

Fundraising Guide

iCare



Philanthropy Partner
IndiaCaresTM
Foundation

Fundraising Guide

An iCare fundraiser is an individual who uses the philanthropy platform of the TCS World 10K Bengaluru 2017 and raises funds of any amount in support of a CSO or cause he/she chooses. Donation amounts can be raised with the help of pledge/ fundraising kits. Pledge kits will be available for download from the India Cares' website. Alternatively a physical fundraising kit will be available at India Cares' office at: **India Cares Foundation, 52/8, 1st Floor, 5th Main, 12th Cross, Wilson Garden, Bengaluru 560 030** (Monday to Saturday, 10 am to 5 pm).

The iCare fund raiser needs to make an upfront contribution of Rs 500/- at the time of registration in favour of 'India Cares Foundation'.

What iCare Runners can look forward to:

- Recognition will be given on the India Cares website to the top 10 iCare runners in the race month, i.e. May 2017.
- Top two iCare runners will be recognised at the post event press meet, the minimum threshold to be considered for this award is Rs 1,00,000/-.

"No fundraising too small to have an impact, try going to bed with a mosquito"

Here are some tips for you:

- **Start Early:** Dedicate your efforts to a specific cause/CSO (Civil Society Organisation) and raise funds for them. By conveying, why you have personally invested in this cause, you help your donors realize the true impact of the CSO and its work.
- **Simple, tangible goals are easy to achieve post and share:** Because relationships matter, don't rush your fundraising asks. But put emphasis on the end date of raising funds, the event date, impact of funds raised and for making donations.
- **Get creative:** Be enthusiastic and positive! Talk about the "World 10k Bengaluru 2017", an event demonstrating your passion and dedication to this worthy cause. Enthusiasm is contagious!
- **Create a schedule:** Ask, ask, ask and ask! Aim high. Even you might not know, that your donors are capable of making a large donation, do not be afraid to ask for a specific amount.
- **Stay focused:** After you make your ask, stop talking, even if it seems uncomfortable. Don't say a word. Let the donor be the next person to speak.
- **Understand that there will be "No's":** And that's ok! **But Expect a Yes:** Attitude matters in fundraising.
- **Personally thank your donors:** With their support, you will change lives!

Who to ask? This is the time to ask **everyone** you know, even remotely so, to support you now. Here are some suggestions and some people for you to approach.

- Send an email or a letter to everyone through your address book
- Friends
- Family
- Co-workers
- Favorite local restaurant owner
- Any favorite local shop that you frequent often
- Your doctor, dentist or lawyer
- Your teammates or gym buddies
- Your hairdresser or barber
- People at your place of worship

Using your social networking sites (SNS) to ask

Are you on Facebook, Twitter, LinkedIn or on some other social network sites? These can be valuable tools for recruiting team members and raising funds! Create a page on <http://icfn.in/tcsworld10k> and post it to your social media profile page. Remember:

- Update your status frequently with information your target status
- Post/ tweet a simple story to maximize shareability.
- Talk about the impact, this helps organisations seem more human.
- Use images of the work of the organisation combined with your post
- Do not overdo the message, be matter of fact and not many hashtags!
- Have a clear call to action

Tips for Successful Letter/Email Composition

- Write a short letter!
- Share something personal about yourself. Like, what made you choose the specific CSO.
- Include your fundraising goal and ask for a specific amount.
- Provide facts about important work being done by the concerned CSO.
- Tell them that donations are tax deductible and cheques should be made payable to the CSO you are supporting.
- Include a link to your personal Website/ appeal page so that donations can be made online.
- Ask them to please donate by 21 May 2017.
- Mail your letter to family members, friends, coworkers, and business associates. Be sure to look at your holiday card mailing list too!
- Send thank you notes (after the Run) to everyone who donates through you.

Don't convince donors; help them realize that they already care:

- Ask if they can, just once, give up on something – a movie, manicure or dinner at an expensive restaurant – and contribute towards your cause.
- Host a fundraising party and ask attendees to buy your homemade dinner as their support.
- Hold a garage sale, get people to contribute things and let other buy them.
- Cook a meal; bake cookies; cycle to work – do something that shows you are going out of your comfort zone for a cause – people will donate.
- Create a buddy system. Ask someone who cannot join you on run day to help you collect donations.
- Ask your company, they can even match what you Raise! And other companies to conduct a event for their employees and ask for donations to participate.
- Take your fundraising letter and share the information **everywhere** you go.
- Ask two persons a day to donate for your Run for the next two months.
- Ask your friends to contribute for your cause instead of purchasing a gift for your birthday, anniversary or any occasion.
- Ask five to ten people to save their change for you for a month. Give them decorated buckets to keep the change in. Hold a “counting party” at the end of the month.

Talk to us and join this sport. Call or send a mail at
080-22222571 or tcsworld10k@icfn.in

Frequently Asked Questions about Fundraising:

1. Is it safe to use my credit card online? What about privacy?

In order to prevent unauthorized access and protect our donors' personal information, India Cares has high internet security for online transactions.

2. How do donors know if their credit card donations went through?

The India Cares online transaction system will automatically send a donation confirmation email to the donor's account, when the transaction goes through. Attached to the confirmation email will be an e-receipt for tax purposes. For more queries please write to tcsworldk@icfn.in

3. How will I, as a fund raiser, know if someone has donated online to support me?

You will receive an email notifying you when someone makes a donation. You can also login to your account on the India Cares website and you will be able to view your fundraising total till date. Click on Reports to view who has donated and how much they gave.

4. Some people are not comfortable donating online. Can they still send in their donations?

Yes. Although donating online is often more secure than conventional postal methods, please provide your postal address as well, as many people are more comfortable sending a cheque. Ask them to send a cheque in the name of the CSO you are supporting. You should add these offline funds raised to your online total, by logging in to your account on India Cares website.

5. When someone makes a donation online, will they receive an automated thank you letter from India Cares?

Yes, everyone who donates online will receive a thank you letter, which can be drafted by you.

6. How will I know the money I donate is actually helping someone needy?

Organizations submit a utilization report to India Cares about how the funds raised in the TCS W10k Bengaluru 2017 have been used. The CSOs registered for the event are accountable to their donors.

7. What tax exemptions will I get?

All online donations will receive a 80G tax exemption, within an hour after donation. For offline donations please collect your donor's full name, address, PAN number for the CSO to send the receipts.

8. How do I know that CSO I want to donate has valid 80G?

It is mandatory for all CSO's registering with India Cares to have a valid 12A & 80G registrations.

***Our final Tip:** if you feel nervous when making asks in-person or on the phone, the best way to get more comfortable is to practice. This means running through ask conversations in your head, practicing in front of a mirror, and holding practice conversations with your friends or other staff members.*

**If you noticed "ASK" is the most frequently used word, so this is the word to follow for the next two months!
Happy Fundraising!**

iCare Funds Submission Form

Runner/ Fundraiser Details:

Name: _____

Email Id: _____

Contact No: _____

Recipient CSO Name: _____

Company Name: _____
(If registered for Corporate Cares)

Collection Details:

Total Amount Raised: _____

By Cheque*: _____

By Cash**: _____

Online: _____

**All cheque photocopies must be submitted with this form.*

*** All collected cash should be submitted to the recipient CSO. But please give the proper details of your donors who donated cash to the CSO to get the appropriate 80G receipts. Keep an excel of these details and submit to India Cares.*



India Cares Foundation

No.52/8, 1st Floor, 5th Main, 12th Cross, Wilson Garden, Near LR Cambridge School Bengaluru – 560 030.

Email: tcsworld10k@icfn.in Call: 080 22222571

iCare Runner Fundraiser

Funds Collection Sheet

iCare fundraiser Name: _____



CSO: _____

Donor Name	Contact Details : Email id & Address	Amount Donated	Cash/Cheque No.

Please keep extra photocopies of the funds collection sheet