



ADHM 2018  
Guide  
to  
Fundraising



Philanthropy Partner  
**India Cares**  
Foundation



# Fundraising Guide

An iCare fundraiser is an individual who uses the philanthropy platform of the Airtel Delhi Half Marathon and raises funds of any amount in support of a CSO or cause he/ she chooses.

What an iCare fundraiser can look forward to:

- Perhaps visit us; but we will certainly answer your telephone calls; and help in any way we can.
- Recognition will be given on the India Cares website to the top 10 iCare runners in the race month, i.e. October 2018, provided we get the data of funds raised by 25 September 2018.
- Top two iCare runners will be recognized at the post event press meet, the minimum threshold to be considered for this award is Rs 1,50,000/-.

*Starting points to remember:*

- ✓ *It is ok to feel 'Awkward' about 'asking' for money*
- ✓ *The way to get around this is to gather Knowledge about the cause and Impact the funds raised will make.*
- ✓ *Ask, Ask and Ask is the buzz word, until you do not get a 'Yes' or a 'No' clearly*
- ✓ *Do not hesitate in follow up – One - you are not asking for yourself and Two - people do need reminders!*

**Here are some tips for you:**

- Dedicate your efforts to a specific cause/ CSO (Civil Society Organisation) and raise funds for them. By conveying, why you have personally invested in this cause, you help your potential donors realize the true impact of the CSO and its work.
- 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 2018", an event demonstrating your passion and dedication to this worthy cause. Enthusiasm is contagious!
- Always be ready 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.
- **Understand that there will be "No's":** And that's ok! **But Expect a "Yes":** Attitude matters in fundraising.
- Do not forget to personally thank your donors. With their help, you will change lives!

**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

## Using your Social Networking Sites (SNS) to ask..

Are you on Facebook, Twitter, LinkedIn or on some other social network sites? These can be valuable tools for recruiting team members and raising funds! Copy the widget\* and post it to your social media profile page. Update your status frequently with information about how to join your team, how to make donations and updates on how your fundraising efforts are going. Be sure to send out the link to your personalized fundraising page!

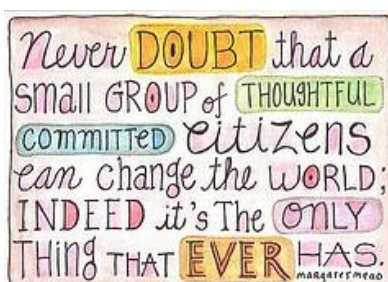
*\* (Once you create your online appeal page at India Cares website, you can copy your page url, place it on your networking pages and also ask others whom you know to do the same, an image (widget) appears leading to your page).*

## Tips for Successful Letter/ Email Composition

- 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 CSO you believe in.
- Tell people you approach 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 everyone to donate straight away - but latest by **21 October 2018**.
- Mail your letter to family members, friends, co-workers, 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 encourage 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 could 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.



## Frequently Asked Questions about Fundraising:

### 1. Why are you a fundraiser for this cause/ NGO? What are you getting? What do you know about them?

In order for people to feel comfortable contributing, you as a fundraiser, have to be clear about your motivation in being a fundraiser – know the impact the organisation and the funds you raise will make.

### 2. 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.

### 3. 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 [adhm@icfn.in](mailto:adhm@icfn.in)

### 4. How will I, as a fundraiser, 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.

### 5. 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 our India Cares website.

### 6. 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.

### 7. 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 2018 have been used. The CSOs registered for the event are accountable to their donors.

### 8. What tax exemptions will I get?

All online donations will receive a 80G tax exemption, within an hour after donation. For offline donations please collect your donor's full name, address, PAN number for the CSO to send the receipts.

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

It is mandatory for all CSO's registering with India Cares to have a valid 12A & 80G registrations.

**Our final Tip:** *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!**

# iCare Funds Submission Form



## Runner/ Fundraiser Details:

Name: .....

Email Id: .....

Contact No(s): .....

Recipient CSO Name:.....

Company Name:.....  
(If registered for Corporate Cares)

## Collection Details:

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

In words: .....

By Cheque\*:.....

By Cash\*\* : .....

Online: .....

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

\*\* India Cares does not encourage cash - but we know that sometimes it is unavoidable, but do not collect more than Rs ,2000/- as cash donation. 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

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