



GET INVOLVED

fundraise

coreluvinternational

THANK YOU FOR DEFENDING THE ORPHAN BY COORDINATING A FUNDRAISER!

Your efforts will help provide the six basic needs to children in desperate need of the hope of Jesus. We cannot overemphasize our gratitude to you for helping us Defend the Orphan. As you decide on your fundraiser, choose a fundraiser that you are passionate about. We want you to choose a fundraiser that reflects your skills, talents, and passion.

In this packet you will find everything you need to create a successful fundraiser. Keep in mind that this packet is geared for a wide range of fundraisers; from bake sales to banquets, garage sales to football tournaments, or dance marathons to fashion shows. Some of the items might not be relevant to your fundraiser, but we want you equipped to be as successful as possible. Also, for every fundraiser and event new items, obstacles, or questions will come up. In order to help you, this packet contains the follow guides:

How to Choose a Successful Fundraiser

Foundations of Fundraising

Orphanage Sponsorships

Before Your Fundraiser

Day of the Fundraiser

After Your Fundraiser

Overall Fundraiser Checklist

Sample Sponsor Letter

If at any time you need assistance or have a question please do not hesitate to contact us. If you ever need anything please feel free to contact our fundraising coordinator at fundraising@coreluv.org.

HOW TO CHOOSE A SUCCESSFUL FUNDRAISER

First you need to choose an event that you will enjoy doing. If you have never stepped foot on a golf course, odds are a golf tournament is not the best choice. Be creative and use the talents that God has given you to create a great fundraiser. If you are excited then others will be excited to help you. Here are some ideas that have previously worked well:

- BBQ Dinners
- Basketball Tournaments
- Football Tournaments
- Bake Sales
- Speaking Events
- Collection Cans
- Concerts
- Garage Sales
- Car Washes
- 5K/10K Races
- Crossfit Challenges

There are thousands of fundraising ideas! It just takes you choosing an event that you feel passionate about as you help to defend the orphan! After you choose your fundraiser, keep the following questions in mind as you start to prepare to put forth a great fundraiser.

Target Audience

- Who is your target audience?
- What does the audience need to know?
- What will hold their interest?

Objectives

- What do you hope to achieve with this event?

Message

- What do you want to say to your target audience?
- What do you want them to know?

FOUNDATIONS OF FUNDRAISING

Before you get into planning the details of your fundraiser, you need to create the foundation. With a great foundation the details begin to fall into place. If you do not set a foundation and just improvise as you go, then it is unlikely you will be successful and you will most likely become frustrated. Keep in mind what your event is, when it is, where it will be, and your overall fundraising goal. There is nothing worse than to be disappointed because you didn't raise \$10,000 when the fundraiser was never meant to raise that much. Be proud of what you raise whether it's \$100 or \$30,000. We can all defend the orphan and make an impact in the Kingdom.

| | |
|---|--|
| Event Name | |
| Event Description | |
| Location * | |
| Date | |
| Time | |
| How will you raise funds? ** | |
| What is your fundraising goal? | |
| What is your partnership goal? *** | |
| What is your attendance goal? | |

* Your location has to match your event: if it is a bake sale then a church, home, or school is great. However if you are planning a 5K race then you need plenty of room, parking, bathrooms, etc.

** Will you ask for a free will donation, sell tickets, have registration, sell items, etc?

*** Coreluv is sustainable through monthly orphanage sponsorships and it is our goal for you to help us stay sustainable by challenging the people who attend your event to sponsor an orphanage. The next page details the importance of orphanage sponsorships.

ORPHANAGE SPONSORSHIPS

Importance of Sponsorships

There are over 153,000,000 orphans and the sad truth is that most will never be adopted. With this reality, we want to partner with orphanages by providing strong programs: clean water, food, healthcare, education, job skills, and a loving environment. Instead of only a few children being sponsored, we want to even the playing field by helping all within an orphanage as well as their surrounding community. Digging a well or building a school for one child would not be possible with child sponsorship; but with orphanage sponsorships it is possible to impact an entire community by opening schools, health clinics, and feeding programs for a community. Further, with orphanage sponsorships it is possible for partners to follow their orphanage's development through monthly newsletters, videos, and short-term mission trips where they can see where their dollars are going. It is a wonderful thing for people to see how they are rescuing orphans and helping to develop communities around the world.

How to Set Up a Monthly Sponsor

We encourage you to ask for monthly sponsors at your fundraiser, this is a great opportunity for you to help us defend the orphan by allowing our orphanages to be fully sustainable. Setting up an orphanage sponsorship is very simple .

Signing Up New Sponsors on Electronic Devices

- Go to <http://coreluv.org>
- Click on "Donate" and then "Orphanage Sponsorship".
- Click on "Donate Now".
- Type in their email address and type in their basic information.
- After entering the financial amount, make sure to click "recurring"
- For designation (right hand side) they can choose any Coreluv orphanage listed.
- Click continue and finalize the payment process.

BEFORE YOUR FUNDRAISER

Build Your Team

Teamwork is crucial! One of the first things you need to do after deciding on your fundraiser is to find other people who will help you. The larger the event, the more people needed to make the fundraiser successful. Make sure to surround yourself with supportive people who will continually help to make your fundraiser a success.

Budget

Budgets are a key component of any fundraiser from a BBQ dinner to a basketball tournament. Ideally any fundraiser will be sponsored either by friends/family or by local businesses. Some of the first questions to ask about your budget is:

- What will the budget be for the fundraiser?
- How will you provide the budget for your fundraiser?

Promote and Advertise

Let the world know! After identifying your event and building your team, the next step is to decide how to properly promote and advertise your fundraiser. This is one of the most, if not the most important aspect of your fundraiser. You could have the best idea, but if nobody knows then the fundraiser will not succeed. Keep your audience and fundraiser in perspective, a smaller fundraiser should be advertised to family and church where a 5K will need time to be advertised to an entire city. Think of all the avenues where you can promote and advertise.

| | |
|---------------------------|--|
| Social Media | A great way for you to promote your fundraiser is by sharing multiple Facebook posts, and creating a Facebook Event page. |
| Email | If you are part of a group (church, organization, etc.) that sends mass emails, ask for your fundraiser to be in the next email. |
| Flyers and Posters | Place flyers and posters where your target audience will see them, or send out groups of teenagers with flyers and promise to buy them coffee. |
| Phone Calls | People are more likely to come to an event if you call them; your friends/family will rarely say no if you personally invite them. |
| Contact Media | For big events reach out to the media. Some radio stations will provide free advertisements if you do not charge an entrance fee. |
| Newsletters | Do you write a newsletter or blog? If so make sure to mention your fundraiser and have your friends do the same. |

BEFORE YOUR FUNDRAISER (CONTINUED)

Event Sponsors

You never know until you ask! Along with promotion and advertisement come sponsors. For larger fundraisers, concerts, 5K, etc., we encourage you to look for sponsors who are willing to help you make your event successful. Sponsors can come in various forms.

Financial Sponsors

You can set sponsorship levels, i.e. silver, gold, platinum, and title. Each level of sponsorship comes with different recognitions. For example a \$1,000 platinum sponsor would receive a banner at your fundraiser, their logo on flyers, speaking invitation, etc. A sample sponsor level is on page 10 for reference.

Item Sponsors

These are the most undervalued type of sponsors, but just as valuable as a financial sponsor. If you are planning a 5K race then you need fruit, water, running bags, etc. A sponsor that provides those items will reduce your overall budget. A sample letter to sponsors is on page 11 for reference.

DAY OF THE FUNDRAISER

Once you have made it to the day of the fundraiser, the hard work has been accomplished and you should be prepared for a great event. Make sure to go over your "Before Fundraiser" checklist, and have all details set in place. Below is a brief guide for your fundraiser.

All Fundraisers

- Make sure volunteers show up early!
- Volunteers have their assignments
- Volunteers are in their designated areas
- Parking is clear
- Event is easily accessible (signs pointing to fundraiser/registration)
- Tables and chairs are set
- Accessible bathrooms
- An electronic device to capture emails for Coreluv's monthly newsletter
- You are excited!

Sporting Fundraisers

- Course/Field is properly marked
- Sports equipment (balls, cones, basketball goals, etc.)
- Stopwatches
- Whistles
- Referees are prepared
- Rules are printed
- Waivers are printed
- Poster board for tournament brackets

Food Fundraisers

- Make sure food is prepared beforehand
- Have enough food for your guests
- Plenty of volunteers to serve
- Tables
- Chairs
- Plates, cups, napkins, plastic ware
- Accessible kitchen

Registration

Registration is the one thing that will either keep your event running smoothly or become congested with a long line. It is imperative to have multiple registration lines, specifically for individuals who have pre-registered and those that who have not. Make sure that *everyone* working registration has a printout of individuals who have pre-registered.

Clean Up

Finally, always clean up and leave the venue cleaner than you found it so they will welcome you back in the future.

AFTER YOUR FUNDRAISER

Always make sure to thank your fundraiser attendees, volunteers, and sponsors. Even with all your hard work, do not forget the others who helped make the fundraiser a success. Do the best you can to communicate to your attendees how much they were valued and how they helped Defend the Orphan. For your volunteers rally them together after the fundraiser and personally thank them for all of their effort, time, and energy. Make sure your sponsors know how much you value and appreciate their help in creating a successful fundraiser.

Sending Finances to Coreluv

This is essential to make sure you are faithful in the money you collected and we are able to continue providing the six basic needs to orphans in desperate need. Below are step-by-step instructions on how to send in the money you raised.

Contribute Online

- Go to <http://coreluv.org>
- Click on "Donate" and then "Make a Donation".
- Click on "Donate Now".
- Type in their email address and type in their basic information.
- Enter the total profit for your fundraiser for the donation amount.
- For designation (right hand side) choose "Get Involved: Fundraise".
- Click continue and finalize the payment process.

Contribute by Check

- Make sure checks are made payable to the fundraising host
- Collect all of the money that you have raised
- Consolidate the checks and money to write one check made payable to Coreluv International.
- Mail check to:
Coreluv International
1110 Lakewood Dr.
Pinehurst, TX 77362

OVERALL FUNDRAISER CHECKLIST

Fundraising Supplies

Every fundraiser has different details to consider, and a thorough checklist should be made to ensure an event runs smoothly. Below is a sample checklist that has essential details for most fundraisers. Remember this packet is geared for a variety of fundraisers. Your fundraiser may have more or fewer details. These are potential needs for your fundraiser:

- Chairs
- Tables
- Any necessary equipment
- Sound system
- Electric outlets
- Bathrooms
- Food
- Plates, cups, napkins, plastic ware
- Drinks
- Water
- Parking
- Space
- Money bag
- First aid station
- Awards
- Sponsor banners/signs
- T-Shirts (usually need to be ordered two weeks prior to the event)
- Silent auction items
- Raffle prizes
- Donation jar
- Device (iPads or clipboard and paper) to capture emails for the Coreluv newsletter
- Will there be a band? For concerts make sure to have your bands secured early .
- Anything you need to have a successful event

Day of Fundraiser

Before Fundraiser

- Date is secured
- Venue is secured
- Volunteer team is assembled
- Proper advertisement
- Acquired sponsors
- All necessary equipment is secured
- Entertainment is booked
- Budgets are finalized
- Volunteers arrive early & know their assignments
- A way to collect money (money bag, card reader, etc.)
- All necessary equipment in place
- Everything is operational
- Registration is in place
- Food is ready to be served
- Entertainment is in place
- Attendees know where to go
- Everyone is having a great time!

SAMPLE SPONSOR LETTER

Date

Dear **MAKE THIS PERSONAL**,

Coreluv International brings the hope of Jesus to orphans by partnering with communities and orphanages around the world to provide 6 basic needs: clean water, food, education, healthcare, job skills and a loving environment to call home. Currently these basic needs are provided to orphans in Haiti through loving orphanages, orphanage sponsorships, and community feeding centers.

On **DATE**, I am hosting a **DESCRIPTION OF FUNDRAISER** for Coreluv at **LOCATION**. Proceeds of the **FUNDRAISER** are going to the efforts of Coreluv International in Haiti to rescue orphans so they can live a healthy empowered life.

I am asking for your company to help sponsor the **FUNDRAISER** to help us provide basic needs to children in desperate need. We are also in need of donation items that can be used as raffle prizes, or in our silent auction. No item is too big or small, more expensive items will be used in our silent auction while less expensive items will be used as door prizes, raffle prizes, and giveaways. We are asking for all donated items by **DATE**. Items can be shipped to **ADDRESS** or can be picked up by me. All proceeds from your fundraiser will go directly to orphan care in Haiti. If you have any questions, please feel free to contact me at **PHONE NUMBER** or by **EMAIL**.

Sincerely,

NAME

NAME OF YOUR CHURCH, SCHOOL, OR ORGANIZATION