



**Fundraiser Kit**  
**HOST A FUNDRAISER**



# adanu

Inspiring Communities Together

## Introduction

Adanu believes that “it takes a village,” and we want you to join us. We are stronger together than alone. This is not simply aid. It is Ghanaian-led community development born out of partnership and relationship. And you can be a part of it!

Through Adanu, you have the unique opportunity to partner with your friends and family to support and invest in a specific community.

This kit provides all of the information you need to host a successful fundraiser. We are excited to partner with you in supporting one of the many communities we have waiting!

## Basic Steps

- 1 Plan the Event
- 2 Set a Goal
- 3 Set a Date
- 4 Organize a Team
- 5 Procure In-Kind Donations
- 6 Send Invitations
- 7 Create an Agenda
- 8 Host the Event
- 9 Process Donations
- 10 Follow Up and Thank Guests

**Note:** All resources listed on the following pages will be provided by Adanu.

## Step 1: Plan the Event

Decide what type of event excites you. Gathering your friends and family at your home, in your backyard or at some other intimate venue like a coffee shop or wine bar is a great way to share the Adanu story. You can keep things very simple. The most important thing is that the location is warm, engaging and large enough that your guests can comfortably mingle in one open space, if possible. The more sense of community you can create in the space, the better.

## Step 2: Set a Goal

Set a goal for how much money you want to raise. Select a specific Adanu project and/or village you want to fundraiser for. You can take on an entire project yourself, or Adanu can partner you with other fundraisers in your local area or around the country to raise money together for a specific project.

- 3-Classroom Block: \$26,000
- Library: \$16,500
- Computer Lab: \$16,500
- Sanitation Facility: \$16,500
- Water Tank: \$2,000

You can learn more about the types of projects your fundraiser can support on our website at: [www.adanu.org/give](http://www.adanu.org/give).

Email us at [give@adanu.org](mailto:give@adanu.org), and let us know what you're fundraising goal is and what type of project you are interested in. We will send you information on a specific village that your fundraising efforts will support. If there is a specific village that you have worked with in the past, let us know and we'll help you figure out what type of project will best serve that community's current needs.

Supporting a specific village will help your guests feel connected to the project they are supporting. And anyone who is interested will have the opportunity to visit the community and see the impact their dollars made on a future volunteer trip.

And whether or not you meet your fundraising goal, the money raised at your fundraiser will still go toward the project you are raising money for. Adanu will work with you and other fundraising efforts we have going on to ensure that the project you are supporting in Ghana is successful.



### Step 3: Set a Date

Set an event date, create your invite list, and send out save the dates (via mail or email) 2-3 months before the event.

**Resource:** Sample Save the Date Wording

### Step 4: Organize a Team

Enlist a team of volunteers, and set up a series of planning meetings.

- Plan and pace activities. The success of your event will depend largely on pre-planning.
- Create timelines and checklists. Work backwards from the day of the event.
- Assign specific tasks (invitations, food, drinks, raffles, thank yous, etc.).

### Step 5: Procure In-Kind Donations

Donations, donations, donations! Many grocery stores will donate food for non-profit events. Most wineries and breweries will donate beverages, especially if you are willing to advertise for them (on social media). You can also ask friends to cook, perform live music, donate raffle items, etc..

We believe in collaboration, so an event that has lots of people participating is perfect!

### Step 6: Send Invitations

Send an official invitation with specific information about your fundraising goal and the project and village you are raising money for.

Follow up with guests before the event by sending them updates and pictures of the village (provided by Adanu), what they can expect at the gathering, how to donate online if unable to attend, items being raffled at the event, etc. Don't forget to remind your guests to check with their employer about matching.

**Resource:** Sample Invitation Wording



## Step 7: Create an Agenda

Create an agenda for your event. The typical structure for a fundraising event is:

<b>Meet &amp; Greet</b> 7:00 pm - 7:45 pm	Allow guests to mingle Provide food and drinks Sell raffle tickets
<b>Welcome &amp; Overview</b> 7:45 pm - 7:55 pm	Welcome and thank guests State Adanu's mission
<b>Adanu's Story</b> 7:55 pm - 8:05 pm	Explain Adanu's model Play Adanu video
<b>Community &amp; Project Profile</b> 8:05 pm - 8:10 pm	Describe the community Describe the project and its impact
<b>Personal Experience</b> 8:10 pm - 8:15 pm	Share your personal experience with Adanu
<b>The Ask</b> 8:15 pm - 8:20 pm	State money raised to-date and remaining goal Present the ask
<b>Networking, Raffle &amp; Donations</b> 8:20 pm - 9:00 pm	Draw raffle tickets and announce winners Hand out donation cards and envelopes Allow guests to ask questions and mingle Collect donations



### Step 8: Host the Event

Enjoy a fun night coming together to support and raise money for your community project!

Your guests want to know that you feel honored to be hosting them. It should feel like a big deal; people will sense your enthusiasm. You should make yourself available to welcome guests and share information before and after the formal presentation.

**Resources:** Fundraiser Presentation Talking Points, Adanu Video, Community Report Card, PowerPoint Presentation Template

### Step 9: Process Donations

Hand out a donation card and envelope to each guest after the formal presentation. Remind guests that there are three ways to make donations: cash, credit card (online), or check (written to "Adanu"). Also remind guests to obtain matching funds from their employers, if applicable. Collect envelopes before guests leave.

After the event, record all donors, their contact information, and the donation amounts in the Donor List Template provided. Reaching out to a new network of friends and supporters of Adanu is important. We will use this list to send IRS receipts to everyone who makes a donation, and to keep donors updated on the work Adanu is doing in Ghana. Email the completed Donor List to [give@adanu.org](mailto:give@adanu.org).

Mail the filled out donation cards, cash, and checks to Adanu's office in Renton, WA.

555 South Renton Village Place  
Suite 280  
Renton, WA 98057

**Resources:** Donation Card, Donor List Template



### Step 10: Follow Up and Thank Guests

As soon as possible, send a hand written thank you letter or postcard to guests, your volunteer team and business sponsors. You might want to add some interesting information about the event, such as how much money was raised overall.

Follow up with your guests about matching grants from employers, if applicable (email us at [give@adanu.org](mailto:give@adanu.org) if you need any help with this).

For guests who weren't able to attend, don't be afraid to ask for a donation anyway. Contributions from those who can't attend can go a long way toward meeting your fundraising goal.

And finally, let us know how it went! We eagerly anticipate your feedback. We would love to hear what went well, and what we can do to better support future fundraisers. Also, please send us stories and pictures for our social media and blog.

**Resource:** Sample Thank You Letter Wording