

Top Ten Affiliate Fund-Raisers

Proven ideas from our Partners Worldwide affiliates:

1. One-on-One Ask

The direct ask through a personal visit or meal with a potential donor in your network is still one of the most effective ways to raise funds. Prepare by having the most recent updates on your partnership, its costs, its impacts, and the details of the current funding needs. Pictures and stories can help share your enthusiasm. Remember to also listen to the donor—ask questions that give them opportunities to share their areas of interest, giving priorities, and current life concerns that may influence their giving.

2. E-mail Challenge

One of the North American affiliates for Haiti effectively raised \$15,000 in 2 weeks with a focused e-mail challenge. It started with a \$2,000 gift from one of the affiliate members to start the ball rolling. Each member of that affiliate and other current donors to Haiti were then sent a friendly e-mail challenge to help raise the total of \$15,000 for the matching loan fund by a specific date. As the gift pledges started to come in, daily e-mail updates of the total now pledged went out to everyone on the e-mail list, until the goal was met!

3. Donor Dinner

Select a group of potential donors who have shown interest in your partnership, have capacity to give, and invite them for a fund-raising dinner. Your affiliate can work together to prepare a theme evening—with food from your partnership country, photos and stories of the impacts of the partnership, and maybe even music from the region. You do want to be sincere with each guest beforehand that it is a fund-raiser. Also have a donor or two who have made a commitment before the dinner of a specified amount that can be used to encourage others to give. Ask for checks or pledges at the close of the evening, with warm thanks to everyone who gives and who took the time to attend.

4. Request Letter

Ask each member of your affiliate to select 10 to 50 people from their friends, family, colleagues, and other networks. Prepare a joint letter or newsletter that has colorful pictures, stories, impacts and current needs for your partnership. Mail this out with a personalized from the affiliate member who submitted the name and with a reply card and Partners envelope to send in a gift. Regular communications with these potential donors will make your requests more effective. So, you may want to plan several updates and requests throughout the year.

5. Church Presentation and Offering

This standard fund-raising technique is an opportunity to share your partnership's work with your church network. You can use one of Partners' standard Powerpoint presentations, which you can customize to include your partnership for presentation from 5 minutes to one hour, depending on your time slot and focus. We can also help you with bulletin insert ideas that can help you share the impacts and needs of your partnership.

6. **Foundation Requests**

Many potential major donors in your network may have family or company foundations that may help you solicit larger gifts. Some foundations have targeted giving areas and requirements for submitting a request. Partners' staff [link to roxanne's e-mail](#) can help you research the requirements, funding areas and typical funding amounts for a specific foundation before you approach them. If you will be making the request to a foundation with Partners Worldwide as the requesting agency, make sure that you talk to our staff on a few requirements and how we can help you out on the paperwork!

7. **Community Growing Project through Food Resource Bank**

The farmer to farmer partnership for Nicaragua found a creative partnership with the Food Resource Bank that helped them to raise funds. The Food Resource Bank (FRB) works with local North American communities on growing projects, where the proceeds go to support food security projects around the world. It is a unique opportunity for farm communities to come together and use the resources they have to transform lives around the world. FRB also provided matching funds from USAID and their members to help fund the projects. A formal proposal and member sponsorship is required to qualify a project with FRB—talk to Partners staff if you are interested in this opportunity.

8. **Requests to Rotary and Civic Clubs**

Local rotary clubs and the Rotary International Foundation provide good venues for international projects that involve businesspeople, especially when the partnership has a focus on access to water and water sanitization. Funding from a Rotary club requires sponsorship by a local Rotary member or club and then also the involvement of international rotary members in your focus country. So, start by finding out if anyone in your affiliate is a Rotary member or knows a member who supports your work. Local rotary or civic clubs may just want an informal request or presentation of your work, whereas the matching funds from the Rotary International Foundation require a more formal proposal which you can discuss with Partners, staff.

9. **E-mail Journal (or BLOG) and On-line Giving Link**

One fun way to keep your donors connected and to give them an opportunity to keep supporting you is a new web resource called a “blog.” It is similar to a journal on the web, where you can post letters, pictures, and updates of your partnership. Recent Partners' team members and volunteers have kept blogs during their international visits with businesses, giving people very timely information on their work. Partners' staff can help you set-up a blog and create a “giving link” on your blog to encourage people to support your project!

10. **Inviting Potential Donors to the Field**

Partners has found that one of the most effective ways to find long-term supporters is to ask your current donors to visit your partnership with you. When they see and experience the work, they will feel more connected and confident of the impacts that their dollars are making. Giving levels correspond highly with involvement levels for Partners Worldwide partnerships! So, take friends and donors with you when you travel!