

FUNDRAISING

There are always people willing to donate money to a cause, but we all know that it is much harder to have a successful fundraising campaign than it seems. It's just a matter of finding those willing to donate and converting those who aren't. Here are a few different (and creative!) ways to raise money for the Minus Malaria Initiative:

- **Appeal** to students, staff, faculty, and community members for “x” amount of dollars each (100% of funds goes towards bed nets for malaria endemic communities)
 - Ask others to give up one luxury item (i.e. a venti mocha, extra hot with soy milk and whipped cream) for just one day, or even one week, and then donating the money they would have spent on that luxury item to the campaign.
- **Secure** online fundraising site at [Against Malaria](#) (we will help set up) that lets people give via credit card
- **Write** letters to the editor, to the community, to an organization to publicize your campaign, complete with link to online fundraising site (see template letter below)
- **Send** letters to alumni or other organizations asking for their support (see template letter below)
- **Host** daily solicitations for funds for one whole week in a centralized location (e.g. at a small school, tabling outside the dining hall; at a large school, tabling at the quad)
- **Create** campaign/advertising posters
- **Chalk** throughout campus
- **Contact** local media for more coverage
- **Hang** giant bed net at the center of campus
 - We can send them directly to you OR
 - You can use the \$50 we gave you to purchase from company
- **Sell** ‘bugs’ for a Buy-A-Bug Campaign to put up on the bed net display and 100% of the profit will go towards bed nets
- **Send** candy grams
 - Pay \$1-\$2 to send candy to a friend via campus mail. You provide the transaction, letting the recipient know they’ve been “infected” by the bug, and provide a little blurb in their bag of candy about malaria and/or MMI to spread awareness.
- **Raffle** a high-priced item (i.e. iPod) by selling many low-priced tickets

Letter to Organization

[Date]

Dear **[Organization (i.e. Board of Managers, etc)]**,

We are **[organization name]**, an organization at **[college/university]** dedicated to **[brief mission statement]**. We are in the process of wrapping up our anti-malaria campaign, which started at the beginning of **[month/year]**. Our campaign aimed to educate the **[college/university]** community about malaria and raise money to help children and families in Uganda who are affected by malaria on a daily basis. We are writing to ask you to join our effort to start a sustainable bed net program in the Acholi Quarter of Kampala, Uganda that will reduce malaria transmission, especially for children.

Malaria is a deadly disease that kills one child every thirty seconds in Africa, caused primarily by mosquitoes that carry the disease. Malaria can be prevented through the use of an insecticide-treated bed net. It costs only \$10 to purchase one of these bed nets, making them an efficient and cheap way to prevent the spread of malaria. Unfortunately, many of the families in the Acholi Quarter live on less than \$1 a day and cannot afford to buy bed nets for their children.

Over the next two months, we will work with the charity Against Malaria and the NGO Life in Africa to set up a sustainable bed net program in the Acholi Quarter that will cover women and children at high risk for malaria. Ultimately, we hope to provide bed nets to all 10,000 people who live in the Acholi Quarter.

In the spirit of holiday giving **(if during holiday season)**, we would like you to consider joining our effort to create a sustainable bed net program in the Acholi Quarter. During the month of **[month]**, we raised over \$4,000 for our anti-malaria campaign, largely through donations from **[college/university]** students and staff **(If you had a previous campaign, otherwise omit this first sentence)**. You can help us reach our goal of raising **[\$x,xxx]** for bed nets by making a donation: 100% of all donations go directly to buying bed nets and our organization covers all overhead costs of sending the nets.

To send bed nets by credit card, visit our secure website at <http://www.MadnessAgainstMalaria.com/xxxxxxxxxxxx> **[set up an account at [www.MadnessAgainstMalaria](http://www.MadnessAgainstMalaria.com)]** and sponsor our campaign today.

To make a donation by mail, send check payable to **[organization name]** to **[Address]**

To find out more information about **[organization]** and our anti-malaria campaign, please contact **[whomever is in charge of answering questions]** at **[Email]** or **[phone number]**.

Thank you for your support!

Sincerely,
[Organization]

Letter to the Community

**[Name of Organization]:
Anti-Malaria Campaign**

We are the **[name of organization]**, an organization at **[college/university]** dedicated to **[brief mission statement]**. We have just launched an anti-malaria campaign at **[college/university]** and **[any other surrounding areas or partners]** which will run through **[month]**. Our campaign aims to educate the community about malaria and raise money to help children and families in the Acholi Quarter of Kampala, Uganda who are affected by malaria on a daily basis.

Malaria is a deadly disease that kills one child every thirty seconds in Africa, caused primarily by mosquitoes that carry the disease. Malaria can be easily prevented through the use of an insecticide-treated bed net. It costs only \$10 to purchase one of these bed nets, making them an efficient and cheap solution to the problem of malaria. Unfortunately, many of the families in the Acholi Quarter live on less than \$1 a day and cannot afford to buy bed nets for their children.

Our goal is to provide the Acholi Quarter with 1500 bednets for the children who live there. Ultimately, we hope to provide every person living in the Acholi Quarter – 10,000 people – with a bed net. We are asking parents and community members to join our campaign by buying a net at the library event or by making a donation to the anti-malaria campaign at **[college/university]**:

[Contact information of Representative]

All of the proceeds will go directly for bednets for residents of the Acholi Quarter in Kampala, Uganda. For only \$10, you can send a net and save a life.

Thank you so much for your support! Our upcoming events on malaria are listed on the reverse – all members of the community are welcome to come, and bring your friends and family!

Sincerely,

[Name of Organization]

For more information, please contact **[Contact Representative]** at **[Email]** or **[phone number]**.

SEND A NET, SAVE A LIFE