



Asociación Civil Voluntarios Sin Fronteras

STEPS FOR THE FUNDRAISING EFFORT

At **VSF** we have thought of the following method in which people that have been or will be **volunteers** in our country could have the opportunity to contribute to the social projects that we develop.

It's important to remember that **VSF is a non-profit organization and that it does not receive regular support from the government, churches, or political parties.** Furthermore, **we do not charge** our volunteers, nor do we charge organizations that share in our projects (as other entities do, which we completely disagree with).

Finally, it's also important to know that **VSF does not have any paid staff and that "our resources are almost exclusively destined to the operation of our Social Projects."**

For these reasons we have to think of alternatives that allow us to maintain the operations of our Projects. **YOU CAN BE PART OF THIS ALTERNATIVE!!!**

We wanted to present to you our **FUNDRAISING IDEA**, which we explain below, point by point:

What is the purpose of this FUNDRAISING EFFORT? To give past volunteers, and future ones (those that have made contact with **VSF**) in Argentina the opportunity to be involved in raising funds to support our Projects. We believe that a crucial aspect of this method is to **"involve the largest amount of people possible," and that it is ideal for volunteers that may not be able to give financial support.**

How would one start the Fundraising Effort? Through the following steps:

- 1) **Create a list of all the people we think are interested in donating** (the amount of donation is not important).
- 2) **Decide how to contact each person** (personal contact is always recommended, but for those with less confidence- or doubt about the possible donation- you can call or send them an email)
- 3) **Use the information sheet that accompanies this explanation by mailing it or personally bringing it to the potential donor.** The sheet has personal

information and a variety of options so that the donor can indicate the amount of the donation. If for reasons of confidentiality, someone only wants to donate without leaving their personal information, be sure to give them this opportunity. That said, it's preferable to obtain their information since this person could become a future "regular donor."

- 4) **The donation can be made whenever**, but in the circumstances where an email was sent or the potential donor asks for time to think, be sure to contact them again within the next 10 days (and if it's a "yes," request a pledge amount)
- 5) **Once the pledge is obtained from each person on our list, be sure to determine a method for sending the money to Argentina.**

Future volunteers should simply **bring/get** the donation for the **FUNDRAISING EFFORT** to the **VSF** treasurer or the available authorized personnel.

If it's a **person that has volunteered** for **VSF** but already returned to their country, they can either: send it through **Western Union** or make a **deposit or bank transfer** (in both cases, they should request specific information from info@voluntariossf.org.ar)

How is the money from this Fundraising operation going to be

used? In **VSF** we need finances for all of our projects. However, **each donation can be specifically directed for a particular project** (which can be seen at our website www.voluntariossf.org.ar). We recommend that each person that undertakes a fundraising effort **analyze their potential donors by asking themselves the following questions**:

- a) What type of projects would my friends or family want to support?
- b) Which area of need should I emphasize to my friends or family? (Children, teens, poverty, etc.?)
- c) Is my friend going to donate because of his/her confidence in me or will he/she need me to give them more information about **VSF** or some of the projects?
- d) Is it easier to make a general donation to **VSF** or better to make one to a specific project?

If the donation needs to support a specific project we can offer our assistance in order to work more specifically on this donation. If this is the case, send us an email at info@voluntariossf.org.ar

What other points should you know about so that this Fundraising effort will be a success?

- **It's very important to overcome the prejudice generally associated with asking for help.** We often think that a person won't like it if we ask them for financial assistance for something like this, however, usually it is quite the contrary: the person feels happy, content, comforted and even grateful that we have undertaken a social project. **Therefore, deciding to present our fundraising effort in front of family and friends is fundamental for our Fundraising effort to be a success.**

- **How much money should I ask for?** You shouldn't have a specific or pre-determined amount. The amount should be determined through our own analysis of what each person can donate. We've provided some examples of a **variety of cases** below and you should be prepared for each of them:
 - ✓ It's possible that the donor directly states the amount: in this case you should accept it.
 - ✓ It's possible the donor asks us to suggest an amount: in this case you should ask for a reasonable amount.
 - ✓ It's possible that someone offers less than the minimum: in this case you should ask them if they can donate the minimum established in the form attached to this explanation.
 - ✓ We may find ourselves with a very large amount of people, in which case an average donation should be firmly proposed (to be established in the list)
- **It's fundamental to have clear and complete information about VSF.** In order to ask for a donation you should be able to explain to potential donors the objectives, activities, financial needs and even the current situation of **VSF**. For this, we highly recommend that before starting the Fundraising effort, thoroughly read **VSF's** website (www.voluntariosf.org.ar) and ask for specific material and information from (info@voluntariosf.org.ar)
- Lastly, one of the most important points is to understand **why a person would want to donate?** Although there are diverse motives, most of the time the person donates for a **principle reason: THEY TRUST US**. Because of this, we should direct our **FUNDRAISING EFFORTS** towards those that have the most trust in us: **our friends and family**. The success of this **FUNDRAISING EFFORT** is based in this trust, but there's one preceding step to this base of confidence: **our own identity with VSF**. When someone identifies with something (or in this case a project) this will naturally lead to a successful **FUNDRAISING EFFORT**. **For this reason we not only invite you to participate, but also to inform you and involve you in the decision making and to continue collaborating from your country and helping us build, day to day between everyone, this beautiful project called VSF.**

THANK YOU SO MUCH!!!