

# MY FUNDRAISING TOOLKIT

## International Girls' Day

### TABLE OF CONTENTS

1. Introduction
2. How to Start a Fundraiser
3. Fundraising ideas
4. Collecting and donating money
5. Fundraiser information form
6. Fundraising 101
7. Social Media Tips
8. Fact Sheet
9. 'Donation' Email Template
10. 'Thank You' Email Template



# 1. Introduction: Thank You & Welcome!

Since 2012, 11 October has been marked as the International Day of the Girl. The day aims to highlight and address the needs and challenges girls face around the world, while promoting girls' empowerment and the fulfillment of their human rights.

We celebrate this day by promoting our work with at-risk girls.

We are privileged to work with some of India's most vulnerable and marginalised people, supporting the provision of education, healthcare, economic empowerment and anti-human trafficking.

Despite much progress, a child without an education is still much more likely to be a girl than a boy.

Nothing has as much impact on a child's well-being as their mother's level of education.

Did you know that:

- Educated girls are less likely to be trafficked
- Girls with higher levels of education are less likely to be child brides
- Girls with higher levels of education are less likely to have children at an early age
- Educated girls are healthier
- Educated women are less likely to die in childbirth
- A mothers' education level impacts their children's nutrition
- Educated women are more likely to find work
- Educated women are more likely to earn a higher income
- Educated women are more likely to know they have value and worth.

We have 103 schools across India providing quality English medium education to vulnerable children. Around 4,000 girls in our schools are currently unsponsored, and we want to raise the funds to support them, so they can break out of the poverty cycle, and dream big dreams.

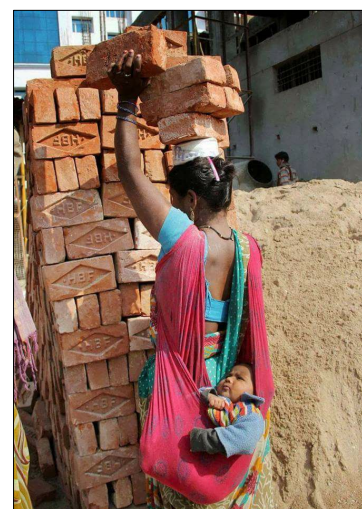
We invite teens to engage whether through schools, home-school groups or youth groups, organising events to help us support these at-risk girls, to empower them so they too will have a hope and a future.

**Thank you** for choosing to participate in our International Girl's Day campaign this year, enabling more vulnerable girls to access education and discover their value and worth!

We would love to hear YOUR ideas and track with your fundraising progress so we can celebrate and encourage you along the way, please email us at [info@dfn.org.au](mailto:info@dfn.org.au) / [info@dfn.org.nz](mailto:info@dfn.org.nz).

All the best,

**The DFN Team**



## 2. How to Start a Fundraiser

These simple steps will help you plan your fundraiser.

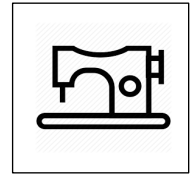
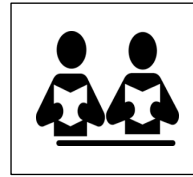
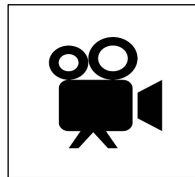
Choose your event. Browse from the following ideas or choose your own.

1. Select how you will collect and donate the money.
2. Fill in the 'Fundraiser Information Form' & email it to [info@dfn.org.au](mailto:info@dfn.org.au) / [info@dfn.org.nz](mailto:info@dfn.org.nz)
3. Run your event and keep in touch through social media and email, we love photos & stories
4. Deposit your funds and send us an email so we can reconcile your donation
5. Thank your donors; thank you email templates and ideas are included.

**Your help is making a lasting impact in the lives of vulnerable women and girls!**

### SHARE YOUR FUNDRAISER

- Share about your fundraiser on Facebook, Instagram or Twitter
- Invite family and friends to support you. Tag #IGD2021 on Social Media!
- Update your posts, share images from our Fundraising resources site
- Use #IGD on your posts for wider coverage
- Let others know about your fundraiser and invite them to participate or to donate.  
See page 5 for ideas.



# 3. Fundraising Ideas

Here are some ideas for a fundraiser.

Be creative, choose an idea to suit you or come up with a new concept! We love hearing how supporters are raising funds, so please share your ideas, stories and questions with us:

[info@dfn.org.au](mailto:info@dfn.org.au) / [info@dfn.org.nz](mailto:info@dfn.org.nz)

- ❖ Use Facebook Fundraisers (see following)
- ❖ Pledge your birthday gifts – ask people to make a donation instead of bringing a gift
- ❖ Participate in a fun run or marathon
- ❖ Dye your hair – highest bidder decides the colour!
- ❖ Take part in a PJ Day, wear your PJs to work, school or university
- ❖ Hold a morning or afternoon tea, Devonshire tea
- ❖ Organise a clothes swap
- ❖ Run an Art Exhibition
- ❖ Take a stall at a local market, selling things you make
- ❖ Screen a movie night
- ❖ Host a karaoke night and charge a fee at the door
- ❖ Hold a fashion show
- ❖ Have a supper evening, wine and cheese night
- ❖ Sausage Sizzle – get in touch with your hardware store
- ❖ Run a team building challenge at work
- ❖ Challenge your friends to a trivia night
- ❖ Hold a gala dinner or ball
- ❖ Cocktail party
- ❖ Raffle at school/work
- ❖ Cup cake or chocolate drive, or a bake sale
- ❖ Organise a carwash
- ❖ School walk-a-thon
- ❖ Work lunch – bring a special dish and ask for a donation at the door
- ❖ Set your own physical challenge
- ❖ Grow a moustache and/or shave your head
- ❖ Sell unwanted clothes or goods
- ❖ Attempt to set a world record
- ❖ Give something up for a week, a month or longer, donate what you'd normally spend
- ❖ Donate part of your pay or pocket money – every dollar counts!
- ❖ Tough Mudder or Miss Mudder
- ❖ Run an auction (silent or live!)
- ❖ Dollar for Dollar – ask your employer or a local business to match the money you
- ❖ Go on a bicycle ride and ask friends to sponsor you
- ❖ Organise a lawn bowls or ten pin bowling night and people pay to participate
- ❖ Guess how many lollies are in the jar competition
- ❖ Organise a class like Pilates or art in the park and ask for donations
- ❖ Organise a guest speaker, contact us to requesting someone

# 4. Collecting & Donating Money

There are various ways you can collect and donate your funds. If you have any questions, please contact us by emailing [info@dfn.org.au](mailto:info@dfn.org.au) / [info@dfn.org.nz](mailto:info@dfn.org.nz) or calling 1800 949 774 (AU). All donations are fully tax-deductible.

## Using the DFN website

People can donate directly through our website:– [www.dfn.org.au](http://www.dfn.org.au) / [www.dfn.org.nz](http://www.dfn.org.nz). This works well if you are asking people to donate in lieu of a birthday present or if you are email people explaining the cause, why you are passionate about fundraising, and asking them to donate.

## Using cash

Many fundraisers receive cash for instance at a bake sale, a car wash or an event evening.

If you're running a fundraiser where people pay cash, collect the cash and deposit into your own bank account. To remain accountable to those donating, keep a record of the donations you receive and email us with the record, and the total amount raised. Next, go to [www.dfn.org.au](http://www.dfn.org.au) / [www.dfn.org.nz](http://www.dfn.org.nz) and select the 'donate' button. Donate the full amount you have raised through this portal.

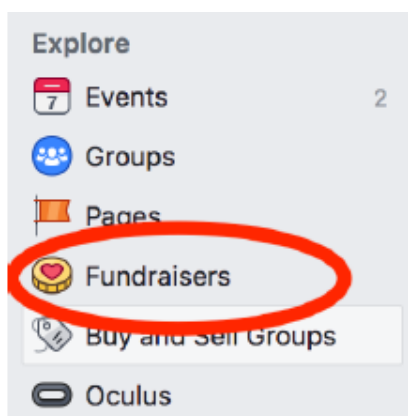
## Using Facebook (Australia Only)

DFN is a registered charity with Facebook in Australia, meaning you can set up a fundraiser (and a specific birthday fundraiser if it's coming up to your birthday) using Facebook.

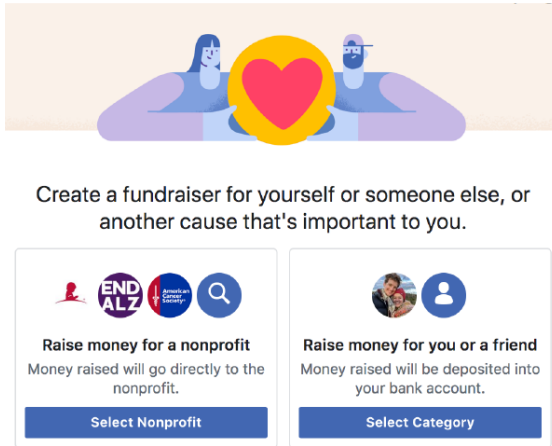
1. Go to your Facebook 'home' page



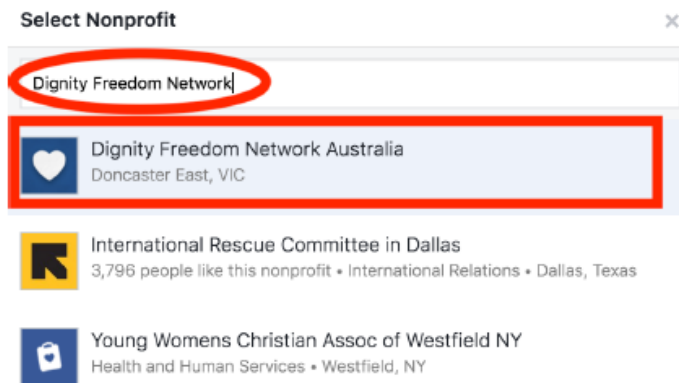
2. Under the 'explore' heading on the left-hand side of your page, you will find 'fundraisers'. Select this to go to the Facebook Fundraising page.



3. Once on the Facebook Fundraisers select: 'About' page, select: 'Non-profit'



4. A new window will open asking you to select a charity. Type into the search bar 'Dignity Freedom Network' and select 'Dignity Freedom Network Australia' with the location 'Doncaster East, VIC' option



5. Select your goal for how much you plan to raise and when the fundraiser will end
6. Click 'Next' and choose your fundraiser title, a description about why you are raising funds, and what for.
7. Select 'Next' and you can add a photo to your fundraiser.
8. Click 'Create'; notify your family and friends that you are raising funds to free women and children in India!

All the money that is raised through Facebook is given directly to DFN through the PayPal Giving Fund, with no fees. All you need to do is create the fundraiser and encourage others to donate!

## Using Chuffed.org

Chuffed.org is an online crowdfunding platform where you can join with DFN campaigns using the links or create your own fundraising page with a link and ask people to donate directly to that. Please contact [communications@dfn.org.au](mailto:communications@dfn.org.au) if you have questions about using chuffed.org.

# 5. Fundraiser information form

Please complete the form below and email it to [info@dfn.org.au](mailto:info@dfn.org.au) or [info@dfn.org.nz](mailto:info@dfn.org.nz). This helps us support and encourage you, and track with what fundraisers are being held and where. DFN Australia & New Zealand cannot be held responsible for any injuries, lost funds, or lost or damaged property that may occur as a result of your fundraiser.

Dignity Freedom Network Australia & New Zealand

## Fundraiser Information Form

1. Please provide your:
  1. Name
  2. Physical Address
  3. Email Address
  4. Mobile
2. How did you hear about our International Girls' Day campaign?
3. Please provide some information about your fundraiser:
  1. What type of fundraiser do you plan to run?
  2. How will you collect and donate your money?
  3. When do you plan to commence and conclude your fundraiser?
  4. How much money do you hope to raise?
4. Do you have any questions for us about your fundraiser?

*By emailing this form to [info@dfn.org.au](mailto:info@dfn.org.au) / [info@dfn.org.nz](mailto:info@dfn.org.nz), you are agreeing that DFN Australia & DFN New Zealand cannot be held responsible for any damage or loss of property, lost or stolen funds, or any type of injury to yourself or others.*



# 6. Fundraising 101

Ways to help your fundraiser be a success.

## Fundraising Tips

- Brainstorm a list of people you could approach or invite to join you.
- Let potential donors know that your fundraiser will directly help transform the plight of vulnerable girls.
- Make your communication **personal**. Explain how you were inspired to fundraise for the work and about the plight of these girls.
- Post on Facebook, Instagram and Twitter
- Donate to your own fundraiser. Set an example and show your commitment to the cause.

One of the biggest barriers to fundraising effectively is the fear of asking!  
Don't be afraid to approach people.  
Many don't donate simply because nobody has ever asked them!

### FUNDRAISING CHECKLIST

- Email your family and friends a few times. Sometimes people need reminders, we are all busy!
- Post your fundraiser on Facebook.
- Use the hashtag #IGD when posting on social media
- Every little bit counts! Collect loose change around the house or return recyclables for a deposit.





# 7. Social Media

Social media is a great medium to share about your Fundraiser.

## Facebook/Instagram Updates:

Updating your status regularly reminds others about your fundraiser. You can post about your milestones when you reach them and **remember to thank your donors**.

Changing cover and profile photos to ones representing your fundraiser also increases awareness.

Include a *call to action* so people can respond. This could be a link to our [website](#) to 'donate today' or a reminder to RSVP, depending on the type of fundraiser you are organising.

## Facebook Event:

Creating a Facebook event is an easy way to invite people and promotes your fundraiser.

## Connect with us:

Follow us on [Facebook](#) to share your ideas and event, and to hear how others are raising funds and updates about the project. You can re-share any of our posts that you would like.

## Potential Posts:

Below are some potential posts you could use on Facebook or Instagram. Remember to also include the following elements in relation to your particular fundraiser:

1. Include an *action*: How can people respond right here and right now? Visit the website? RSVP? Something else that is relevant to your fundraiser?
2. Use hashtags: #IGD #dignityfreedomnetwork

Contact us for resources, flyers, posters and fact sheets to share with others.

## Facebook/Instagram Updates:

Who are the Dalits? Previously called 'Untouchables', they face daily abuse and discrimination.

Help us to stop this discrimination!

Why do I support these vulnerable girls?

I believe everyone has the right to dignity, no matter their social standing [\[insert link to personal fundraising page\]](#)  
Just \$33 a month supports a vulnerable at-risk girl so she can receive an education and break out of the poverty cycle.

My goal is to raise [\[insert your goal\]](#)

Join me to make a difference. [\[insert link to personal fundraising page\]](#)

# 8. Fact Sheet

Information to share with your donors and supporters.

## **FUNDRAISING FACT #1:**

In 2018, India was deemed the most dangerous country in the world for women.

## **FUNDRAISING FACT #2:**

Girls with higher levels of education are less likely to be child brides.

## **FUNDRAISING FACT #3:**

Girls with higher levels of education are less likely to have children at an early age.

## **FUNDRAISING FACT #4:**

Educated girls are more likely to have better health than illiterate girls.

## **FUNDRAISING FACT #5:**

Girls who are educated are far less likely to be trafficked.

## **FUNDRAISING FACT #6:**

Educated young women are more likely to find satisfying work.

## **FUNDRAISING FACT #7:**

The level of a mothers' education significantly impacts their children's nutrition.

## **FUNDRAISING FACT #8:**

Educated women are much less likely to die in childbirth.

## **FUNDRAISING FACT #9:**

Women who are educated are more likely to earn a higher income.

## **FUNDRAISING FACT #10:**

Educated girls are more likely to know that they are valuable and have worth.



# 9. Donation Email Template

How do you ask others to support you? Here is a sample email to help you with your own.

Dear [Name],

I hope you're well! I wanted to let you know about a fundraiser I am hosting for a cause dear to my heart. Dignity Freedom Network is a non-profit organisation bringing education, equality and freedom to marginalised women and girls in India.

Many girls in India are unable to access education and are trapped in the poverty cycle. DFN has over 100 schools providing vulnerable at-risk girls with quality education inclusive of healthcare, restoring their self-worth and equipping them for a better future.

Just \$33 a month supports a vulnerable at-risk girl ensuring that she can receive an education and break out of the poverty cycle.

I am raising funds for these girls *because [insert what inspired you to join this initiative, include a personal story if possible.]*

Please consider helping me reach my fundraising goal *[insert goal]* by donating at [dfn.org.au](https://dfn.org.au) / attending my fundraiser. *[Insert fundraiser name and adjust as appropriate].*

Proceeds will support vulnerable girls, bringing safety and restoring hope and a future.

If you have any questions, feel free to contact me.

Thank you for your support!

Sincerely,

*[Your name & contact details]*

## TIPS FOR WRITING A DONATION LETTER

- Make it personal!
- Put the most important information first in case people don't read it all.
- Make a direct ask for a donation.
- Proofread for any mistakes and get a friend to look at it before sending it out.

# 10. Thank You Email Template

Never underestimate the power of thanking your donors – they've been generous in giving to your fundraiser. Here is an example for you to adapt to your audience.

Dear *[Name]*,

Thank you for your kindness in supporting my International Day of the Girl fundraiser.

I wanted to let you know that we raised *[Total amount raised]* which will provide vulnerable girls with a quality education and a brighter future.

Dignity Freedom Network's mission is to help the Dalit people escape cycles of poverty and discrimination, particularly vulnerable women and girls, through education, healthcare, economic development and their anti-human trafficking focus. Your contribution is helping more girls achieve discover their self-worth and equip them to break out of the poverty cycle.

Your support was a huge encouragement. I couldn't have done it without you!

To learn more about Dignity Freedom Network and the plight of the Dalit people, visit [www.dfn.org.au](http://www.dfn.org.au) / [www.dfn.org.nz](http://www.dfn.org.nz)

Thanks again and best regards,

*[Your name & contact details]*

## TIPS FOR THANKING YOUR DONORS

- Share photos of your event or project.
- Make sure you take the time to thank each of your supporters individually, whether it's through social media, email, snail mail, or over the phone.
- Think of unique ways to thank your supporters such as tagging them on social media or making a thank you video.