



# Fundraising Guide

unite to light

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WE'RE RAISING MONEY FOR

unite to light



Working with Direct Relief to provide solar power chargers and lights to those recovering from natural disasters and emergencies.

# Why fundraise for Unite to Light?

Your donations will help contribute to projects like...

Providing solar lights for students in KwaZulu, South Africa, allowing them to study after dark. This has increased in graduation rates by 30%.



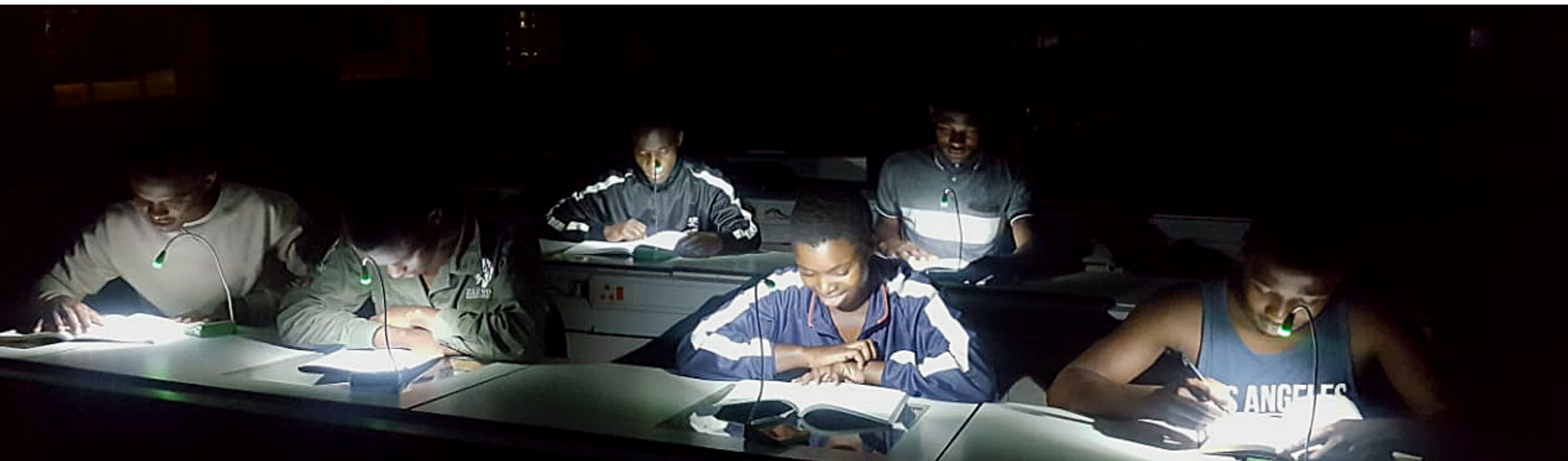
Ensuring midwives can carry out crucial work even in areas without electricity.



# Planning Your Fundraising

5 key things to think about:

- What fundraising event are you going to do?
- Where can you hold it?
- When do you want to carry it out?
- Who do you want to invite/ask to donate?
- How much are you aiming to raise?





# Setting up your Fundraising Page

Creating an online platform is quick and easy, and is the perfect way to gather donations and share what you're doing! We recommend a couple of options (click the links to get going):

Set up a [CrowdRise](#) fundraising page

This takes less than 5 minutes, and is the perfect place to gather donations and share what you're doing.

You can choose to either fundraise for one of Unite to Light's existing campaigns (such as Solar Light and Power for Midwives), or create your own campaign and raise money for all of Unite to Light's work.

Set up a [Facebook](#) fundraising page

Facebook makes it easy to fundraise with simple step by step instructions, enables you to share with your network, gives tips on successful fundraising, and collects donations in the app.

Facebook also charges no fees!

# Fundraising Ideas

3 simple Ideas to get started!

## Hold a Dinner Party

A real crowdpleaser! If you want to cook and host, just decide a date, your favorite go-to recipe, and invite 8-10 friends and family. Decide what you think would be a reasonable suggested donation (\$20-30 is generally recommended) and start prepping!

## A Sponsored Challenge

Simple yet effective! Setting yourself a personal challenge is a great way to highlight the cause you're fundraising for and encourage people to donate. Think of a challenge that works for you (a sponsored run, bike ride, giving up something you love), and start advertising!

## Hold a Raffle

If you don't have the space to host an event, holding a raffle can be a fast fundraiser. Contact some local businesses and restaurants and ask for some potential prizes (e.g. free goods/vouchers for a dinner), and host a raffle at your workplace, community centre or home. If you sell 50 tickets at \$3 each that's already a great return!



# DOWNLOADABLE RESOURCES

Want some resources to help advertise your event and highlight Unite to Light's work? Go to our [Tips & Resources page](#) for everything you need including:

- Donation Form
- 'Thank You' Poster
- Info Flyer
- 'We're Raising Money' Poster



FIRST NAME	LAST NAME	EMAIL/TELEPHONE	DONOR SIGNATURE	DONATION	GIVEN
E.g. Nancy	Kate	lkate@i.e.g.com	<i>Nancy Kate</i>	\$20	<input checked="" type="checkbox"/>

**THANK YOU!** Your donation will send light to those who need it most.





THANK  
YOU  
FOR  
DONATING!