



Asante Africa Fundraising Event Kit- University

Every child deserves an education and the opportunity to choose their future, regardless of the longitude or latitude in which they are born. Through education, every child can make their dreams a reality, help their families struggle less and help their communities become self-sustaining.

Asante Africa Foundation is a charitable foundation dedicated to improving the quality of and access to nursery, primary and secondary education in East Africa by funding projects that:

- Create a healthier place to learn by building infrastructure to improve basic conditions at school (construction of schools, kitchens, dormitories; providing water sources, daily porridge, toilets).
- Help teachers be better teachers by providing them with necessary resources (classroom supplies, musical instruments, mentoring for teachers).
- Provide scholarships for academically talented or highly motivated children in need to attend schools they might not otherwise have an opportunity to attend.

If you cannot volunteer your time and talent, fundraising for Asante Africa arms us with valuable resources to carry forward. Therefore, we thank you for your interest in organizing an event that will change the lives of children and their communities in East Africa!

Planning a Successful Asante Africa Foundation Fundraiser:

Please visit our website at www.asanteafrica.org/projects to learn more about the types of projects we fund.

We encourage unrestricted donations as they allow us to continue to grow and expand our programs. Unless otherwise noted, we will put your donation towards the area of greatest need.

Planning an Event?

1. Complete the attached Event Proposal (Page 5) document and email it to info@asanteafrica.org.
2. Request any additional information that you need from us for the event no later than 4 weeks before the event. Please send an email with your name, address, and question to info@asanteafrica.org. See Fundraising Ideas (Page 9) for inspiration.

- Check out our newsletter, share it with friends. <http://www.asanteafrica.org/newsletter>.
- Consider doing a presentation about Asante Africa's work. Look through our blog, our Facebook page, or contact us directly for more information.

3. Begin to plan your event! Create your guest lists, select the date, time and place of your event. Asante Africa will provide a flyer template that you can use to insert your own information.

*Print out and keep handy our Checklist for Organizing an Event to keep you on track.

4. Send invitations. Don't forget to ask guests to RSVP so you'll have an idea of the amount of refreshments and supplies (donation forms, etc.) you'll need.

5. At the event, use the attached Sign-in sheet (Page 7) to register your guests. This will let us know about those interested in Asante Africa Foundation in your area so that we can keep them updated. After the event, please type up any handwritten entries before sending to us.

6. Print out and strategically place attached donations forms (Page 6) throughout your event.

7. Collect all donation forms and checks and carefully fill out the attached financial spreadsheet (Page 8).

8. If guests would prefer to donate online, please direct them to the donations page on our website at <http://www.asanteafrica.org/ways-to-donate> . Please ask guests to include the name of your event in the "Special Instructions" box on the donation page so we can correctly code the gift. *If your event is to benefit a certain country or project, please remind them to indicate this on the donation form.

9. Mail in all sign-in sheets, donations forms, checks, cash and the financial spreadsheet with the event questionnaire to:

Asante Africa Foundation
1334 Carlton Place
Livermore, California, 94550
Phone: 925-292-0245
Fax: 925-447-1589

P.S. Check out Special Considerations for fundraising in a college setting on Page 4.



Impactful Fundraising

Tips for success:

- Ask someone to partner with you on some or all of the steps (everything's easier with help!)
- Talk through the plan with Karen, Shirley, Susan, Erna...we're all here to help and want you to be successful AND have fun.
- Determine a financial goal. Think of all expenses and possible ways to make money. Brainstorm a list of possible supporters, many people donate services or goods for charity- be sure to ask.
 - A local celebrity agreed to attend the event.
 - A neighborhood restaurant and grocery store donated food.
 - A hotel, church and community group donated space.
 - A print shop donated flyer copies.
 - A local merchant agreed to donate items that could be used for the event.
 - A local shop may donate gift certificates for prizes.
- Farmer's market and local festivals or fairs are great ways to reach out to more people. Contact the organizers to see how you can set up a booth.
- Always let people know why you are fundraising and who will be benefitting from their donation.
- At the event- Have fun! You've worked hard. Pass out information, answer questions, but don't worry if you don't know something. Just tell people they can find more information on our websites asanteafrica.org and youthinaction/asanteafrica.org for kids or by contacting us directly.



Fundraising in College- Special Considerations

Universities and colleges can be ideal places to fundraise because, but it's easy to get lost between all the causes vying for attention. Make sure to give yourself extra time to create a plan with an emphasis on getting the word out.

- Try making brief announcements before class, club meetings, events, etc. on campus.
- Hand out or post flyers at dining halls, dorms.
- Email club presidents to pass on message.
- Create a Facebook group to send updates and information.

	<u>Specific Examples</u>	<u>Planning Considerations</u>	<u>Who To Contact</u>
Concert	Unplugged U	-Location -Equipment -Bands -Length- #of acts -Ticket Sales -Publicity -Food and drinks	-Student Events Coordinator
A-Thon	Walk-A-Thon Dance-A-Thon	-Publicity -Venue -Food and drinks -Sign-up	-Student Events Coordinator -Local Personnel if in public space
Dance	Dance Social Dance contest	-Venue -Music -Ticket Sales -Publicity -Partnering with another Student Organization	-Student Events Coordinator -Student Organization Administrators
Sports Event	Competition between teams. Donation of % of ticket sale proceeds.	-Pre-existing sports event vs. new event. -Publicity -Partnering -Incentive/prize?	Student Events Coordinator -Student Organization Administrators



Proposal for Asante Africa Fundraising Event

Thank you for your interest in hosting an event to benefit Asante Africa Foundation. We appreciate your support and look forward to working with you to make your event a success. Please provide us with some details on the event you are proposing. The questions below can help spark your thinking, and give us a better understanding of your plan and fundraising goals. This will enable us to provide feedback from past experience, and identify areas where we can support you.

Name: _____

Email: _____

Phone: _____

- 1. Proposed date and location of event (approximate date is ok):**

- 2. Describe the proposed event: (ex. cocktail party, dinner, informal party...)**

- 3. Do you want the event to benefit the area of greatest need, or a certain Asante Africa project?**

- 4. Do you have a place and timeframe for the event?**

- 5. Who do you plan to invite to your event? How many guests? (Friends? Family? Alumni network? Work colleagues?)**

- 6. What is your fundraising goal and revenue plan for the event? For example, how much do you plan to raise? How will you achieve that goal—through suggested donations at the door or ticket price; asking for donations at the end of a presentation; or at the end of the evening?**

- 7. Do you have specific questions about planning your event?**

Thank you again for your support!



Asante Africa Donation Form

DONOR INFO:

Name: _____

Address: _____ City: _____

State: _____ Postal code: _____ Country: _____

Phone #: _____ Email: _____

Name of event: _____ Date of event: _____

Event Organizer: _____

DONATE:

_____ I would like to donate (Amount): _____ to Asante Africa Foundation.

Special Instructions: _____

SCHOLARSHIP PLEDGE:

_____ I will make an annual payment of US\$500 to sponsor a child, starting immediately.

Special Instructions: _____

_____ Cash amount \$ _____

_____ Check – Please make checks payable to Asante Africa Foundation

Quarterly Newsletter

Every quarter we send out a brief electronic newsletter with updates, stories from our children, volunteers and communities. We don't spam or give any information to outside parties. We simply like to keep our supporters up to date on our progress and informed of future Asante Africa events in their area.

Please check if you would NOT like to receive our quarterly emailed newsletters



Fundraising Ideas

Here are some creative ideas to get funds flowing to support quality education for children in East Africa. We compiled this list of tried and true events, as well as creative ideas from volunteers and student, to inspire an event of your very own!

Read-a-thon – Students learn and grow through reading, while at the same time raising money to provide resources for children in East Africa so they may learn and grow as well.

Charity Ball – Complete with ballroom dancing lessons and performances by the drama, dance and theatre departments of the local school or troupe.

“Quarter Campaign” – Eighty quarters add up to \$20.00, the cost of two school uniforms for a young child to attend school. With 350 quarters (less than one quarter a day for one year) you get \$120.00 for a one-month supply of porridge that feeds one-hundred students.

Cookbook Fundraiser – with fantastic recipe contributions from parents and kids. Sell your cookbook to share good food and good news about Asante Africa.

Auctions – can include all sorts of treasures and gifts... from beauty treatments, guitar lessons, tutoring, dog-walking or baby-sitting services. Silent auctions and date auctions are fun variations.

“Give it Up” – campaign to ask students and teachers to give up things like Friday night takeout (\$20) or a morning latte (\$3) and donate the money instead. This reminds us all of how much we have to be thankful for and what we can do without for a short period of time to make a big difference for a child.

Restaurant – many restaurants will arrange to donate a percentage of sales on a certain day to your charity

Bar Night – many bars will arrange for guest bartenders to serve for an evening, with tips going to the charity. Karaoke and Quiz Nights are great themes to get people out!

Sports Tournaments – Teams raise money by asking for donations in order to enter the tournament. Proceeds for donated food and goods sold at the tournament also contribute to funds raised.

Be creative and let us know if you come up with a new idea to share with others!

Visit our website at www.asanteafrica.com for fundraising packets, tips and ideas.

Be Innovative, Inspired and Have Fun!

