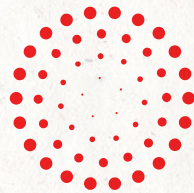


BREAKING GROUND 2015



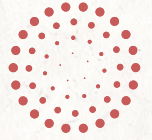
FUNDRAISING
TOOLKIT
Oct 2015



MANY HOPES

imagine you can

WELCOME VISION BUILDER.



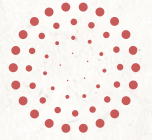
And thank you.

By committing to be a fundraiser in Breaking Ground 2015 (Oct 26 - Nov 22), you are helping to build the final 20 classrooms in our school for 900 children in Kikamba-la, Kenya. We are here to help you reach your goal...and have fun doing it.

Now to business. We want to make this easy and even enjoyable for you...but we'll settle for easy. Most of us aren't professional fundraisers, and maybe feel we don't know how to ask for donations. But every past campaign has taught us that people we care about will respond to the things we care about. If we give them the opportunity. So let's go...

New to Fundraising? No problem. Here's what you should know.

FUNDRAISING 101



*New to Fundraising? No problem.
Here's what you should know.*

1. BELIEVE.

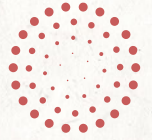
More than intellectually knowing, believing is the most fundamental element of successful fundraising. It's something you sense in your entire body, heart, soul & mind.

2. KNOW WHY YOU'RE DOING WHAT YOU'RE DOING.

In order to maintain motivation (or even get motivated in the first place), you and your team need to be clear on why you are putting time, energy and effort into raising money. Then, you must keep this reason at the forefront. We'll help you share the story of Many Hopes with your team and your network and keep reminding them why this campaign is so important.

Don't be shy. Most people want to make the world better but don't know how to. You are giving them a way. Ask them to join you, set up their own page and raise \$500, or ask them to donate to your page.

FUNDRAISING 101



3. SET A CLEAR GOAL.

Help yourself and your team members see it.

\$2,500 = You raise \$500 and 4 team members also raise \$500

\$500 = 10 people give \$50, or 20 people give \$25 or 5 people give \$100.

*Build an entire classroom by raising \$12,500 (either you or you and your team) and we'll name it after you and take you, or you as team captain, to Kenya to see for yourself.

4. GET YOUR HEAD RIGHT

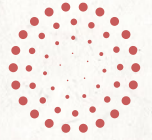
Don't think that you are asking people for money. Instead, remember that you're giving people a chance to do something that will make them feel good. Having this perspective makes a world of difference.

5. IMPLEMENT – FAST AND OFTEN!

Set up your page and send your first e-mails to your networks now. Then send a weekly reminder/progress report.

Check our blog for updates: <http://blog.manyhopes.org/>

FUNDRAISING 101



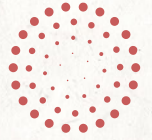
6. THINK THE BEST, NOT THE WORST OF YOUR FRIENDS. AND DON'T RULE ANYBODY OUT.

Ask everyone. You will be surprised by the generosity of people you might never have thought of. Don't assume the worst of people's reactions, assume the best. Don't worry that people will feel 'obligated' or pressured to give. The reality is that people will want to help you for a good cause, and they will feel good about it. Many will be flattered that you asked them to be part of something important to you. Some might say no, but at least give them the chance to.

7. LEVERAGE YOUR NETWORKS.

So what are the networks you or your team could leverage? Social media (blogs, Facebook, twitter, Linked In), personal or professional connections, your alumni organization, your old summer camp friends, and numerous other networks you can discover as you think creatively.

FUNDRAISING 101



8. CELEBRATE.

To ensure future fundraising successes celebrate your current fundraising successes. Before you start your campaign, decide what you will do to celebrate when you reach your goal. The final celebration can be as simple as a phone call or setting up a happy hour. The point is to acknowledge your team's success

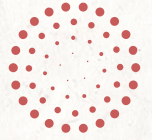
And, celebrate EVERY victory. From \$10 donations to \$10,000 donations, acknowledge each one. Motivating? Of course. It's almost guaranteed that you'll start seeing more of them.

Don't underestimate what you can accomplish! Remember that you and your team will make a real difference in the lives of hundreds of children in Kenya by building the first Many Hopes school.

9. KNOW THE ANSWERS

Every year we have fund raisers who initially said no, but then changed their minds and did really well because they had the answers to three common responses from potential team members:

FUNDRAISING 101



9. KNOW THE ANSWERS (continued)

a.) They say: “I don’t have time.”

You say: “Yeah, I thought that too at first. But then I realized it’s just sending 4 e-mails in a month.”

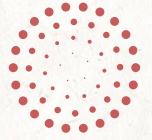
b.) They say: “My friends are all students or unemployed.” Or “I just asked my friends for money last month for something else and so can’t ask for more.”

You say: “Yes I know. This campaign is designed for exactly your type of situation. Don’t ask these friends to donate, but instead ask them to join you and raise \$500 or \$100 or whatever.”

c.) They say: “I really don’t like asking people for money. It makes me very uncomfortable”

You say: “Yep. I understand. I was too at first. But then I read more about the mission and what the issues are in Kenya. Girls are being raped and forced to be prostitutes and worse. Boys are forced into servitude and life on the streets. Millions of children in Kenya do not have access to school. Many Hopes is doing uncomfortable work. So I decided that sending a few e-mails wasn’t that bad really.”

FUNDRAISING 101



Other objections you may hear and suggestions for responding to them:

CONCERNS ABOUT OUTCOMES/LONGEVITY

- Not enough proof of outcomes yet
- Unproven sustainability
- Organization is still relatively new

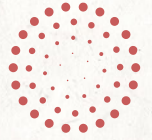
Yes, we are still a relatively new organization and so do not have 10 years of results to show. But we will. And what we have now is 8 years of growth, increasing sustainability, and a plan for the next 5 years of growth and sustainability. We have also accomplished, or are in the process of completing, each phase of our plan so far, and so have a track record of responsible management, investment, and results.

MISPERCEPTION/APPREHENSION ABOUT NON-PROFITS

- Perception that non-profits mismanage money
- Don't respond to non-profit solicitations ever

Many Hopes is committed to the highest standards of management and financial transparency. We track restricted revenues and expenses

FUNDRAISING 101



separately and vigorously and can and will tell our donors exactly how their money is spent. Questions about how we do that? Just ask us.

NOT UNDERSTANDING OUR MODEL

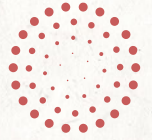
- Africa isn't connected to me
- Fatigue/jaded viewpoint on giving to Africa
- Skepticism that a donation of any size really matters

\$18 is the average monthly income in our district. What is the average monthly income where you live? That matters. But the best answer is from the mouth of Catherine, our child psychologist:

“With these children wanting to change situations because of their personal experiences, thousands of others will be helped, and in days to come, Kenya will be different. All because someone once gave to educate them in remote Kikambala.”

–Catherine Kawira

FUNDRAISING 101

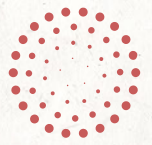


THERE ARE NEEDS IN U.S. THAT SHOULD BE SUPPORTED

- Economy; Can't afford it
- Already giving elsewhere
- Change in giving priorities

There are needs in many places that would benefit from your sacrifice and you can choose where to focus. We can pledge to you that your dollars invested in Kenya have much greater impact on many more people than the same amount invested in the U.S./U.K. If you care passionately about another organization and their work, then please continue to support them. If you want to work to change systems of injustice in Kenya, and share our vision, then welcome to our family.

HOW YOU WILL DO IT:



1

Go to <http://manyhopes.org/breakingground> and click anywhere it says: “Start my campaign.” Registering is quick and easy. Then just follow the on-screen instructions to **create your page**. You get your own URL to e-mail your friends inviting them to either donate to your target, or join your team and raise money too.

2

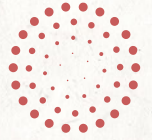
Personalize your page with the reasons why you care, why it’s important, and ask people to support you. Also, set a fundraising target – we recommend \$2,500 as a good minimum target for you or your team (e.g. you and 4 friends raise \$500 each)

3

a.) **E-mail the friends you want to join your team.** Send them the URL for your page and ask them to set up their own page or add their name to yours (see below tips about teams).

b.) **E-mail everyone you know** or ever knew (we’ll provide you with sample e-mails every week), asking them to donate to help you towards your target. Everyone who donates online gets an e-mail thank you and tax receipt from Many Hopes automatically. If friends have joined you, remind them to do this too.

HOW YOU WILL DO IT:



4

Send reminder e-mails at least three times during the campaign.

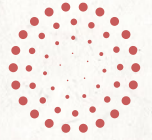
This is not annoying, this is necessary. Even the people who want to support you receive e-mails at bad times and then forget to go back to them. Statistically, most humans need to receive your 'ask' three times before they respond.

5

Watch your total raised grow as you move toward your goal.

If someone you know would really prefer to send us a check toward your goal, please mail it to: Many Hopes, Breaking Ground Campaign, 67 Trotting Park Rd., E. Falmouth, MA 02536 and include your name so we'll be able to credit your fundraising totals.

WHAT'S ALL THIS ABOUT A TEAM?



The easiest way to raise money these days is online. If you know how to send an e-mail, you have the ability to build a school for 900 children in Kenya. If you e-mail everyone in your inbox just three times, you will have raised more than you aimed for.

Can you raise money by yourself? Sure. But will you and some friends raise even more money as a team? Absolutely.

- A** Build your team. Take ten minutes and write down all the networks you are part of; school, work, church, friends, family, old jobs, hobbies, clubs, sports. Not only will you feel very popular for a minute, but you will have a long list of potential team members and supporters.

- B** Identify 8-10 people from this list you can ask to help you reach your goal by committing to raise \$500 as a member of your team. Meet them in person or phone them to explain what you are doing and why you need their help.

WHAT'S ALL THIS ABOUT A TEAM?



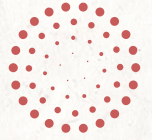
(“I have committed to raising \$2,500 to help build the final 20 classrooms in the first Many Hopes school in rural Kenya. But I need 4 people to help me do it, 4 people to be on my team and raise \$500 each. Will you consider being one of them? They show us how to do it, we just need to commit.”)

- C** Get commitments from at least 4 of these people, e-mail them the link to your page and ask them to join your team.
- D** Then each of them can follow the on-screen instructions to create their own page with a target of \$500. Send them this pack or tell them to download it from <http://manyhopes.org/breakingground>
- E** Invite your team to list all the networks they are in, and do everything you just did.

Make your page and your e-mails as personal as possible.

Your friends and family and classmates and co-workers will help you build a school for children in Kenya partly because of the Many Hopes mission and the cause, but mostly because of you.

WHAT'S ALL THIS ABOUT A TEAM?

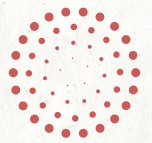


The Many Hopes Blog

Twice a week, we'll post a new update that you can send out or add to your personal messages to your network. <http://blog.manyhopes.org/>

REMEMBER: Don't feel uncomfortable about e-mailing multiple times. We all get so many e-mails and Facebook messages these days that we lose or forget to come back to messages that we really do care about.

OTHER ONLINE FUNDRAISING TOOLS



USE FACEBOOK AND TWITTER

Post the link to your fundraising webpage on your Facebook page and your Twitter feed. Send Facebook messages to your friends containing the link to your fundraising page. Watch your thermometer rise.

We'll be sending you delightful little downloads and badges and banners for your blog, Facebook, Twitter and instagram.

The Breaking Ground team will provide you with the resources you need to succeed. And we're open to ideas on how we can help you even more. If you have additional ideas on the kinds of resources that would be helpful to you, send your suggestions to us at jen@manyhopes.org.

Got more questions?

Contact us at jen@manyhopes.org