

# Youth Cares Team Registration



Young Champions



Philanthropy Partner

**IndiaCares**<sup>TM</sup>  
Foundation

## Youth Cares Team

A **Youth Cares** team needs to raise a minimum of Rs 50,000 in for a chosen Civil Society Organisation\* (CSO/NGO). The team needs to make an upfront contribution of Rs 2,000/-\*\* at the time of registration in favour of 'India Cares Foundation'. This will be included in the total minimum amount to be raised by the Youth Cares Team.

- Each team of Youth Cares will comprise of 3 participants who are students.
- Team members of all Youth Cares teams can participate only in the Majja Run category.
- India Cares will require all your collections and completed fundraising forms, adding up to the committed amount of Rs 50,000/- by 20th April 2017 for the benefits to be provided.

### **Privileges for Youth Cares teams**

Youth Cares teams who cross the **minimum aggregate fundraising threshold of Rs 50,000 per team on or before 20<sup>th</sup> April 2017**, can look forward to the following privileges at TCS World 10k Bengaluru 2017.

PRE RACE DAY	ON RACE DAY	POST RACE DAY
<ul style="list-style-type: none"> <li>✓ Regular contact with India Cares.</li> <li>✓ Special page for the team on the India Cares website, with the team mentioned on the Event website.</li> <li>✓ No additional amount to be paid as event registration fees for participation in the Majja Run.</li> <li>✓ Mention on Wall of Change at the Get Active Expo.</li> <li>✓ Invitation to the team members of the highest fund raising team as on 20<sup>th</sup> April, to the Event pasta party.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Special running number bib.</li> <li>✓ Event tee for top 3 fund raising teams as on 20th April 2017.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Processing, reconciliation and acknowledging all pledge cheques received, issuing receipts, and 80G certificates wherever applicable.</li> <li>✓ Youth Cares team will be named in the post event docket.</li> <li>✓ Award for the top fundraising teams.</li> <li>✓ Event certificate to members of all successful Youth Cares teams.</li> </ul>

**\* Choose a CSO from the list of participating charities on <http://icfn.in/tcsworld10k/>**

**\*\*India Cares retains Rs 2,000/- of the total funds raised by a Youth Cares Team as donation for the support provided to the Youth Cares Team and CSO.**



General Tips	Frequently Asked Questions
<ul style="list-style-type: none"> <li>• Start collecting funds early.</li> <li>• Always keep your fundraising sheet with you. Place the link of your online appeal on India Cares website to your FaceBook/ Twitter/ Blog.</li> <li>• Initially your closest contacts are the ones most likely to donate, and give references.</li> <li>• Set yourself a target and make it known – as you make progress towards your fundraising goal people become more and more likely to donate to you</li> <li>• Draft template letters that you can send out to all your contacts (you can use the samples provided here).</li> <li>• Be knowledgeable about the cause you're supporting.</li> <li>• Donors respond positively if they know how their donation will help.</li> <li>• When you're writing/ talking to your contacts, just be yourself, don't try and convince people, you are 100% sure of what you are doing, it will show.</li> <li>• And, don't be a afraid to send follow up emails or do calls! Generally people understand &amp; close friends and family won't mind hearing from you a few times.</li> <li>• Send out a <b>Thank You</b> email to your donors for helping you reach your goal.</li> <li>• Donation cheques should be made out in the name of your chosen CSO. Donors will receive 80G tax exemption as applicable from the CSO.</li> <li>• Cash donation collected should be submitted along with the Name, address and contact details of all Donors to ensure proper tax receipt (A copy of the same has to be given to India Cares )</li> </ul>	<p><b>1. Who Should You Ask?</b> Everyone! Create a list of potential donors (i.e. family, friends, co-workers, neighbors, classmates, clients etc.) Ask for referrals.</p> <p><b>2. What Should You Tell the Donors?</b> Tell them about your cause, impact the contribution will have and tax exemptions are part of it</p> <p><b>3. How Much Do You Ask For?</b> Whatever is possible! Give a specific range e.g. Rs 500,1000,1500 etc.</p> <p><b>4. When do I need to submit the funds I have raised?</b> All funds adding up to the committed amount must be submitted by 20<sup>th</sup> April 2017. In case you submit to the CSO, keep photocopies for India Cares, you can continue raising funds till 5 June 2017.</p> <p><b>5. What do I do for donors who keep delaying the donations?</b></p> <ul style="list-style-type: none"> <li>○ Reach back out to non-responders when you're approaching one of your internal goals. Set a few internal goals, you can plan on sending a couple follow up emails. Remember people can easily miss or skip over your initial outreach!</li> <li>○ Include progress updates in your follow up messages and consider including any inspiring stories or personal anecdotes you have about the cause.</li> <li>○ Remember to continue using social media! - it's more acceptable to frequently post updates</li> </ul> <p><b>6. How do I make my mailer more effective?</b> Include in your mail asking for donation in the first paragraph, which focuses on the donor's benefit of donating. Give a brief about the CSO you are supporting (10-12 lines). Talk about the project you are fundraising for, give some stats for reference. Use a photo, to create more impact.</p>

**Remember** you are *NOT* asking for money for yourself —it's for the cause you have chosen! Every rupee you collect makes a difference! Be creative and remember to have fun!

Sample Ask Letter	Sample Thank-you Letter
<p>Dear Friend,</p> <p>From an early age, throughout life till now, every now and then we wonder how we can change the world!</p> <p>Funny isn't it, we get sad, angry,, hopeful... helpless, when we see something that's not right in our society or a less fortunate who just needs a chance.....</p> <p>Well, I have decided to do something, take some action and try to support. On 21<sup>st</sup> May 2017, I will join with thousands of Indians to run in the TCS World 10k Bengaluru!</p> <p>As part of my participation, I have decided to raise (Rs xxx) to be donated directly to (insert name of NGO/ CSO) to support (2-3 lines on utilisation of donations) Your donation of any amount would be a great help toward my reaching this goal.</p> <p>You can send me a check made payable to (name of organisation) or donate online at (insert your online page link). All donations are tax deductible, and your generosity will play a role in the efforts to support the cause.</p> <p>Thank you so much for your support. I will think of you proudly as I bravely pound the pavement.</p> <p>Warm Regards,</p> <p>[insert your name]</p> <p><i>P.S. Don't forget, every single rupee counts and together we can make a huge impact!</i></p>	<p>Dear Friend,</p> <p>Thank you again for supporting my run for a cause!</p> <p>With your support I was able to raise Rs. _____. Your caring support for (name of CSO/NGO) will make a great difference to lives.</p> <p>Your gift is already being used for (utilisation of funds statement) There's no doubt that the need is huge; however, the support of donors like you is helping to make it possible for the less fortunate lead happier and fruitful lives.</p> <p>As I was running in the race, it felt great to be surrounded by so many other caring Indians, but even better was the feeling that I was supported in my efforts by so many friends!</p> <p>Thank you again for your support!</p> <p>Warm Regards,</p> <p>[insert your name]</p> <p><i>P.S. For more information about the cause you have helped to support, please visit [insert CSO website]</i></p>

### **Important dates for Youth Cares:**

1 Feb 2017	⇒	Start of Youth Cares registration
20 Mar 2017	⇒	End of Youth Cares registration
20 April 2017	⇒	Last date to submit reach the minimum fundraising threshold of Rs 50,000/-
17-20 May 2017	⇒	Get Active Expo – bib distribution for confirmed participants residing in Bengaluru
20 May 2017	⇒	Pasta Party Bib distribution for confirmed outstation and overseas participants
21 May 2017	⇒	Race Day

# Youth Cares Team Registration Form

## Students' Details:

Team Members Names	1.	DOB:
	2.	DOB:
	3.	DOB:
Email Id of Team leader		
Mobile Number		
Your chosen CSO*		
Address of Team Leader		

\* Choose a CSO from the list of participating charities on <http://icfn.in/tcsworld10k/>

## Payment Details:

Signup donation: Rs 2,000/- by cheque favoring "India Cares Foundation" which is included in your committed amount of Rs 50,000/-

Amount:	
Cheque No.	
Dated:	
Drawn On: (Bank / Branch)	

Please send a high resolution quality soft copy of your group photograph and individually to [tcsworld10k@icfn.in](mailto:tcsworld10k@icfn.in) and provide a brief profile about yourselves and your appeal message in the box below. We will use both for promotional purposes during the event. (Not more than 225 words and attach a separate sheet if required)

**Brief about the team members** (standard, inspiration for supporting the chosen CSO)

1.

2.

3.

**Terms and Conditions:**

- India Cares will facilitate your registration as a Youth Cares Team by submitting your TCS World 10k Bengaluru 2017 “Entry Form” and this Youth Cares “Registration Form” to the race authorities.
- Your run registration charges will be paid by India Cares
- You will receive an 80G tax exemption receipt from India Cares for your sign up payment of Rs 2,000/-
- You are committing to raising a minimum of Rs 50,000/- for the CSO indicated.
- Donation cheques / drafts collected by you should be made out in the name of the CSO you support, and your donors will receive tax exemption u/s 80G from that CSO.
- For donations raised online through your appeal page on [www.icfn.in/tcsworld10k/](http://www.icfn.in/tcsworld10k/)
  - India Cares deducts 5% of the donation amount towards provision of the online platform. The remaining amount is forwarded to your chosen CSO post-event.
  - Donors get the appropriate 80G e-receipt from India Cares, within an hour of donating

**Please submit evidence of your funds raised by 20<sup>th</sup> April 2017 to India Cares.**

All terms and conditions that apply to participation in the TCS World10k Bengaluru 2017, as indicated in the application form for the event, shall apply.

**I have read through the terms and conditions and agree to abide by the same.**

Team Members Names	1.	Sign:
	2.	Sign:
	3.	Sign:



*\*This Form, filled soft copy should be sent to our event email id: [tcsworld10k@icfn.in](mailto:tcsworld10k@icfn.in)*

# Youth Cares Team Funds Submission Form

## Youth Cares Team Details:

Name: \_\_\_\_\_

Email Id: \_\_\_\_\_

Contact No: \_\_\_\_\_

Recipient CSO Name: \_\_\_\_\_

## Collection Details

Total Amount Raised: \_\_\_\_\_

By Cheque\*: \_\_\_\_\_

By Cash\*\*\*: \_\_\_\_\_

Online: \_\_\_\_\_

*\*All cheque photocopies must be submitted with this form.*

*\*\* All collected cash should be submitted to the recipient CSO. But please give the proper details of your donors who donated cash to the CSO to get the appropriate 80G receipts. Keep an excel of these details and submit to India Cares.*



**India Cares Foundation**

No.52/8, 1st Floor, 5th Main, 12th Cross, Wilson Garden, Near LR Cambridge School Bengaluru – 560 030.

Email: [tcsworld10k@icfn.in](mailto:tcsworld10k@icfn.in) Call: 080 22222571

# Youth Cares Team

## Funds Collection Sheet

Team's Name: \_\_\_\_\_

For CSO: \_\_\_\_\_



Donor Name	Contact Details : Email id & Address	Amount Donated	Cash/ Cheque No.

*Please keep extra photocopies of the funds collection sheet*