

A fundraising toolkit by saigonchildren



We are living in a peer-to-peer world



Would you love to share a story with your friends in a coffee shop, on facebook, twitter, linkedIn, or wordpress? Would you share good music with your loved ones?

Would you like to transform your hobbies into a good deed? And would you ask your friends and family together to support you in aid of a good cause?

If you are reading this, we believe you are kind enough to share with those less privileged than yourself. We can help you to turn your good-will into a real gift for those who are less fortunate.

‘We are living in a peer-to-peer world, in which fundraising to do good is no exception’

With this in mind, saigonchildren have studied and developed a toolkit as a gift for you, our kind supporters and fundraisers. With the invaluable kindness of your networks, you could support saigonchildren in ‘removing barriers to education’ through a few simple steps.

Let’s check it out!

1. Get some ideas for your good cause (4-6)
2. How to communicate your campaign (7-11)
 - Build your own fundraising story on a platform (7)
 - Think of your potential target sponsors (7)
 - Spread the words via supporting channels (steps by steps) (8-11)
3. Recognize your impact and get inspired for the next campaign (12-13)

Content





**Get some
for your**



BOARD GAME AFTER WORK

Playing board games would be a great thing to do with your colleagues after work or with your friends on weekend. It's good if you have a charity box there to collect 'right away' some small donations everyday/every week via some fun games.

JOIN A SPORT EVENT

Join any sports event or tournament (running, swimming, yoga, walking, jogging, climbing, etc.) and take it as an occasion to raise funds for a good cause through sharing with your network.



CHARITABLE GIFT FOR SPECIAL OCCASIONS

Take a special occasion, such as your birthday, wedding, baby shower, Xmas, etc. but in your invitation, mention that you will not be taking gifts so ask them to donate for the campaign. instead, or in the postcard/card, mention their name as a good-will to gift them.



“Do something you enjoy while doing good!”

**ideas
good cause**

MUSIC NIGHT/PUZZLE NIGHT/ KARAOKE NIGHT

You have some friends who would love to sing, ask them to join a charity night at a coffeeshop. The guests and audiences could donate via a donation box. Also to join a puzzle night or karaoke!



**CHALLENGE
ACCEPTED**

CREATIVE/FUNNY CHALLENGES

Let your creative side go and challenge your colleagues, friends and families with some funny tasks, such as: bid 50\$ if John take of his shirt during the Puzzle night; bid for a dinner with our boss (or any thing your boss could donate for this fun challenge), etc.

EMAIL SIGNATURE

Nothing is easier than change your email signature, so your colleagues, partners and friends all know you are doing for a good cause. It will work really well, trust us! And you can download it here!



I am raising money
to give disadvantaged children
in Vietnam
an opportunity to go to school!

Please click to support!



DIY CHALLENGE

Selling handmade cookies, snacks, other baked goods, handmade scarves, embroidery or any small gifts you can diy to raise a fund.

HOSTING A FAIR

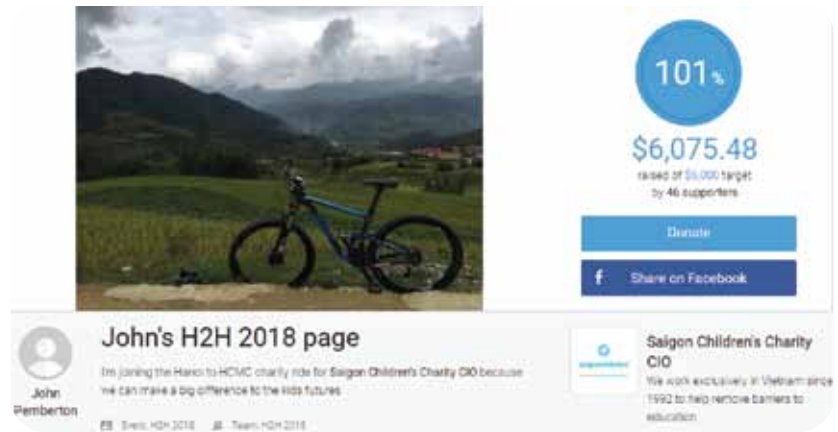
You also can host a fair in your company to sell DIY products or second hand products and all the proceeds could be used to donate.



Previous campaigns

John Pemberton (Cyclist of Hanoi to HCMC Charity Bike Ride) has raised more than 6,000 USD during his participation in H2H 2018

“ I've been honored to call Vietnam home for nearly five years. This is a truly amazing country filled with wonderful people. But there is still a lot of poverty and a lot of children that can't get the right start in life... So I'll be joining the team in Hue and biking the 1,100 km back to HCMC to help give back to the community.”



John's H2H 2018 page
I'm joining the Hanoi to HCMC charity ride for Saigon Children's Charity CIO because we can make a big difference to the kids' futures.
Team: H2H 2018

101%
\$6,075.48
raised of \$5,000 target
by 46 supporters

Donate
Share on Facebook

Saigon Children's Charity CIO
We work exclusively in Vietnam since 1992 to help remove barriers to education.

Andrew McNamara (Cyclist of Charity Cycle Adventure) has raised more than 6,500 USD during his participation in CCA 2017



Andrew's CCA Ride for the Children of Vietnam - 2017
I am cycling for underprivileged children of VN for Saigon Children's Charity CIO because every child deserves a chance to learn & be safe.
Team: Charity Cycle Adventure 2017

133%
\$6,673.07
raised of \$5,000 target
by 33 supporters

Donate
Share on Facebook

Saigon Children's Charity CIO
We work exclusively in Vietnam since 1992 to help remove barriers to education.
Charity Registration No. 1127714

“ This is my fifth year taking on the saigonchildren Cycling challenge. It is a great cause to support, helping the disadvantaged kids of Vietnam to get an education, leading to a better future.”

Lisa Truong has raised more than 1,500 USD for saigonchildren on her 26th birthday.

“ In addition, Saigonchildren also holds a truly sentimental meaning to myself as this is the city where I was born and also when the Charity was formed in 1992. Making us the same age!”



Lisa Truong's Birthday
I would like to help fundraising for Saigon Children's Charity CIO because Charities are the very definition of humanity.
Celebrating the birthday of Lisa Truong, 19 Jun 2018

51%
£1,548.74
raised of £3,000 target
by 56 supporters

Donate
Share on Facebook

Saigon Children's Charity CIO
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How to communicate your campaign



Build your own fundraising story on a platform

You can choose your potential platform as per



Here are your suggested platforms:



Download this promotion toolkit!

All you need to let the world know about you can be found here

Write a short description for your fundraising page and remember to set a deadline for your campaign (whether or not you publish the deadline is up to you).

Think of your potential target sponsors

Reach out from 5-10 people who are close to you and willing to support you. Tell them about your campaign and its meaning first personally.

“The more personal your reach is, the more likely they will donate”

STEP 1 WOM and EMAIL

Potential ideas

- **Encourage** people to donate by telling them how a little support can make a great change to the children. Support your statement with evidence or statistic (*for example, with only \$110, you can help a kid to go to school and provide them with school supplies (textbooks and notebooks), a new uniform and 10 kg of rice per month during the school year*)

- **Guarantee** that all their money will go straight to the children who need it. Provide them proof to show how that progress will look like. (this may include examples or pictures of your previous campaigns, or step by step to transfer the money to people who need it)

Have a button to guide them straight to the first step to donate

- **Pictures of people who already donated** and the money they put in. These will help people to feel the urge. (Incase they are all your friends/colleagues/relatives, it is fun to see the picture of a person they love did this).

STEP 2 SOCIAL MEDIA



After you have reached out to a certain number of close contacts and have them involved, **launch your campaign** officially on your social media with quotes, and photos.

Tell your community how important this campaign is, tell them your message and goals, also why you must make it a successful campaign. (Suggest them using **#hashtag** in every single post they update on social media)

Keep updating your content and interaction with your audience. (We have some general info, photos and video for you to use, the package is [here](#))

STEP 3

KEEP FOLLOW-UP VIA ALL CHANNELS

Keep following every step of your campaign and potential donors. Let your community know about the progress, how far it has gone.

Tell a story to keep your audience engaged and raise their compassion.

Show them the statistic or charts.

You can input the statistic [here](#) to get the chart

Do not ask for money in every online post, but tell them stories of how another human's life can be changed with their help. How strong the impact is if they just take a little action.

Tell your story of **why is this important to you** and the reason you are/have chosen to be an ambassador of the organization.

Say thank you to all donors individually and add their name into a recognition wall. Tell them to check out your progress to see how far the campaign has gone.

STEP 4

TIME REMINDING

Post in your social media channels and send emails to **let people know that the time is running out.**



Send a sincere email to thank every single person who have donated to your campaign. Tell them in your email how meaningful their action is and how it changes people's lives.

([here](#) is your sample email)



Thank your social network by posting it on your social media channels

([here](#) is your sample post)





- Release the wall of recognitions and send by emails/ post on social media. Send us your information through email peertopeer@saigonchildren.com including your full name, your campaign link and the total fund you have raised, **we will send back to you a certificate of recognition** within 2 working days.
- Report to your audience how the money is used, programs that the money have made possible. How it changes people's lives.
You can also send a postcard to thank them.

**Recognize your impact
get inspired for the next campaign**

Contact us

Email: peertopeer@saigonchildren.com

Phone number: +84 28 3930 3502

[Download saigonchildren general brochure](#)



*“Every act of kindness grows the spirit
and strengthens the soul”*



*A fundraising toolkit
by saigonchildren*