

10 Tips from Grandmothers to Help You Get Started With Fundraising

1. Start Small

Focus your first efforts on smaller fundraisers and pick something you already know how to do. Teas, small dinners, yard and garage sales, plant and book sales, film nights, etc., are a good way to begin. They are not very complicated but some, like yard sales, can be labour-intensive.

2. A Core Group to Organize

No matter how big your group, you will need a smaller committee of 4 to 12 people to organize your event. Make sure everyone in the core group has a role to play so that you develop as a team. This builds capacity for future fundraisers. Involve others when you need them – for expertise or specific tasks.

3. Give the Event a Vision

Early on, the core group needs to develop a common vision of the event – what it will look like, feel like, what people will do, why they will want to come to it, how they will experience it. This provides the core group with a shared understanding and builds excitement and commitment to the African grandmothers.

4. Pick a Leader and Develop a Plan

No matter how simple the event, someone needs to take the lead and make sure the event happens as planned. It doesn't have to be the chair but should be someone from the group who has a strong commitment to the project. Put together a plan that everyone agrees to – *who does what by when*. Check off finished tasks.

5. Fill out the SLF Fundraising Forms

Read the information about fundraising and publicity and make sure you are clear about what is expected. Send in the Grandmothers Event Registration Form in advance.

6. Communicate, Communicate, Communicate

Review the event plan regularly with the core group. Meet, phone and email as needed to keep everyone in the loop about your progress and any changes to the plan.

7. Keep Track of the Money

Develop a budget and set up a system to track the money from tickets and other sales separately from donations to SLF. Make sure you know what can receive a tax receipt and what can't.

8. Have Fun

Fundraising is hard work, but remember to have fun along the way – otherwise you're missing the joy of working with others for a good cause!

9. After the Event

Fill out the Submitting Your Funds treasurers' form and send money to SLF. With your group members, review what went well and what you would do differently for future events.

10. Celebrate Your Success

Honour the hard work that you've done by celebrating your success. Every dollar raised is a blow to the pandemic. Don't forget to honour your triumph!