



GUIDE TO FUNDRAISING

Connect to a cause • Engage to make a difference • Transform a life



Philanthropy Partner

India Cares
Foundation



"Never think you need to apologize for asking someone to give to a worthy objective, it is the same as you are giving an opportunity to participate in high-grade investment. The duty of giving is equal to the duty of asking. Whether or not to give to that particular cause, and if so, how much, it is the only thing to be decided."

We know you are worried about 'Asking' especially for money. Remember, it's only talking and talking about the cause you are running for and, raising support for it! Running in the Airtel Delhi Half Marathon 2017 for a cause is worth it.

"It's an extreme sport, Running and Fundraising!"

Here are some tips for you:

- Dedicate your efforts to a specific Civil Society Organisations (CSO/NGO) and raise funds for them. Make sure your goals are specific and concrete.
- Have answers' to - What exactly are you trying to fund? Are you funding a concrete, programmatic service (e.g. 50,000 meals a year), or a sum to be dispersed more broadly (e.g. towards management of the programme that serves 50,000 meals a year)
- Keep a realistic goal, you can change your goal as your donors contribute.
- Because relationships matter, don't rush your fundraising asks. But put emphasis on the end date of raising funds, the event date and for making donations.
- Be enthusiastic and positive! Talk about the "Airtel Delhi Half Marathon", an event demonstrating your passion and dedication to this worthy cause. Enthusiasm is contagious!
- Ask, ask, ask and ask! Aim high. Even you might not know, that your donors are capable of making a large donation, do not be afraid to ask for a specific amount.
- After you make your ask, stop talking, even if it seems uncomfortable. Don't say a word. Let the donor be the next person to speak.
- Do not forget to personally thank your donors. With their help, you will change lives!
- Keep you talk ready!, Emails need to be followed up with calls. Follow-up as often as possible
- **Understand that there will be "No's"**: And that's ok! **But Expect a Yes**: Attitude matters in fundraising.

Who to ask? This is the time to ask **everyone** you know, even remotely so, to support you now. Here are some suggestions and some people for you to approach.

- ✓ Send an email or a letter to everyone through your address book
- ✓ Friends
- ✓ Family
- ✓ Co-workers
- ✓ Favorite local restaurant owner
- ✓ Any favorite local shop that you frequent often
- ✓ Your doctor, dentist or lawyer
- ✓ Your teammates or gym buddies
- ✓ Your hairdresser or barber
- ✓ People at your place of worship



Giving due to peer to peer fundraising and appeals on Social media is growing by 15% year on year!.

Are you on Facebook, Twitter, LinkedIn or Instagram, any/ all other social network sites? These can be valuable tools for talking about your Run for the cause and raising funds! Copy the URL of your fundraising page* and Change your cover and background photos to reflect your campaign. Share your blog stories, photos, videos, and other engaging content on Facebook, Twitter, and Instagram

*Once you create your online appeal page at India Cares website, you can copy a widget/ your page URL and place it on your networking pages and also ask others whom you know to do the same.

Tip: You don't want to make all your social posts an ask to donate – this could annoy your followers. Instead, your posts should include links directing people back to your website to learn more about your campaign, post pictures about the impact your supported organisations is doing, post a video - selfie appeal video, talking about why you are doing for the cause

Tips for Successful Letter/Email Composition – Remember you are getting people to join you in bringing change

- Write a short letter!
- Share something personal about yourself. Like, what made you choose the specific CSO.
- Include your fundraising goal and ask for a specific amount.
- Provide facts about important work being done by the concerned CSO.
- Tell them that donations are tax deductible and cheques should be made payable to the CSO you are supporting.
- Include a link to your personal Website/ appeal page so that donations can be made online.
- Ask them to please donate by 29th November 2017.
- Mail your letter to family members, friends, coworkers, and business associates. Be sure to look at your holiday card mailing list too!
- Send thank you notes (after the Run) to everyone who donates through you.

A few ideas to get donors to give:

- Ask if they can, just once, give up on something – a movie, manicure or dinner at an expensive restaurant – and contribute towards your cause.
- Host a fundraising party and ask attendees to buy your homemade dinner as their support.
- Create a buddy system. Ask someone who cannot join you on run day to help you collect donations.
- Ask your company, they can even match what you Raise! and other companies to conduct a event for their employees and ask for donations to participate.
- Take your fundraising letter and share the information **everywhere** you go.
- Ask two persons a day to donate for your Run for the next two months.
- Ask your friends to contribute for your cause instead of purchasing a gift for your birthday, anniversary or any occasion.
- Ask five to ten people to save their change for you for a month. Give them decorated buckets to keep the change in. Hold a “counting party” at the end of the month.

Talk to us and join this sport. Call or send a mail at
011 4109 6623 or adh@icfn.in



Thank You Letters are Critical

Dear _____

Address people by name, not a generic like "friend".

Thank you ever so much for your generosity and kindness – you have supported me when running for _____. You have shown that you care as much as I care.

Please give the name of CSO

With your support and that of my friends, I was able to raise Rs _____. I will always wish we could together have raised more, so much more for our chosen charity... but friends like you have been so very kind.

State the amount with pride.

I know your support and mine will hugely help _____ in (state how the CSO will utilise the funds raised and the impact it will make). They will, indeed, bless you. Giving together has become part of our friendship, if I may say so.

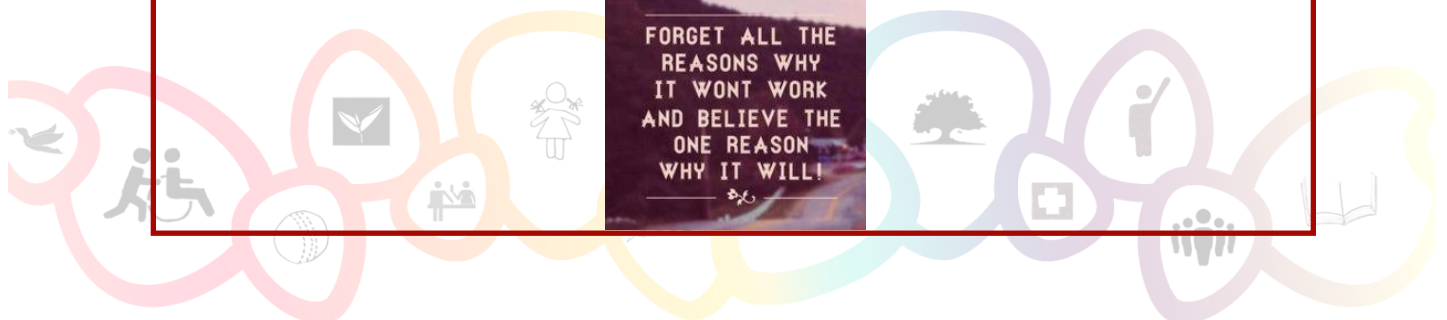
State the name of the CSO

As I ran in the Airtel Delhi Half Marathon 2017, I was surrounded by so many others caring people... but even better was being surrounded by the support of friends like you.

Thank you, again, and with all good wishes,

The amount raised is not as important as the fact that you tried!

The CSO you chose will always be grateful, whether you raised Rs 1,00,000 or just Rs 500.



Letters should be donor-centric.
Make sure your donors know
what their donation will go
toward and how they can help

Sample 'Ask' Letter

Dear _____

Address people by name, not
a generic like "friend".

I am running in the Airtel Delhi Half Marathon 2017 on Sunday 29th November 2017 and be joining tens of thousands of Delhi-ites on the roads around Delhi. But there will be one big difference between a few of us and most runners – we will be running to raise funds for _____ Similar events in Mumbai and Bengaluru have succeeded in raising millions of rupees for charity. Delhi too has raised Rs 22+ Crore since 2007.

Give the name of
your chosen
CSO

This year, the CSOs in Delhi are working to raise Rs 10 Crore, and I have decided to join and do Rs (your target). I can do it with your help.

How can you help? Write out your cheque in favor of (name of CSO) for Rs 5000/1000/500 and send it to me immediately by courier – the CSO will send you the receipt with tax exemption soon after the run. If you prefer, you can visit the website: (<http://www.icfn.in/adhm/fundraiser/yourpage/>) and pay through their payment gateway – but do tell me (a phone call or SMS will do) to follow up your generosity.

Mention the
amount, and don't
feel shy to ask 'big'
Your friends are
more generous
than you think!

You may ask, "Why should I help this CSO?" Because, (state your motivation for doing this.) Tax exemption on your is donation (As per the tax exemption status of your CSO 80G or 50% (or 35AC-100%)). I aim to collect Rs (state your goal, let it be ambitious) for this CSO, and every bit from you will help me reach my goal.

Give a brief description
of their work – given
on the India cares
website.

I will be thinking of all of you, my supporters and friends, when I race through the roads around the major historical landmarks of Delhi!

Yours sincerely,

PS. Don't forget to send me your cheque...every rupee counts. I will be most grateful for your support. And, together, we can make a huge impact.

Don't forget to add a
"PS" – it has been
proven to work. It
could be even a
statement about
upcoming events,



Funds Submission Form

Runner/ Fundraiser Details:

Name : _____

Email Id: _____

Contact No: _____

Recipient CSO Name: _____

Company Name: _____
(If registered for Corporate Cares)

Race Category (if a runner): _____

Collection Details:

Total Amount Raised : _____

By Cheque*: _____

By Cash**: _____

Online : _____

*All cheques must be submitted with this form

** All collected cash should be submitted along with the proper details of the donor, to help the CSO give proper receipts.



Frequently Asked Questions about Fundraising:

Is it safe to use my credit card online? What about privacy?

In order to prevent unauthorized access and protect our donors' personal information, India Cares has high internet security for online transactions. It is easier to make an online contribution too

How do donors know if their credit card donations went through?

The India Cares online transaction system will automatically send a donation confirmation email to the donor's account, when the transaction goes through. Attached to the confirmation email will be an e-receipt for tax purposes. For more queries please write to adh@icfn.in

How will I, as a fund raiser, know if someone has donated online to support me?

You will receive an email notifying you when someone makes a donation. You can also login to your account on the India Cares website and you will be able to view your fundraising total till date. Click on Reports to view who has donated and how much they gave.

Some people are not comfortable donating online. Can they still send in their donations?

Yes. Although donating online is often more secure than conventional postal methods, please provide your postal address as well, as many people are more comfortable sending a cheque. Ask them to send a cheque in the name of the CSO you are supporting. You should add these offline funds raised to your online total, by logging in to your account on India Cares website.

When someone makes a donation online, will they receive an automated thank you letter from India Cares?

Yes, everyone who donates online will receive a thank you letter, which can be drafted by you.

How will I know the money I donate is actually helping someone needy?

Organizations submit a utilization report to India Cares about how the funds raised in the Airtel Delhi Half Marathon have been used. The CSOs registered for the event are accountable to their donors.

What tax exemptions will I get?

All online donations will receive an e-receipt attached to their 'thank you' mail, which is the 80G tax exemption, within an hour after donation.

How do I know that CSO I want to donate has valid 80G?

It is mandatory for all CSO's registering with India Cares to have a valid 12A & 80G registrations. They also submit a copy of their PAN and last filed audit report.

Our final Tip: is that if you feel nervous when making asks in-person or on the phone, the best way to get more comfortable is to practice. This means running through ask conversations in your head, practicing in front of a mirror, and holding practice conversations with your friends or other staff members.



If you noticed "ASK" is the most frequently used word, so this is the word to follow for the next two months!

Happy Fundraising!

