

Asha for Education – Austin Chapter



Fundraising 101



STRIDES OF HOPE: TEAM ASHA
From Fundraising Fears to Fantasy!

2007-2008 Fundraising at a Glance



Total amount raised	\$53,665
Percentage of Funds Matched by Companies	15%
Average Amount Raised Per Runner	\$1,052
Highest amount fundraised by single runner	\$?

Team Asha's Strides Approach



1. **S** tart early
2. **T** arget your maximum
3. **R** esearch Asha & projects
4. **I** nform your contacts
 - Share, share, share!
 - Update, update, update!
5. **D** escribe your experience
6. **E** njoy the experience
7. **S** end follow-up & thank you emails

START EARLY



1st email

(Today!)



Periodic emails (once a month)



Follow up emails (Pre-race/Post-race)



Thank you emails/notes

TARGET YOUR MAXIMUM



**Target amount for each runner:
\$100 per mile.**

Half-marathon= \$1,310

Full-marathon= \$2,620

But you have no maximum limit!

What is my fundraising commitment?



You commit to raise 75% of the target:

Half-marathon= \$1,000

Full-marathon= \$2,000

Mentors and returning runners

=25% less

What is my fundraising commitment?



Students can choose to raise:

- \$30/mile
- \$50/mile
- \$75/mile
- \$100/mile

How many donors do I need to reach my goal?



Half-marathon:

□ 13 donors x \$100 needed to reach your target

Full-marathon:

□ 26 donors x \$100 needed to reach your target

INFORM YOUR CONTACTS



Start by making a list of people you know. Include:

- ✓ Relatives and Close Friends
- ✓ Different Social Circles
 - ✓ Classmates
 - ✓ Co-workers
 - ✓ Neighbors
 - ✓ Roommates

Who do I ask?



1. Relatives

2. Social Circles

Who do I ask?



- ✓ Coworkers
- ✓ Fellow Runners in your Rogue group
- ✓ Other Activities Friends: Sports, Games, Clubs
- ✓ Social Networking Site Friends
- ✓ Acquaintances of Relatives

Who do I ask?



3. Coworkers

4. Fellow Runners

5. Acquaintances

6. Others

Who do I ask?



Any other suggestions?

DESCRIBE YOUR EXPERIENCE



Runner's Webpage

Team Asha provides a personalized webpage for your fundraising.

- ❑ Template for every runner with photos
- ❑ Keep your page updated with pictures & happenings (obtain pictures from major runs/races)
- ❑ It will have a donation link for online payment
- ❑ You will receive an email when someone sponsors you
- ❑ Checks payable to “Asha for Education” & mailed to:
***SOH 2009 Donation
Asha for Education-Austin
P.O. Box 200725
Austin, Texas 78720-0725
(Your name on the memo)***
- ❑ Website updates – email jeezmail@gmail.com (Gayatri Rao)

I have been associated with Lok Samiti in Mehdiganj for almost a year now. I think their efforts in strengthening grassroots democracy are very important, especially their struggle for the right to water. Living at a time where water wars are becoming commonplace, I believe it is important to support communities that are voicing their opinions against water privatization so we can have a meaningful public debate about this issue.

The education centers that Lok Samiti runs not only impart formal education to the children, they also raise awareness of issues facing their community and beyond. This I think is crucial in the overall development of an individual. I wish to support their work by raising funds for the working expenses of the coordinator of the group, Nandlal Master.

- Anita

We are both running the Chicago Marathon on Oct 22 to support these efforts. We have pledged to raise \$100 for every mile we run. Asha is a zero-overhead organization and 100% of your donations will be sent to the projects mentioned above. Please support us in our endeavor to make a difference.

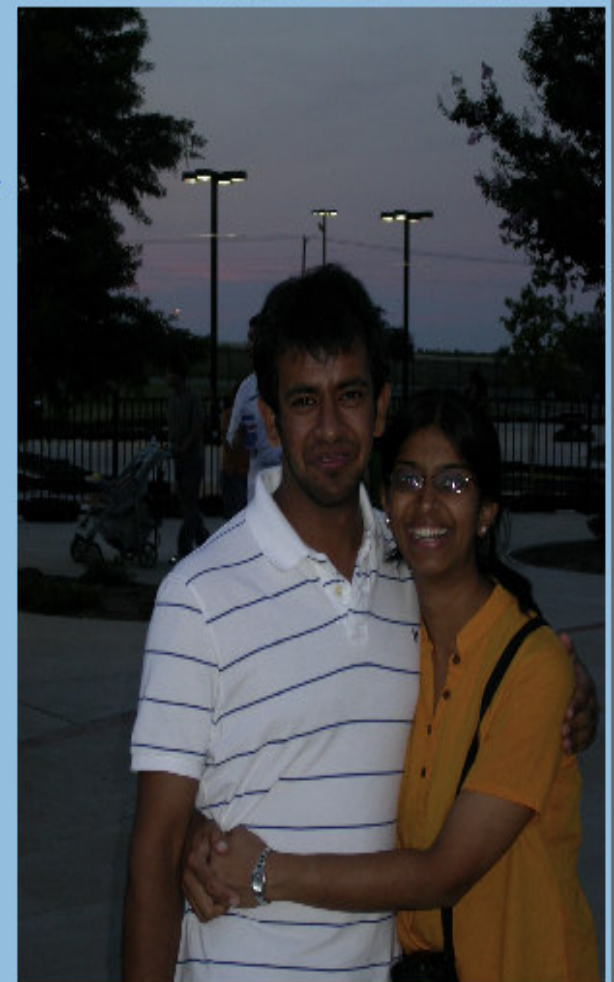
Sponsor 1 mile (\$200)

Sponsor \$2/mile (\$104)

GSK believes in imparting quality education to children and adopts various innovative teaching techniques that make learning fun. They promote project-based learning that is child centric and actively engages kids in the process of learning. They also make an effort to make the curriculum meaningful to the children by incorporating local knowledge children can associate with. Their goal is to provide the community with a model of quality education so that they can demand the same from the government schools in the area.

I believe my education has landed me in a position where I have access to many opportunities, both for my professional career and otherwise. I would like to do my bit in trying to provide similar opportunities to children in India, who do not have the financial backing or the family support that I was lucky enough to receive.

- Anurag



What tools do I have?



Personal Blog

Create a free blog to report your progress to donors.

- ▣ Add race reports and photos
- ▣ Post your training log
- ▣ View comments from friends and donors
- ▣ Preserve your memories of your experience

400 Miles, 40K, 4 Runners.

*Three races for the running four under their belts,
Settled and the results set in their halls of stone,
Not for wimps and whiners doomed to die,
One Rose by crazy Joe on his Cactus throne
In the Land of Bandera where the Shadows lie.
One race to rule them all, One race to find them,
One race to bring them all and in the darkness bind them
In the Land of Bandera where the Shadows lie.*



Photo Credits: Anita Komanduri

The Goal

We are Asha-Austin volunteers training to run the Cactus Rose 100-Mile Trail Run in Bandera, TX, on November 3, 2007, as part of Team Asha. In the lead up to this grand finale we have also done other runs (Bighorn 50M, Devil's Backbone 50M, Pikes Peak Ascent and Marathon, Grand Canyon R2R2R).

We are doing this to raise money to make a difference in the lives of the underprivileged in India. Our goal is to raise 4x\$100/mile for Asha for Education.

TUESDAY, NOVEMBER 13, 2007

One Rose by Crazy Joe on his Cactus throne -- On running the Cactus Rose 100M race

It was a weekend fraught with challenges. It was a weekend lit up in camaraderie and *bon homie*. It was a weekend when we didnt sleep. It was a weekend when emotions ran *amok*. It was a weekend of running up hills and through thorny *Sotol* bushes. It was a weekend when a crew of one score and a few more picnicked in the cold of a Central Texas November. It was a weekend when the campfire crackled, the wine sparkled, the guitar strummed, even as rumps were on fire and folks walked as though they had been horse-riding for 3 days. It was the weekend we ran the Cactus Rose 100miler, in Bandera, Texas. (Believe it or not, that previous link to Bandera on Wikipedia, lists Joe Prusaitis as race director for the annual Bandera 100K -- one of the toughest Ultramarathons!)

What should I write?



Tell them why you run.

- To make a difference in the lives of the underprivileged in India
- To get fit (So that I can eat as much as I want !)
- It's a personal challenge (I am masochist !)
- To benefit a specific Asha project

What should I write?



Tell them about Asha.

- ❑ Asha's Mission
- ❑ Asha's Principles - non-profit, volunteer-driven
- ❑ Asha's Awards - rated top charity by Charity Navigator
- ❑ Austin Asha - each chapter raises funds & disburses at its own discretion
- ❑ Asha's Projects - some interesting projects supported by Asha Austin

What should I write?



Tell them about your training schedule.

- ❑ The amount of effort you are putting in - Long runs & workouts, easy runs, etc.
- ❑ Explain the purpose of your workouts and define fun terms like 'fartlek'
- ❑ Write, write, write - let the whole world know you hurt! 😊

What should I write?



Tell them about your running experience

- anecdotes from your long runs
- interaction with other runners

Tell them about your Races

- how you felt before, during, and after the race
- put up some race photos

How do I write e-mails?



First e-mail

- ❑ revive contacts – send a hello email to get in touch
- ❑ tell (write/talk) those who you have been in touch that you are preparing for a marathon

How do I write e-mails?



Later e-mails

- Share running experiences & pictures from Asha workouts
- Inform them before you run your first race
- Inform them before you run your target race
- Include an Asha newsletter (will be emailed to you every month)

How do I write e-mails?



Follow-up e-mails

- Follow up with race results and pictures
- update your blog with your experiences
- mention it while talking on phone

How do I write e-mails?



Thank you e-mails

- when someone donates, e-mail or call
- when someone forwards your e-mail to someone who donates

How do I create extra buzz?



What else can I do?

How do I create extra buzz?



Other ways to publicize

- Include a link in your e- mail Signature
- Add a Running Picture on gmail/gtalk, yahoo, orkut, Hi5, etc.
- Attend other Group meetings of fellow runners
- Status message on gmail or Facebook.
- Keep a Calendar/flyers in your cube
- Engage in break room chats with colleagues

ENJOY YOUR EXPERIENCE



Time to think out of the box!



Fun Fundraisers



- **Anytime events:**
 - Organize a Karaoke/”Antakshari” night with your friends.
 - Movie marathon
 - Bake sale
 - Host a dinner at home – theme “Learn about India”.
- **Seasonal:**
 - Host a “Smores N Cocoa” night
 - Charity yard sale
 - Cultural Festivities
 - Birthday donations

Any more fundraising tips?



Try these options for more help.

- ❑ Get advice from your fundraising mentor and past runners
- ❑ Come to Asha meetings (Sunday, 2pm @ UT)
 - ▣ get a feel of how the chapter functions
 - ▣ understand the impact of Asha's projects
 - ▣ pick one project and learn about it
- ❑ Utilize example letters and statistics on education
- ❑ Donate a small amount yourself, lead by example

Any more fundraising tips?



Persistence and tracking

- ❑ Most of our friends procrastinate; receiving a donation on the first contact is very rare
- ❑ Reminders to your friends at milestones, e.g. half-way point
- ❑ Send out pictures of your races
- ❑ Follow up with company matching with friends with the help of administrators of the program
- ❑ Little bit of persistence and tracking will get you there

Any more fundraising tips?



Matching/Giving programs

- ❑ Talk to your company HR if your donations can be matched and check on the type of programs that they have e.g. AMD giving – AMD donates to Asha if an employee volunteers his/her time with Asha.
- ❑ Check if your donor's company matches donations
 - ❑ AMD, Dell, IBM, Microsoft, NI match donations
 - ❑ Check with Asha treasurer (bharathkumar@gmail.com)
 - ❑ Ask your donor to donate through his/her company's matching program

What else can I do?



Fund-raising expenses

- ❑ Small portion of the funds raised go towards
 - ❑ Rogue training cost
 - ❑ T-shirts
 - ❑ Race day support
- ❑ Runners are encouraged to contribute towards these expenses

Fundraising Deadline



**Best to finish
before your target race**

***Final deadline
MARCH 15TH, 2009***

**Start now, you're only 5 months away
from STRIDES to success! ☺**