I will be hosting a game night at the Snakes and Ladders Café in support of the African Impact Foundation. There will be drinks and snacks provided. Bring your friends and come have a good time! RSVP here: (Add link to event/fundraising page)"

...

"As many of you know, I'm about to leave for the adventure of a lifetime in Tanzania. I am raising money for the African Impact Foundation to support the education project that I will be working on when I'm there. Join me in making an impact: (Add link to event/fundraising page)"

...

"I'm halfway to my fundraising goal! We are one step closer to providing 250 children with the chance to participate in a life changing street sports tournament. Please consider donating, any amount helps: (Add link to event/fundraising page)"

...

"A huge thank you to everyone who has donated to my campaign so far! I had the time of my life in Cape Town and this is one way I can make a long lasting impact. If you're still interested in supporting the community I was working in, here's the link: (Add link to event/fundraising page)"





# Step six

## Have Fun

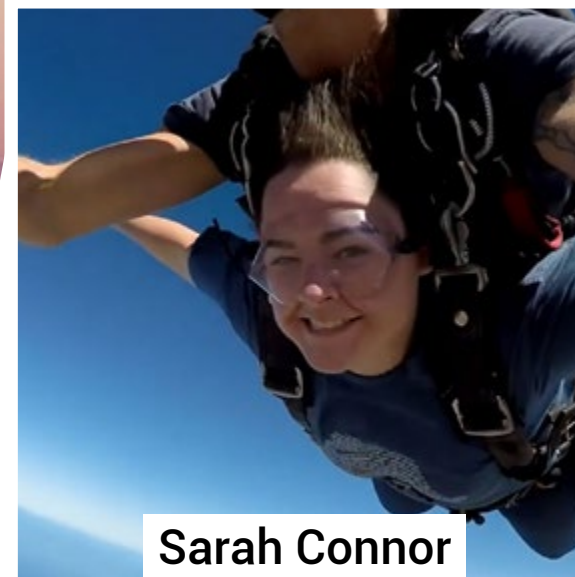


Whether you create an online campaign, host an event, or accept a challenge remember to have fun! **The only way you can truly make this experience impactful is by enjoying what you're doing.** The more you enjoy it, the more your friends and family will want to get involved!

Don't forget to say thank you to everyone who supported you!

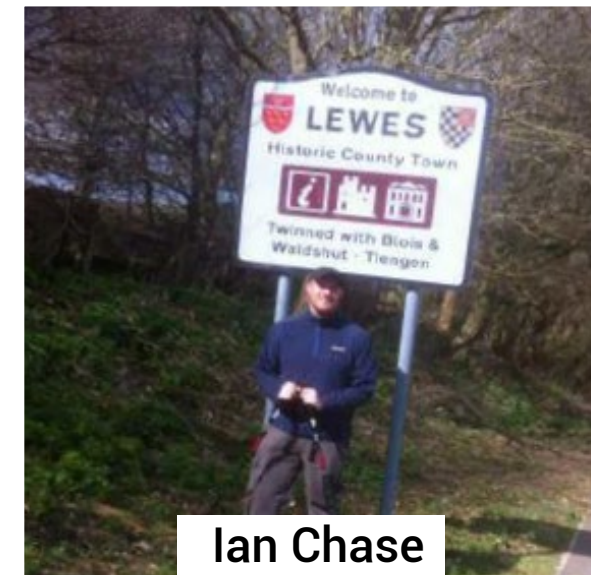
Still need some inspiration? Check out what others have done:

# What people have done...



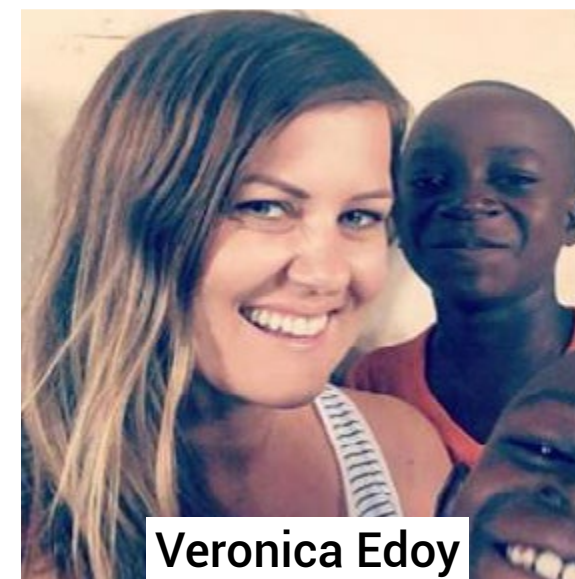
**Sarah Connor**

Jumped out of a plane  
and raised £555



**Ian Chase**

Walked from Paris to  
London and raised £1700



**Veronica Edoy**

Raised \$1000 with her colleagues  
which was matched by Danske Bank



**Soludos NY**

Donated £1200 of the  
process of their animal themed sale



# The Final Step

## After the fundraiser

### Gratitude is the best attitude

Making your supporters feel great about giving can be the key to a successful fundraiser! Be sure to acknowledge every donation, post thanks for the support and make special mentions for big or surprise donations. If the people who supported you feel appreciated, they are more likely to support another fundraiser in the future!

### Post fundraiser checklist

#### 1. Say thank you!

Send a note to every donor thanking them, let them know how much you raised, and the impact they have helped to make. Really celebrate their contributions and support!

#### 2. Follow up

Let everyone who missed your fundraiser, know that they can still donate, by sending them links to the main donation link.

#### 3. Invite your supporters to get more Involved

A month or two after the event, you can invite family and friends to deepen their impact by starting their own fundraisers. Share this toolkit with them and let them know any tips and tricks you learned.



*"Gratitude is the  
sign of noble souls."*

*Aesop*





AFRICAN IMPACT  
FOUNDATION

## Banking Details

African Impact Foundation (GBP account):

Bank: HSBC UK

Bank Address: 2 The Promenade, Cheltenham, GL50 1LS

Bank Account: African Impact Foundation

Sort Code: 401710

Account Number: 12198363

IBAN: GB78HBUK40171012198363

[info@africanimpactfoundation.org](mailto:info@africanimpactfoundation.org)

Tel: +27 (0)21 065 0501

USA Toll Free: 1-800-606-7185

UK Toll Free: 0800 0988 440

African Impact Foundation is a charity registered in the UK (1122529) and a registered NGO (Non-Governmental Organisation) in South Africa (NPO 084-529) and Zambia (RGNO101.0195/14).