



## Successful fundraising

## Organising your fundraising

### Set a fundraising goal

In the same way you'd set yourself a target for completing a run, make sure to set a goal for your MSF collection. Don't be afraid to aim high - certainly beyond the €200 minimum - to give yourself a real challenge that your supporters can get behind.

### Make a plan

Set out exactly what you want to do to collect your money and how much each part of your plan will help you fundraise (e.g. by using social networks, organising an event at work, throwing a dinner party, etc.).

### Get started as soon as you can

The sooner you start fundraising, the sooner you'll reach your target. Make the first donation yourself to get the ball rolling and to encourage others.

### Keep your spirits up

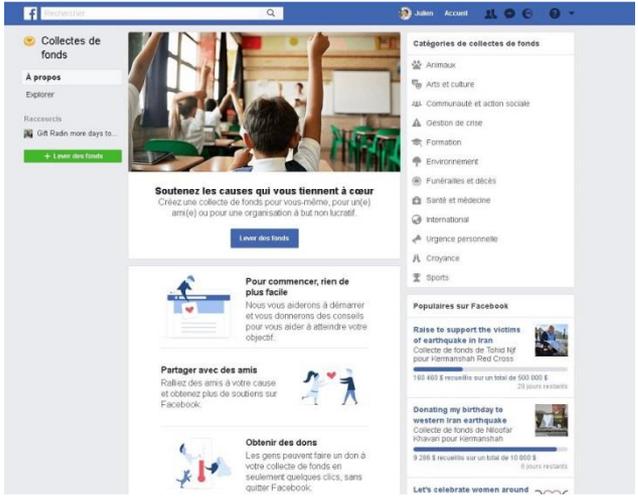
It's normal for donations to slow down a bit after starting off with a bang. But don't be discouraged! Keep on track and continue to update your social networks and you'll soon start to see the fruits of your labour.

### How to send your donations to MSF

Any money raised on the online fundraising platforms (p3) will be sent automatically, otherwise you can make a transfer to our CCP account, LU751111000048480000.

# Creating your fundraising page

Simplify your fundraising efforts by using **Facebook** or **Alvarum**. Simple and secure, they let you create a personalised page so that anyone who wants to support you can do so in just a few clicks.



Personalise your page as much as possible to make it more appealing and attract more donations:

- Add a profile picture (one that shows you having fun or in action)
- State why you've decided to support MSF
- Explain how the money you raise will be used, using the examples in this guide
- Provide regular updates on your training progress, your fundraising and your events
- Thank your donors

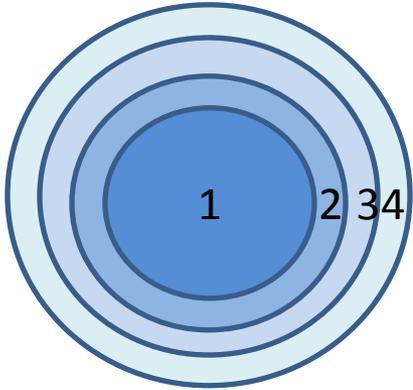
# Asking your friends and family for help

## How ?

You can ask those around you for help in lots of different ways, via social media, in person at a family meal, by emailing your colleagues at work, and so on. Don't be afraid to talk about your challenge, because it just goes to show how important it is to you.

## The circles method

The circles method is about communicating with the people around you systematically, in order to make your fundraising efforts more effective.



- 1:** You're the first circle. Lead by example by making the first donation. You'll be demonstrating that you believe in your cause, starting a positive chain reaction. Make a fairly sizeable donation, as this will serve as the benchmark for future donors.
- 2:** Your family circle. These are the people who believe in you the most, they'll be very receptive and will help get your fundraising on track.
- 3:** Once your fundraising is off to a good start, next contact your close friends, who'll be more than happy to support your efforts.
- 4:** Finally, it's the turn of your acquaintances - your pals, your friends-of-friends and your work colleagues. It's a good idea to only contact this group once your collection is already well underway. Show them that you're within touching distance of your goal and that their donation will be the one to help you reach your target.

## Boost your donations by organising an event

Organising an event is an effective way to collect donations.

Here are some ideas:

Do you have a talent? A special skill? A passion? Cooking, alternative therapies, running, meditation... whatever it may be, ask the people in your life to support your challenge in exchange for a 'discovering mindfulness' session, or perhaps just a simple dinner party organised at your place. It's an excellent way to have fun while raising money.

Too many clothes in your wardrobe? Invite your friends round and have a fun clothing sale.

The old ideas are usually the best, so why not organise a raffle or a bake sale, always a great way to raise some cash.

Adding a little fun into the equation, why not challenge your friends? You could say: 'if I reach more than €1,000 in donations by the end of the week I promise to shave my head!'

## Talk about yourself and your fundraising

### **On social networks**

Talk about what you're doing to support MSF on your Facebook, Twitter and Instagram pages. Make sure you share a link to your donations page.

### **At work**

Ask your company to sponsor you and speak to them about promoting your fundraising efforts internally. Having an employee who is taking part in a challenge like 'I Support MSF' is a great PR opportunity.

### **In local media**

Contact your local media, they're often very excited to hear about these kinds of challenges. It's a fantastic opportunity for you to talk about what you're doing, but also about MSF's work on the ground.

# What can your donations pay for?

€2,000 will cover the cost of a medical tent. Specially designed to treat people even in the most remote regions, you'll be helping to provide rapid and effective everyday care.



€500 will cover the cost of 1,000 food supplement sachets. MSF uses ready-to-use food supplements to save children's lives, providing them with the essential vitamins, minerals, fats and proteins they need to survive and grow up normally.



€130 will cover the cost of measles vaccinations for 500 children. Our teams will be able to vaccinate children under 5 years old against this deadly disease.



€30 will cover the cost of a shelter for a family of refugees. Made of thick, durable and waterproof canvas, and able to withstand even the most extreme weather conditions, from torrential rain to blazing sunshine, these tents provide shelter to families of all kinds in all different situations.



## Contact

**Are you taking part in the MSF Solidarity Challenge alone? Your contact:**



**Esther Leick**

[esther.leick@luxembourg.msf.org](mailto:esther.leick@luxembourg.msf.org)

Tel. : (+352) 33 25 15

**Are you taking part in the MSF Solidarity Challenge with your work? Your contact:**



**Michèle Jensen-Carlen**

[michele.jensen-carlen@luxembourg.msf.org](mailto:michele.jensen-carlen@luxembourg.msf.org)

Tel : (+352) 33 25 15 - 302