

# Fundraiser's guide:

## The keys for a successful fundraising!

Handicap International - Humanity & Inclusion (HI) helps vulnerable populations, particularly people with disabilities, wherever in the world it is needed.

The association works alongside people with disabilities and vulnerable populations in situations of poverty and exclusion, conflict and disaster, in order to:

- improve their living conditions and promote respect for their dignity and fundamental rights;
- act and bear witness to ensure that their basic needs are adequately met.

**HI therefore has a dual mandate: ACT and WITNESS.**

[Presentation video](#)

### Areas of action\*



#### EMERGENCIES

Emergency aid for victims of war, natural disasters and humanitarian catastrophes. Logistics platforms.



#### DISABILITY RIGHTS

Promoting and defending the rights of disabled people and war victims.



#### INCLUSION

Social, educational and professional integration, means of subsistence.

850 439 PEOPLE



#### HEALTH & PREVENTION

Disability prevention, maternal and child health, psychological support.

858 769 PEOPLE



#### REHABILITATION

Prosthetics and physical rehabilitation for the disabled.

536 309 PEOPLE



#### EXPLOSIVE WEAPONS

Humanitarian demining, education on the dangers of anti-personnel mines and explosive weapons.

Disaster risk reduction and adaptation to climate change, protection against abuse and violence, inclusive humanitarian action, gender and disability.

833 304 PEOPLE

## On your marks, get set... Collect!

### #1 Plan and organize your fundraising

#### Get started as soon as possible

The sooner you start, the better your chances of reaching your fundraising goal!

#### Set yourself a fundraising goal

Having a challenge to meet is always a motivating factor in fundraising, and can encourage others to support you.

#### Prepare your communication

Think carefully about your communication plan! It's through your messages and communications that you'll raise the visibility of your fundraising campaign. Don't forget to communicate throughout the fundraising process, right up to the big day!

## #2 Customize your fundraising page

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### 1 Explain your initiative

Personalize your page with a catchy title, and a short text explaining why you're taking up this challenge. Take the opportunity to present HI, and why you've chosen this non profit organization. The clearer the reasons, the more likely your friends and family will want to support you!

### 2 Make the first donation!

The people you ask to make a donation will be more inclined to do so if you've made a contribution yourself.

### 3 Regularly update your fundraising page

Keep your network informed of your training or other preparations for the challenge you've set yourself, and of the progress of your fund and the various stages reached, through short texts or beautiful photos that you can post on your social networks and link to your fundraising page.

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## #3 Get everyone involved

### Share it on social networks

- **Involve your friends and family:** they can help you communicate your commitment to solidarity.
- **Communicate about your progress,** your training, anything that might inspire those who haven't yet done so to support you!

### Rules for a successful post

Don't make of every post a request!

**Be creative** to gather people around you, so that your followers don't get bored!

### E-mailings... or the onion technique

Think of your fundraising strategy as peeling an onion. Start by soliciting the people most likely to support you, then gradually expand to your entire network.

**EMAIL 1:** Send an email to 5-10 people who are most likely to make the first donations (family / 1 or 2 friends).

**EMAIL 2:** Send an email to 10-15 people, likely to follow the dynamic (friends, family).

**EMAIL 3:** Send an email to all your network, you could be surprised of the number of people who will help you! (colleagues, friends of friends, knowledge...)

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## #4 Here are some arguments to help you collect

- **€20** Help finance the manufacture of a pair of crutches
- **€35** Help to make a class aware of the dangers of mines
- **€40** Covers the care needed to treat a child's clubfoot
- **€50** It's the equivalent of a prosthesis and a school kit for a disabled person.
- **€75** Allow a person to receive services adapted and specific to their disability for one year

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## #5 And after...

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### **Don't forget to thank your donors**

At the end of your challenge, don't forget to thank everyone who took part in your fundraising campaign and helped you reach your goal! It's the sum of individual commitments that's the key to your fundraising success!

### **Invite your donors to come on the day of your challenge**

Having supporters shows other participants what you really are... A HERO! So if you're going to challenge yourself, you might as well be encouraged!

**Good luck with your fundraising, we're counting on you!**

**T H A N K   Y O U**



#### **A question ? Contact :**

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