

# Fundraising Kit

Impact a child -  
Impact the world!



# Hope Now



## Our Story

On the dusty prairies of a small rural village in Chandrakal, south India our story began. A small rural hospital – the first in the state to build a HIV-positive ward – was flooded with families who had someone suffering from AIDS. Many died and left children behind.

Out of the ashes of that tragic time, as the virus was exploding across the south, Hope Now was born. A place where HIV-positive children could be part of a family. Loved, cared for and nurtured into adulthood. Our primary goal, to educate our children through college or vocational school to ensure they have the skills they need to thrive.

## Our Kids

We believe every child should have the opportunity to fulfill their purpose. Hope Now ensures every child is educated through college or a trade school. An education provides opportunity, life-long health, income and stability.

Hope Now pays 100% of college costs. Donate now and help us send our kids to college.

Education offers children a path to a promising future. Impact a child - impact the world!

# Starting a campaign is easy!

It only takes a minute to set up a campaign. Decide what to do. Pick a name. Pick a photo. And just like that, you'll be ready to start raising money to help send a child to school.



# Spread the word about your fundraiser and ask your friends to give.

## Fundraisers

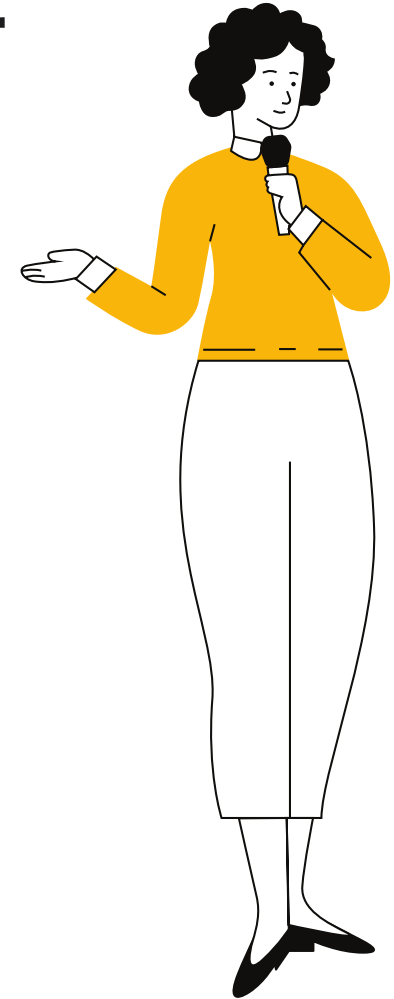
Set a goal.  
Tell a story.  
Share with  
the world.

## Teams

Multiple  
Fundraisers.  
One Story.

## Events

Power  
Fundraising  
events of any  
size.



# Steps for Success



Step 1

Step 2

Step 3

Step 4

Step 5

Set a  
Fundraising  
Goal

Get  
Creative

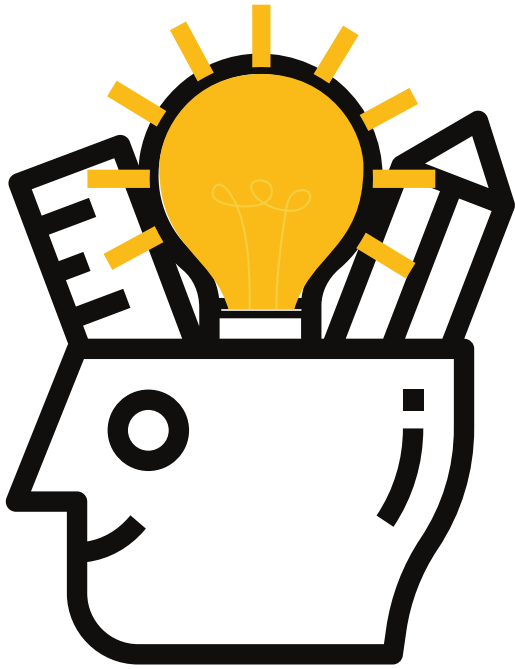
Set up  
your  
Campaign

Spread  
the Word

See your  
Impact in  
Action



# Get Creative



- **Forgo gifts on your special day**

Ask friends and family to celebrate your special day (birthday, wedding, shower, anniversary, etc) by giving to your campaign instead of a gift.

- **Make and/or sell things**

Bake culinary treats, make crafts, throw together bags of candy, put up the lemonade stand or host a garage sale.

- **Go without –**

Ask your audience to give up a daily indulgence or habit (coffee) for a certain amount of time and donate the amount they would've spent.

- **Host a ticketed event**

Feature a local band willing to donate their time or have a movie night.

- **Wash cars**

Organize a car wash in your area and get some friends to help.

- **Maximize your impact**

Your company may match the amount you raise! Be sure to ask and possibly double your contribution.

- **Gather loose change**

This one is great for the kids. Ask friends and peers to donate their loose change.



15

Kids in  
k-12



30

Kids in College or  
Vocational School



8

College  
Graduates



1

Married



# Communication Tips



To maximize your impact, leverage as many communications channels as you can — like email, social media, and even phone calls. Here are some tips in getting the word out to your community effectively.



## Email

- Start by sending a personalized email to your closest family and friends or key stakeholders. Getting this close group of people to partner with you early on will help spur momentum for others to partner with you later.

- Once this group has begun making contributions to your campaign, it's time to open up to a wider audience. Send a persuasive email to your wider community inviting them to partner with you. Be sure to explain why this cause is close to your heart and make a personal appeal.
- Don't be embarrassed to send follow up or reminder emails — people usually appreciate this as they can forget or miss an email. You can also keep your community updated on your campaign's progress and what you still need to reach your goal.
- Remember to thank your contributors as they make their donations and again when you've reached your goal.





# E-mail Sample



To:

Subject:

Dear [Family and Friends],

I am pleased to share that I am helping raise funds and awareness for Hope Now, an organization that provides an education as well as many other things to children.

Hope Now believes that access to education is a right not a privilege, yet more than 264 million children around the world have no access to an education. This is a problem we must tackle together because education is a shared responsibility and progress only happens through common efforts. Together we can change this reality.

Together we are working to provide an education and a chance at life to children in India. Can you help us reach more children by donating today? [insert your fundraising page link]. Every donation will change the life of a child forever.

Thank you for your support,  
[Your Name]

Save as Draft

Send



# Social Media



- Share the link to your fundraising page with a compelling caption and photo. We have some sample posts, photos and graphics below that you can use.

- Keep your community updated on your progress by posting updates and reminding people to partner with you.

- If you're organizing an event to help raise funds — like a movie night or car wash — create a Facebook event and invite people to attend.

## Sample Posts:

Give the gift of education to kids today through Hope Now  
Link to donate in bio

Help me send a child to school by supporting my campaign.

If you are organizing an event – like a movie night or bake sale – create a Facebook event page and invite people to attend.



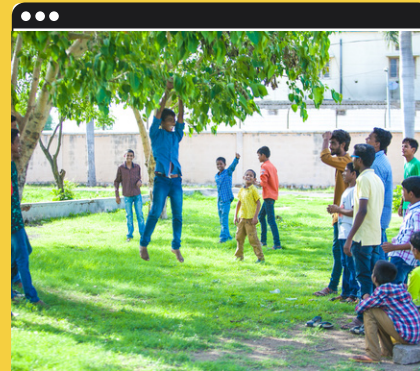
# Resources



Photos



Graphics



Videos



Logos and Brand Usage

# Across the finish line

100% of your donation goes to supporting our kids! Providing an education changes everything for our kids. We thank you for your support and we welcome you to join us as we open doors to possibility for HIV-positive kids in India.





# Let's work together

**Email**      [hello@hopenow.asia](mailto:hello@hopenow.asia)

**Website**    [www.hopenow.asia](http://www.hopenow.asia)

**Social  
Media  
Links**      [www.facebook.com/HopeNowAsia](http://www.facebook.com/HopeNowAsia)  
[www.twitter.com/HopeNowAsia](http://www.twitter.com/HopeNowAsia)  
[www.instagram.com/HopeNowAsia](http://www.instagram.com/HopeNowAsia)

