#Ride4Malawi

Fundraising Toolkit
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Get Started – First Steps on Your Fundraising Journey

Zikomo (thank you)! You’ve decided to support girls’ education in Malawi. This step-by-step guide will help you make the most of your fundraising experience.

We’re here to help if you have any questions! You can email Emily Hall at ehall@ageafrica.org for assistance with setting up your fundraising page.

1. CLAIM YOUR PERSONAL FUNDRAISING PAGE

Visit the Advancing Girls’ Education in Africa (AGE Africa) #Ride4Malawi 2021 fundraising page.

1. Click the orange “Start Fundraising” button
2. Sign-up for a JustGiving fundraising account or sign-in to your existing account.

3. Create a Fundraising URL for your “Ride for Malawi 2021” campaign
4. Click “Create your page”

Congratulations! You’re ready to share your page and start fundraising! If you want to create a team and join your individual fundraising pages together, continue to step 2 (optional). Otherwise, turn to page 6 for suggested email text and page 13 for our social media toolkit.
2. CREATE A TEAM FUNDRAISING PAGE (OPTIONAL)

Team Pages allow you and your friends to join your individual fundraising pages together to contribute to an overall total.

They’re great if you want to raise money separately while still contributing to a larger team goal.

The page will list everyone’s individual page, as well as the charity you’re raising money for and the collective total you’ve raised together.

How to create a team page:

- Create a fundraising page that you want connected to “Ride for Malawi 2021” (process mentioned above)
- On your page click the “Create a Team” link
- Next up, you can give your team a name
- You’ll be asked to confirm that you’re raising money for “Advancing Girls Education In Africa Inc” and “Ride for Malawi 2021”
- You can customize the pre-populated story behind your reason to fundraise together and add a cover photo representing your specific team
- Set the team’s fundraising target
- You can set targets for individual team member’s by using the drop down
- Choose your team’s web address and hit “create a team”

TIP: Click here to learn how to edit your team

Congratulations! You created your fundraising page and team!
3. INVITE YOUR FRIENDS TO JOIN YOUR TEAM

Once you’ve set up a Team Page, you can update it by clicking “edit” at the top of the page. You can update:

1. The title of your Team Page
2. Your target
3. Your cover photo
4. Your team story

How can I manage who’s in my Team?

Click on the member’s tab at the top of your team page.

- From here you can make your team page open for anyone to join
- You can make your team accessible by invitation only
- You can invite new members
- You can remove team members

Prefer to fundraise as a group on the same page?

If you and your team mates are fundraising for the same charity and would prefer to use the same page, create a regular fundraising page and list all of your names in the story section. Choose a web address that reflects your team name, you could also update the name in the account to reflect your team name.

You are stronger together! In addition to fundraising together (or apart if you’re in different cities), encouraging each other to fundraise, connecting your fundraising pages, and becoming a team provides even more inspiration and motivation for everyone including your donors!
SAMPLE EMAIL – FUNDRAISING APPEAL LETTER

TARGET AUDIENCE
Use this email to send to your friends, family, colleagues, and personal network, asking for their support. If applicable, share it with your team members so they can use it too. Customize with your personal information.

SUBJECT LINE
Support Girls’ Education in Malawi with AGE Africa

EMAIL BODY COPY
Dear [Name],
I’ve made a commitment to do something incredible this year. I’ve teamed up with some of my closest friends and a few strangers around the world to fundraise for Advancing Girls’ Education in Africa (AGE Africa).

[Your email can include a short history of your passion for this cause and/or your involvement with the organization.]

AGE Africa provides life-changing opportunities for rural girls in Malawi through targeted initiatives in education, mentoring, and leadership development. These programs provide girls with the tools they need to self-advocate for their own life choices.

Over 90% of AGE Africa Scholars finish secondary school compared to 6% of rural girls nationwide. Just one scholarship can transform a family, village, and nation with hope for a brighter future.

I am committed to raise [goal] on behalf of AGE Africa. Please visit my fundraising page and consider donating $25 or more.

Your choice to support girls’ education is greatly appreciated. Every contribution counts.

[Insert page link]

With the deepest gratitude,

[Your Name]
SAMPLE EMAIL – FOLLOW UP EMAIL TO TEAM MEMBERS

TARGET AUDIENCE
Here is an email template you can send to your team members who have not created their fundraising page yet.

Simply insert your team and personal information where applicable.

SUBJECT LINE
We’re fundraising for AGE Africa!

EMAIL BODY COPY
Dear [Name],

Thank you for joining our fundraising team, [Team Name]. Together, we are going to raise $[Fundraising Goal], as a team. To meet our goal, each person will need to raise approximately $[Your fundraising goal/# of team members].

I can’t wait to get started. By now you should have received an invitation to claim our fundraising team and create your personal fundraising page.

If you didn’t get that invitation, you can also simply click here [Insert team page link] and click “Join Team.”

THEN...

1. Update your page with your photo and personal story.
2. Share your link with friends and family.
4. Be awesome. And remember to say thanks to your donors.

Let’s do this! Here we come!

Kind regards,

[Your Name]
SAMPLE EMAIL – THANKING YOUR SUPPORTERS

TARGET AUDIENCE
Here is a sample email you can send to your donors to thank them for their support. Simply insert your personal information where applicable.

SUBJECT LINE
Thank you for your donation!

EMAIL BODY COPY
Dear [Name],

Thank you for making a donation toward my Ride for Malawi 2021 campaign!

In a country where young women are more likely to be married with multiple children by the age of 16 than attending school, Advancing Girls’ Education in Africa (AGE Africa) is doing groundbreaking work. Amid the COVID-19 pandemic, AGE Africa has ensured that 100% of scholarship recipients have returned and remained in school. Your donation will promote life-changing opportunities by helping young women in Malawi graduate from secondary school and become future leaders.

Girl by girl, school by school, village by village, we will transform a nation together.

Check out how close I am to reaching my fundraising goal by visiting my personal Supporter Page:

[Insert page link]

Thanks again for your donation.

Sincerely,

[Your Name]
WHO SHOULD I ASK TO DONATE?

These are people in your life who may be as passionate as you are about AGE Africa's mission. Use this list to identify all the individuals who could be donors and support you in reaching your fundraising goal.

WHO IS MY...
Accountant
Architect
Attorney
Bartender
Beautician
Chiropractor
Dentist
Electrician
Financial Planner
Gym/Yoga Instructor
Neighbor
Nurse
Nutritionist
Optometrist
Physical Therapist
Physician
Teacher/Child’s teacher
Veterinarian

KNOW PEOPLE AT...
Camp
Church, Synagogue, Mosque, Temple, etc.
College
Health Club, Gym, Yoga Class, etc.
High School
Travel
Volunteer Group
Work

OTHER PEOPLE...
Bank Teller
Children’s Friends’ Parents:
Facebook "Friends":
Fraternity or Sorority Friends
Mailman
My Parent's Friends
People from Past Jobs
Sports Team
5 EASY STEPS TO RAISE $500

AGE Africa’s secondary school scholarships include tuition, room and board, uniforms, school supplies, hygiene products, mentorship and participation in a life-skills education program. Supporters who raise $500 can provide a comprehensive scholarship for one girl in Malawi for one year. Follow these 5 easy steps to make a difference through the gift of education!

HOW TO RAISE $500:
Set a fundraising goal of $500 and make a donation yourself! Fundraising pages that receive at least one donation within 48 hours raise more. Being the first to donate to your campaign shows commitment, dedication, and sets the tone for your supporters.

1) Donate to yourself. It starts with you!.................................................................$45
2) Post your page link and ask 10 of your Facebook friends to donate $10.......................$100
4) Ask 6 friends or family members to gift $25 to your page..............................................$150
5) Ask 3 co-workers to donate $35 each.....................................................................$105
3) Ask 2 family members or friends to donate $50 each in lieu of a birthday or holiday gift...$100

TOTAL: $500
Social media platforms provide a simple and effective way to reach out to friends and family, promote AGE Africa and girls’ education, and encourage donations to your personal Ride for Malawi fundraising goals!

Be sure to follow AGE Africa on Twitter, Facebook, Instagram, and LinkedIn and post on social media at least once a week! It’s as easy as copy-&-paste:

WHEN YOU FIRST REGISTER!

Facebook:
I just registered to #Ride4Malawi on September 25th! Join me as I bike 20 miles for girls’ education, or donate to my personal fundraising page at [your fundraising link here] #DCBikeRide #WeRideTogether

This year’s Ride for Malawi goal of $115,000 will provide scholarships to secondary school for girls in Malawi. Every dollar counts! Contribute to AGE Africa through my personal fundraising page at [your fundraising link here]! #Ride4Malawi #DCBikeRide #WeRideTogether

This September I will #Ride4Malawi! Join me or donate to @AgeAfrica via my fundraising page at [your fundraising link here]

Twitter:
Supporting girls’ education can begin with one click! Check out @AGEAfrica and donate to my #Ride4Malawi fundraiser [your fundraising link here]

WHY DO I #RIDE4MALAWI?

In rural Malawi female students are outnumbered 6 to 1, but we can help close the gap! Check out my 2021 Ride for Malawi fundraising page at [your fundraising link here] & learn more at ageafrica.org. #Ride4Malawi #DCBikeRide #WeRideTogether

96% of AGE Africa scholars complete secondary school, compared to only 6% of Malawian girls nationwide. Join me in fundraising for #GirlsEducation at [your fundraising link here]! #Ride4Malawi #DCBikeRide #WeRideTogether
GEARING UP FOR THE BIG EVENT!

Today I will bike 20 miles for #GirlsEducation! Support me as I #Ride4Malawi by donating to my personal fundraising page at [your fundraising link here]! Your donation provides scholarships, life skills education, and career path support for girls in Malawi! #WeRideTogether

There are just [XX] [weeks/days] left until I #Ride4Malawi on September 25th! This year’s goal of $115,000 will change the lives of many girls—every dollar counts! Help me reach my personal fundraising goal at [your fundraising link here]. #DCBikeRide #WeRideTogether

Today I will bike 20 miles! Support me as I #Ride4Malawi by donating to my personal fundraising page [your fundraising link here].

In just [X] [weeks/days] I will #Ride4Malawi to help send girls to school! Check out @AGEAfrica to learn how you can support #GirlsEducation in #Malawi.

THE WEEK OF #RIDE4MALAWI & EVENT DAY!

“Girls’ education is important because it protects us from early and unhealthy marriage and improves the living standards of our families.” - Catherine, AGE Africa Scholar, Form 2. Your contribution will transform the lives of girls like Catherine who work hard every day just to attend school. There are only [X] days left until #Ride4Malawi! Contribute to my personal fundraising page at [your fundraising link here] to help make a difference! #WeRideTogether

Today is event day! Thank you so much to everyone who donated to my personal fundraising page. Together we have ensured that young women will receive scholarships to attend school this fall! #Ride4Malawi #DCBikeRide #WeRideTogether

Today I #Ride4Malawi to support #GirlsEducation! Thank you to everyone who helped me reach my fundraising goal! #WeRideTogether

TIP: Check our official #Ride4Malawi photos on our social media pages and share them with your family, friends, and colleagues!
SUPPORT
Make a plan. Make it fun. "People rarely succeed unless they have fun in what they are doing." - Dale Carnegie

We hope this toolkit has provided you with good information you need to create excitement, increase donations, and ultimately exceed your fundraising goal. We’re here to help. Please feel free to reach out to us anytime.

AGE Africa Contact
Emily Hall – ehall@ageafrica.org

Fundraisers help hub: https://help.justgiving.com/hc/en-us

• Promote fun GIFs or social sharables that you and your supporters can use to highlight progress towards your goal
• Visit the JustGiving Fundraiser Resource Library for step-by-step instructions to create a personal page, edit it, and use features like live video and fitness tracking.