

BiblioWorks

los libros pueden cambiar el mundo



Fundraising Guide

UPDATED NOVEMBER 2014

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INTRODUCTION

Thank you for deciding to fundraise for BiblioWorks!

Your aspiration to volunteer with BiblioWorks is greatly appreciated and we highly value the work of each and every volunteer. However, we do expend a lot of our energy making sure everything runs smoothly while you are with us in Bolivia. Deciding to fund raise for BiblioWorks will be an important contribution to our overall operating budget and will benefit all of our projects and programs, making the organization stronger and more able to help more children and communities in need of educational development! ¡Suerte! Thank you from our libraries and their communities!

BEFORE YOU GET STARTED

There are many approaches you can take to raise a contribution. Most important is to first make a plan:

- Think about how you'll share your passion for literacy and BiblioWorks
- Check in with BiblioWorks to find out if there is a special event or new library we're raising funds for
- Read the following list of ideas and decide what approach you'll take
- Set your fundraising goal

Below you'll find a list of ideas to get started, ranging from relatively simple to more involved, but don't feel limited, get creative!

FUNDRAISING IDEAS

PERSONAL NETWORK:

While it does take some time to prepare for this option, it is proven to be highly successful.

Step 1: Write a thoughtful email* explaining your volunteer project, BiblioWorks, and why you are asking for financial support. Brainstorm a list of potential donors where you'll send the email: think of family, friends, co-workers, professors, members of your church or other groups...take advantage of your entire network! Ideally you will take the time to write a few personalized sentences to each person, but if that's just not realistic because your list of potential donors is so long, use mail merge to add personalized greetings or at least make sure to use the BCC field to send.

**see example letter in appendix*

Step 2: Are there any potential donors you should talk to in person or send a physical letter instead of send them an email? Maybe there is a small business in your town willing to support your work, or maybe your grandparents would love to see

you/receive your letter. You can use the same basic content you used in your email, but make sure to personalize!

Step 3: SAY THANK YOU! It is extremely important to thank each donor personally.

SOCIAL MEDIA/ONLINE FUNDRAISING CAMPAIGN:

Within this category you can choose to only use social media tools, or you can take it a step further and create a campaign using an online fundraising platform.

Step 1: Like BiblioWorks on Facebook and follow us on Twitter.

<https://www.facebook.com/BiblioWorks>

<https://twitter.com/BiblioWorks>

Step 2: Carefully compose messages to post on your Facebook/Twitter/other social media asking your friends and followers to get involved with your BiblioWorks adventure. Make sure to include a link to our donation page:

[Pay Pal donation page](#)

<http://biblioworks.org/how-to-help/>.

Step 3: If you have a blog write a post about your project and link to BiblioWorks “how to help” page.

Step 4: Choose an online platform and create a campaign page. Examples of good sites are Causes, linked with Facebook(<http://www.causes.com/BiblioWorks>) and indiegogo.com. One great idea is to “give up your birthday” and ask for contributions to literacy on your special day instead of gifts.

EVENT IDEAS:

Hosting an event can be a lot of work, but it can pay off! Just make sure you have a very well organized plan to raise more than you invest.

Host a Meal. Decide on a public or private venue, such as a church, community center, or someone’s home. Consider serving traditional Bolivian food, or another type of low-cost meal. Set a suggested contribution amount for the meal, making sure that you will more than cover your expenses. When you invite your guests, clearly advertise that the proceeds will support BiblioWorks. Make a short, upbeat presentation at the event.

Movie Night. Hold a movie night at school, a community center, or your home with family and friends and charge admission to view the film. Consider showing a movie about issues related to Bolivia. Give a two-minute introduction before the film, explaining BiblioWorks and your volunteer project. Offer a few closing comments and consider passing a bucket for additional contributions.

Sell Fair Trade Coffee. Sell fair-trade coffee and a portion of the sales go to your cause. Grounds for Change(<http://www.groundsforchange.com>) is an example of a company that offers this type of fundraising. We suggest you take orders and collect donations from individuals before ordering from the company. This way, you will not end up with unsold merchandise. (A minimum order from Grounds for Change is 50 items, but at a \$5 cost and \$10 suggested retail, that's \$250!)

Have a sidewalk sale or garage sale for your whole neighborhood or building. Go around to your neighbors and tell them you will take their stuff outside and sit with it all day to sell it if they will donate half or all of the proceeds to your group. Since this is stuff people want to be rid of anyway, it is a good deal for them.

Host a "read-a-thon" with a group of friends, neighbors, etc. Similar to any other "a-thon" the idea here is to recruit participants to raise money by collecting donations or pledges for reading for a predetermined amount of time. This is a great opportunity to connect your fundraiser to BiblioWorks, since it's all about the joy of reading!

Invite people to your birthday party and ask for donations in lieu of gifts. Maybe you can have a book-themed birthday party!

APPENDIX

FREQUENTLY ASKED QUESTIONS

What if I'm traveling in Latin America?

You can still fundraise! You might not be able to host a dinner with your friends and family, but you can post on your Facebook or send an email to all your contacts! The internet is slower here than in Europe and the United States, but we know you can fundraise successfully even from an internet cafe!

What if I don't raise money, can I still volunteer with BiblioWorks?

BiblioWorks is committed to working with volunteers even if you are unable to raise a contribution. However, we strongly encourage you to try! Every dollar will help put smiles on Bolivian children's faces 😊.

Can I use some of the money I raise to fund my time volunteering with BiblioWorks?

We appreciate the effort you are making to travel to South America and volunteer with us. However, the best option for us to make a bigger impact in children's lives would be for you to donate the entire amount you fundraise.

EXAMPLE FUNDRAISING LETTER

Dear _____,

An awesome organization I am going to volunteer with, [BiblioWorks](#), is spreading the joys of reading through their 3rd Annual Literacy Fair in the city of Sucre, Bolivia. BiblioWorks promotes education and literacy in impoverished communities by building libraries. Over 500 children and 20 teachers, along with 13 institutions participated in the first Literacy Fair. BiblioWorks needs your collaboration to make this event an even bigger success than last year!

You can help BiblioWorks reach their \$4000 goal on their [Indiegogo fundraising campaign page](#) (hyperlink). All donations are tax deductible. You'll also be eligible to receive a "perk" if you act now! (For example, the first 20 people to contribute \$25 will receive a hand-made post card made by a child at the literacy fair).

For me, volunteering with BiblioWorks was an unforgettable experience and I am very excited to continue supporting their mission of strengthening communities through literacy. I hope you will consider helping me in this effort, either by [contributing](#) or sharing this email with your contacts!

Your signature