



THE NUTS AND BOLTS OF YOUR CAMPAIGN: Meeting Your \$500 Pledge

Although fundraising can seem arduous, you will be pleased at the reaction of how many people want to support your journey to the finish line and who are eager to support a nonprofit organization with a personal link! It's also important to express that all donations go directly to Heshima Kenya's shelter and education programs. We believe that it's exceptionally important for donors to understand where their donation is going – Heshima Kenya is transparent and donors can see the direct impact of their support – one of the great benefits of being a small organization! Remember, \$10 individual donations add up quickly, and hopefully with these tips you will meet your goal, and even more, sooner than you expect!

1) Decide if you want to organize a fundraising event:

- Create an **online invitation** using Evite.com, Facebook or a similar service provider. On the invitation, outline the basic details of the event along with a suggested donation.
- If you would like to show a **video or would like information literature** at your event, please write info@heshimakenya.org and provide the date of your event and how many people you expect to attend. We will mail you a DVD and other materials to your address. Make certain to collect email addresses of people who want to be added to Heshima Kenya's newsletter list.
- Plan what you want to talk about your event. Make it personal – talk about why you decided to run for Heshima Kenya. Please the "presentation talking points" document in your tool kit. Make sure you touch base with your supporters after the event and tell them how it went!
- Some other fundraising events could be throwing a collective house party with other participants; organizing a garage sale with your neighbors and friends and committing half the profits to your cause. Visit this website for more ideas: <http://www.fundraiserinsight.org/ideas/>

2) Create an online fundraising page:

- **Firstgiving.com** is an excellent resource for you to create a personalized fundraising page. You can upload photos, track who gives online, when they give, and how much. Firstgiving will also notify you via email when somebody gives. After your supporter donates via credit card online, Firstgiving.com automatically generates a tax-deductible letter and sends to your supporter via email. Heshima Kenya subsequently receives the funds by check the following month. The page also allows you to link your page to Firstgiving to your Facebook page. ** When you create your firstgiving page, you will be asked to link your cause to a nonprofit organization – enter Heshima Kenya and click on the organization (located in Belton, Missouri).

3) Supporters who donate by CHECK or CASH

- **Check:** Please have supporters write their checks payable to Heshima Kenya. They should include your name in the memo field and write "half marathon", *i.e. John Smith, Half Marathon*. You can collect the checks and submit to Heshima Kenya in person or by mail. Heshima Kenya will provide a tax acknowledgement letter by mail to the address on the check.
- **Cash:** If someone gives you cash, they will not receive a tax acknowledgement letter unless you include a note specifically requesting it and provide us with their name, address, and donation amount.
- When you mail in funds, please mail them to:
Heshima Kenya
PO Box 408077
Chicago, Illinois 60640

4) Using Facebook and Twitter to promote your cause: *Some Examples*

Facebook:

Pre-Run: Want to make a difference in the lives of refugee girls and young women in Kenya? Consider supporting Team Heshima and my run with the Chicago Half Marathon on September 12th. All proceeds will benefit Heshima Kenya, a nonprofit organization that works to empower refugee girls and women living in Nairobi with education, shelter, job training, and counseling. Follow this link to learn more:

After Run: I ran for Heshima girls and women today! Please learn more about the cause and how you can help out in the future: heshimkenya.org

Twitter:

- Support me and Team Heshima run the Chicago Half Marathon. Learn more here (include your Firstgiving site here)
- I ran for Heshima Kenya today! The run is over, but you can still help: heshimakenya.org/donate