



# FUNDRAISING GUIDE



**Believe in the Cause**



**Be Creative**



**Have Fun**



**See the Impact**

“If you are reading this, you are most likely fundraising to provide clean water to people who need it. We just want to say, THANK YOU! This takes time and effort, but know that you are changing lives and providing opportunity for countless individuals.”

## Did You Know?

- Drink Local Think Global started out as a “one time” beer tasting fundraiser event for an organization providing clean water around the world.
- During this campaign, our founder went 28 days only eating rice and drinking water to bring awareness to the cause.
- We were able to raise over \$16,000 in 2 months.
- Passion, time, and a little creativity are all it takes to make an impact!

**100% of the money you raise will go directly to providing clean and safe drinking water.**



*“No one should ever have to drink water from a source that looks like this (left). This is why we campaign, and we won’t stop until every person on earth has access to clean water.”*

**- Brent Patterson, Founder**

“By fundraising for DLTC, you are giving your friends and family the opportunity to help provide clean water to those in need. We will keep you updated (and anyone who helps you reach your goal) by providing GPS coordinates, testimonials, and photographs of the well(s) you’ve helped us fund. Your generosity will result in the improvement of many lives, and you’ll be providing them with the most basic necessity of life—clean water.”



**785 Million people are living without access to clean water.**



**In Africa alone, women spend 40 billion hours a year walking for water..**



**813 children under the age of 5 die every day, because of unclean water.**

## Be Creative

While simply asking for donations from your friends and family is an option, you can also get creative in how you choose to reach your goal. Check out some fun ideas from other successful campaigns:

- At-Home Beer Tasting
- Beer Yoga
- Group Work-Out
- Carry a 5-gallon jug to raise awareness
- Scavenger Hunt
- Brunch Crawl
- Bake Sale
- Oktoberfest Celebration
- Happy Hour
- Chili Cook-Off
- Tailgate Party
- Fun Run
- Family/Friend Dinner
- Trivia Night
- Bonfire Event

## Steps to a Successful “Ask”

### 1. Set-up your campaign page

We will provide a guide with tips for this process.

### 2. Prime the donor

Text them to give them a heads-up that you'll be contacting them soon.

### 3. Make the ask

Inform them of our cause, then ask them to donate to your campaign page or participate in the activity/event you are hosting. A phone call or face-to-face works best for the ask!

## Who to contact

- 1. Your Inner Circle:** 5-8 of the people you are closest to, such as family and close friends.
- 2. Close Contacts:** 10-15 people outside your inner circle such as co-workers, peers, teammates, teachers, and coaches.
- 3. Acquaintances:** Anyone else you think might be interested in helping provide clean water; don't be afraid to step outside your comfort zone.

## How to follow up

- Once someone has donated or gotten involved, send them a thank you note! Hand written is best, but email or text message will also work. Make sure to tell them what their involvement means to you and how it will make an impact.
- Include an impact statement: \$5 provides clean water to one person for an entire year. So if someone donates \$50, tell them that their donation provided clean water to 10 people for an entire year.

## How To Use Social Media Effectively

Don't be afraid to make it “Facebook Official”! It is the quickest way to reach a large number of people, but **the most successful campaigns use social media only as the starting-point of their strategy.**

### • Share

Post consistent updates on your campaign, and ask your friends to share them. This will allow you to reach people beyond your personal friend list.

### • Go Beyond the Status Update.

If someone is liking or commenting, personally reach out to them. Call, text, or private message them to give them the opportunity to be involved.

### • Your Inner Circle

For those you are close with, use alternative contact methods that go beyond social media. Face-to-face conversations and phone calls are more personable and allow the person to ask questions.

## Things to Keep in Mind

- Show people you are committed by donating to your own campaign.
- Encouraging others to get involved is the most effective way to make an impact.
- Put it in writing: send out an email, write a blog, or post on social media to explain why you are campaigning for Drink Local Think Global.

**“We have a few good options, but the worst option is to do nothing.”**

