

TEAM ZIMBABWE FUNDRAISING GUIDE

MAKING A DIFFERENCE IN THE LIVES OF ORPHANS

- AS SIMPLE AS A-B-C
- EASY AS 5 STEPS

*Thank you for signing up to ride with Team Zimbabwe, the central fundraising event for orphans at the Heather Chimhoga Orphan Care Center near the capital city of Harare, Zimbabwe. Below you will find easy to follow instructions on how to make the biggest impact in helping raise funds to **MAKE A DIFFERENCE!***

STEP 1: Identify your prospects by making an ABC list:

- **The A List** includes family and close friends you are certain will want to join in the effort to support orphans.
- **The B List** is made of those you are less sure about and includes friends & acquaintances, neighbors, business contacts, and businesses you frequent regularly; hairdressers, dry cleaners, dentists, CPA s.
- **The C list** is made up of people you do not have a personal contact with but because of the compassion people have on those less fortunate, would probably be interested in supporting the cause. It is everyone else on your e-mail contact list; business owners, folks you send Holiday cards to, neighbors you wave to, community association people, local business owners.

STEP 2: Make and Estimate and determine your goal:

- **Start with the A List.** Make an estimate of the kinds of donations you would receive from this list. Are there three people who will each give you \$100, six people who will each give you \$50, twelve who would offer \$25, twenty who will give you \$5?
- **Then look at the B list.** What kind of commitment do you anticipate these people could make? Another \$100?
- **Don't forget about the C list.** You'll be surprised at how generous people can be when they are touched by your passion.
- **Make an estimate and set a goal:** \$200? \$250? \$500?...maybe you're even motivated to reach a \$1,000!
 - Remember; there's a \$125 minimum at the "Supporter" level, and \$275 minimum at the "Member" level where you also receive a team jersey!

STEP 3: Select your approach:

Email or letter - This is the simplest and most efficient way to reach a large quantity of people to tell the inspiring story. Use the sample letter below and personalize it giving specific instructions on where to send a check. Tell them what it means to you to be a part of this humanitarian effort

Face-to-face - This is the best and most direct approach when you anticipate a large donation. Approaching a colleague in person garners more positive results and greater support; well thought out talking points can inspire.

Telephone Call – Not quite as intimidating as face to face, yet nevertheless more personal than an e-mail, writing a script to keep you focused will help stir heart felt empathy.

Social Media - Let them come to you. Social networking sites such as Facebook, Linked and others provide the ability to take your message to the next level and cause a groundswell of support.

STEP 4: Make it Personal – Whatever means you choose, be sure your communication tells of YOUR passion. The Zimbabwe Mission Partnership and the difference they are making for orphans in Zimbabwe is inspiring. When people see YOUR commitment, YOUR story will motivate them!

STEP 5: Tracking and Thanking - Always keep a list of who you have contacted including dates, addresses and phone numbers and record their donations as they come in. Most importantly, send prompt notes of gratitude and even after the event, let them know what a huge difference they've made and plant a seed for the next year's event.

Be Creative; Have Fun with It!!

- *Create a rolling screen saver on your work computer.*
- *Change the message on your cell phone or answering machine to mention your fund-raising campaign and participation in Team Zimbabwe*
- *Change the signature line of your outgoing e-mails to mention your involvement.*

