

2012 Team Zimbabwe Fundraising Guide

Hope for the 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, CPAs.
- **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 an 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 \$150 minimum at a Level 1 sponsorship, and \$300 minimum at the Level 2 Sponsorship. At the Level 2 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, LinkedIn 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 #'s 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.*

Team Zimbabwe Fundraising Tools

How about this challenge: \$1,000 in ten days?

Day 1 - Sponsor yourself for \$50.

Day 2 - Ask your two best friends to sponsor you for \$50.

Day 3 - Ask 10 friends to each contribute \$20.

Day 4 - Ask five co-workers to each contribute \$20.

Day 5 - Ask five neighbors to each contribute \$20.

Day 6 - Ask 10 people from your place of worship to donate \$10.

Day 7 - Ask your boss for a company contribution of \$50 (or find out if your company will match what you raise).

Day 8 - Ask five businesses with which your company works to sponsor you for \$40.

DAY 9 - Ask three businesses you frequent (barber/stylist, dry cleaner, veterinarian, restaurants, etc.) to contribute \$25.

Day 10 – Ask the five kids in your neighborhood who solicited you last year to each give you \$5. Invite them to join you for the ride too!

GIVE IT A TRY...IT'S EASIER THAN YOU THINK!

TEAM ZIMBABWE FUNDRAISING GUIDE

Sample Letter:

Dear _____,

Please join me in making a difference in the lives of orphans! Has your heart ever been stirred to help young children but didn't know how? I've recently heard the plight of orphan children in Zimbabwe in harsh conditions and couldn't help but join in the effort to make a difference in these children's lives.

On June 3rd, I will be participating in the Elephant Rock Ride with Team Zimbabwe. We hope to raise over \$30,000 to send to the Heather Chimhoga Orphan Care Center near the capital city of Harare in Zimbabwe.

I have personally pledged \$____ to this worthy cause and I am hoping that you would join me in these efforts by also making a donation. Your gift of any amount will help provide a healthy daily meal, clean water, medical care, an education, and nurturing love to children who don't have the kind of blessings you and I enjoy.

Making a donation is easy: simply reply via email or mail indicating the amount you wish to pledge and then make out a check to Zimbabwe Mission Partnership and drop it in the mail to me at the following address:

Name: _____
Street: _____
City, State, Zip: _____

To find out more information, visit our team's web site at www.zimpartnership.org.

Many thanks for your consideration and the support if you decide to give to this worthy cause.

Sincerely,

Insert Your Name & Address

Team Zimbabwe Fundraising Guide

MAKE A RECORD OF PLEDGES MADE FOR TEAM ZIMBABWE RIDERS

Name	Phone #	E-mail	Pledge Amount \$	Date Paid	Type of Payment *
TOTAL PLEDGES COLLECTED:			\$		

* Credit Card, Cash or Check

Collecting Pledged Donations:

1. Have your donors write a check for their pledge amount **by May 1st**. Checks should be made out to the Zimbabwe Mission Partnership and returned directly to you.
2. Donors may also go to our website: www.zimpartnership.org and pledge by credit card. Ask them to tell you the amount of their donation and keep track of it on your log above.

Turning in your Pledges

All pledges must be received by the ZMP on May 15th. You can use envelopes provided in your registration packet or make your own envelop to:
 Zimbabwe Mission Partnership, C/O Joe Henderson
 823 W 124th Dr, Westminster, CO 80234-1754

What if you are paying for yourself or you are only collecting Pledges for some part of the minimum donation?

You can sign up as a Level 1 (\$150) or Level 2 (\$300) donor. If pledges are not received by May 15, your credit card will be charged for the minimum pledge amount. It's just that easy!