
Fundraising made
SIMPLE

'I ALWAYS TRY TO BELIEVE IN THE BEST OF EVERYBODY. IT SAVES SO MUCH TROUBLE.'
RUDYARD KIPLING



INTERNATIONAL
ANTI-POACHING
FOUNDATION

What's all this **ABOUT?**

G'day and cheers for making it this far. Perhaps you're willing to go a little further?

Just because you are not on the front line doesn't mean you can't have an impact on the front line. A major component of fighting any battle is administration and logistics. Every person has the potential to have a significant impact on the future of this Earth's magnificent animals regardless of their location and skills.

Awareness is the biggest key. The world needs to know what is happening and hopefully one day enough people will yell and stamp their feet, governments will listen and things will move faster. Until this happens, the only way to stop the slaughter is out there on the front line — day in, day out. Unfortunately this takes money and for this we really need you as part of our fundraising army.

We really look forward to having you as part of the IAPF team and help us to continue towards our dream where wildlife can one day walk in harmony with man.

Yours in action. Respectfully,

Damien Mander
Founder & CEO
International Anti-Poaching Foundation

What we are **ABOUT**

OUR MISSION

Wildlife conservation through direct action.

OUR VISION

Our vision is that the human race will re-establish a sustainable balance with the natural environment.

HOW DO WE DO THIS?

IAPF develops, implements and manages:

- Anti-poaching ranger training
 - Conservation security plans
 - Anti-poaching operations
 - Wildlife crime information systems
 - Specialist technology and systems for anti-poaching operations
 - Field equipment procurement and supply
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This package is comprehensive. It's not a booklet of rules and regulations, rather in-depth information and handy tips on how to make your event the best it can be. So please don't be put off by the amount of content.

Above all, have fun and be proud!
You're doing a great thing.

Our **FUNDRAISING FOCUS**

We have selected four major campaigns that we are currently trying to raise funding for. If there is something else specific you have seen on the website that you would like to support, then please feel free to do so.

- 1: IAPF Drone Program
- 2: Anti-poaching Ranger Qualification
- 3: The Rangers of Zimbabwe
- 4: Stanley & Livingstone Private Games Reserve



*For more information
about these
campaigns visit
www.iapf.org*

Choose your **FUNDRAISING EVENT**

Fundraising should be fun. More than 80% of funding that goes to non-profit organisations comes from small donations within the local community. These small donations allow the organisation of your choice to continue with the valuable job that they are doing.

Think about your hobbies, your circle of friends, contacts and your work environment. Choosing an event that links easily to your existing lifestyle will be easier to manage and promote. For example, if you're a beautician, how about holding a 'beauty day' and donating the proceeds raised? Or if you work in a large office can you hold an after work party in or near your office for your colleagues?

If you have lots of ideas, narrow them down by asking yourself:

- Whom and how many will it appeal to?
- Will it generate awareness?
- How much time will it take me to organise?
- What resources (posters, tickets, refreshments, etc.) will I need?
- Who could help me organise it?
- What could I get donated (venue, food/wine, prizes, photocopying, etc.)?
- Will it generate a reasonable amount of funds after I've paid out costs?



Planning your event

The first thing to do when setting up an event is to establish a goal. How much do you want to raise and how many people will you need at which event to get there?

In 2010 we hosted the first 'Raw for Africa' music festival. Four weeks of planning, twelve hours of music and we had raised over \$30,000. We set this concert up for just over \$2,000. That's because we were able to talk to people and tell them what it was about and they wanted to donate their time and goods.

So, whether you are trying to raise \$100 or \$100,000, it all starts with a goal and collectively it ALL means a great deal. \$100 keeps a ranger on the front line, protecting wildlife for one whole month.

Estimate the total income you think your event will generate, and if the profit justifies the time you would need to put in, go for it!

The best place to start is your local community. Your local community is what you want it to be. It can be your house, street, town, city, school, sports center, church, workplace, sporting team, drinking circle, club or just a bunch of random people you think need to know about what you're doing. It's not always easy asking people to participate in these things but if you think of the big picture then holding out your hand seems all the more worthwhile.

DO I NEED SPECIAL PERMISSION?

If you are holding your event in a public place, you may need to inform local police and your local council. You may need some permits. You also may need a licence, if your event involves alcohol, live music, dancing, food, gambling or selling certain products. When in doubt check with you local council or police station.

Generally private events that don't involve the general public are fine. If you think you may raise over \$10,000 then you will need a fundraising licence. Our team can organise this, so please contact us.

WHO CAN SUPPORT YOU?

You don't need to do it all on your own. Do enlist the help of friends, family and neighbours who could help plan the event in advance, and are there on the day.

Here are some ideas for fundraising. Some are simple and others more complicated. We all understand that most people have real jobs, but there is something here to suit everybody.

Here we go.....

BIRTHDAY BASH

Don't really need another box of chocolates or bottle of 'Southern Comfort' for your next birthday present? We don't either. Simply ask your friends to give you a donation for the IAPF instead. Both you and the crew can also sign up to become IAPF members.

GIVE A LITTLE BIT

No, not the 'Supertramp' song. We're talking about gifts. If you have a few friends that are into this sort of stuff and Christmas is coming up, make a donation and present them with a certificate of membership to the IAPF. They will be kept in the loop with our newsletter and get regular feedback from the guys on the ground.

WINE TASTING NIGHT

If you have a few bottles of wine that need dusting off then what better way to do so than with good friends. Grab some nice cheese, light the fire and let 'the Cat Empire sing the night away. A small cover charge means the snacks are paid for and you have raised some much needed funds.

A DAY AT THE CRICKET

Organise some tickets, a mini bus and twenty friends and head off to the cricket for the day. Get the crew to chip in for a cover charge, half-time meal, drinks and a donation and you're set.

BAKE-OFF

Here's one for the kitchen lovers. Baked goods such as cakes, muffins and cookies can be sold at a ton of places around the neighbourhood. It's a great way to show everybody what a great cook you are as well!

AS SIMPLE AS IT GETS

The easiest way to raise a bit of money for the IAPF is to simply just throw a BBQ and let everybody donate a cover charge. It's a good excuse to get together on a Sunday and you technically shouldn't get in trouble for coming home late. After all, it's a great cause. 25 mates at \$25 a head = \$625.

FOR THE KIDS

Whether it's pizza, muffins or something healthy, the school is great place to raise awareness amongst the children and some much needed funds at the same time. Ask your local school if they would be willing to join in. Kids can even follow up with classroom discussions and projects. The whole school can even get involved. It's up to you.

RAFFLES

Raffles are a simple way to raise funding and awareness. Either have something donated or purchase it outright. If you manage to get lots donated you can make up a nice hamper. Great! It's then just a matter of selling tickets at work, school or around the neighbourhood.

SAUSAGE SIZZLE

Speak to the local butcher, let them know what's going on and see if they will donate some sausages. It's then just a matter of seeing the baker for some bread and you're on your way. Kid's sporting events, shopping centres and hardware stores are all great places for a sausage sizzle.

GARAGE SALE

Got too much gear building up in the shed and a free Sunday? Garage sales are an easy way to get rid of both those problems.

AUCTION NIGHT

This is taking it to the next level but it can have great results. By simply having goods donated from the local community an auction can be held with a heap of your friends. Once people know what the cause is they are generally happy to bend over backwards to help. How many people you want there is up to you.

GALA DINNER

Things like this require dedication and time. You will need a venue, good food, nice wine, a guest speaker, perhaps something to auction and entertainment. Wineries and restaurants are good. Signed football jumpers or Evander Hollyfield's ear are bound to draw some bids from the crowd. Again, this will all come down to how you approach people about your cause.

EXTRAORDINARY PERSONAL FEAT

This is really up to you. Be as imaginative as possible. Climb a mountain (Kilimanjaro rocks!), run a marathon, break a world record for something weird, cycle across the country, walk across a state...We were given a body that can withstand almost anything. It's your mind you have to convince. We have an extreme fundraising pack on the IAPF website.

ENTERTAINMENT EVENTS

This is where you have someone that is willing to offer their entertainment value to a room, field, stadium or backyard full of spectators who are keen to pay an entrance fee and have a good time. Make sure there is plenty of food and drinks to keep everybody happy.

RATTLE A TIN

If your mates just won 2nd division in lotto or the boss had one too many and gave everyone a Christmas bonus, then don't be afraid to throw the hat around. Let them know that donations are fully tax deductible and they can pass the good news on to their accountant.

YOUR SPECIAL SKILL

Some people are fortunate enough to have a unique skill that can be used to raise funds. Photographers, artists and musicians are all able to create something that can be used at an exhibition or event. Of course there are many other types of skills, but these are just a few examples.

GOLF FUNDRAISER

Speak to your local course and see if they will support a fundraiser event. Create a theme and you're on your way.

SPONSORED WALK, SWIM OR FUN RUN

Speak to your friends and colleagues and see if they will support your event of choice.

KARAOKE NIGHT

Get the crew together and bang out a few tunes for those on the front line.

CHARITY SPORTING EVENT

Football, cricket, rugby, soccer, basketball...The list goes on. Organise food, drinks and people and the rest will take care of itself.

BAREFOOT LAWN BOWLS

Speak to your local lawn bowls club and see if they will give you the green for a Friday afternoon session. A small cover charge and donations box will help to make it a success.

CORPORATE SPONSORSHIP

Many organisations do have funding set aside for corporate grants. These often involve lengthy application processes by dedicated and switched on people. I would love to be writing these, but that would take me away from my specialty which is being on the ground. If you would like to help with this, please contact the Foundation.



*At the end of this document
there is a list of more ideas
that may appeal to you.*

Things to remember

WHEN PLANNING

Who?

- Decide whom to invite and when to confirm numbers.
- Decide how many people you want to invite and work out the cost per head
- Make sure you can cover your costs and still raise funds for the IAPF

What?

- Are you able to hold an existing event in the aid of the IAPF?
- Or do you want to set up something new?
- Simple events often raise the most money. Set yourself a realistic target and stick to a budget

When?

- Consider the weather
- Consider key dates - Public holidays, festivals, local fetes and events
- If you're inviting friends, try not to clash with birthdays or school holidays.
- Avoid competing against an established event – especially if you are inviting the public

Where?

- Is the venue the right size?
- Is it accessible by public transport?
- Does it have wheelchair access?
- Do you need to supply tables and chairs?
- Are there catering facilities?
- Do you need any special equipment, materials or insurance?
- Try to get as many goods and services for free or at a discount

How?

- How are you going to promote your event?
 - Do you need any extra help on the day?
 - Consider other ways to raise more funds on the day
 - Work back from the date of your event. Draw up a plan of who's going to do what, by when
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Approaching people

KNOWLEDGE

It's important to know what you are talking about before you start asking people for goods, services or funding. The best thing to do first is to read through the information attached. From there, have a look at the website and get to know what the IAPF is up to in Africa. Make sure you look at our Youtube media page. Links are on our website. Feel free to copy features and show it to potential sponsors. They can even be displayed on the day of your event.

When you are approaching people via the internet send them the link at the same time. They can look straight away and will know exactly what you are on about. The IAPF has featured in various television and print media over the past few years. Visit <http://www.iapf.org/en/news/more> for the entire list. Again, these are immediate ways to tell people what is happening.

ENTHUSIASM

Your enthusiasm will encourage people to support you. Once you've decided what you are raising money for, really sell the idea to people. It might be for a specific item or for funds in general. There will be plenty of 'Nos'. Be prepared for this and don't let it dampen your enthusiasm. Persevere! Remember, there are thousands of charities raising money and people do generally support them. You have to make yours sound like it's the best!

CONFIDENCE

You have to be confident and direct. People need to see that you believe in what you are doing. Remember if you don't ask you don't get. You raise money when you ask for it, not when you don't. Ask a lot, raise a lot; ask a little, raise a little.

IMAGINATION

The more unusual and attractive your fundraising ideas are the more people will support them. Don't just shake a tin and expect everyone to want to put money into it. Think laterally, not everyone will donate money; perhaps they could donate a prize for a raffle or something for a car boot sale.

ORGANISATION

Draw up a plan of attack. Give yourself plenty of time and set yourself achievable targets.

Write a rough "script" for face-to-face and phone conversations. Talk it out to yourself (even stand in front of a mirror) or to a friend. Keep your "rap" varied and energetic, and realise you are giving a potential sponsor an opportunity to invest in something extremely worthwhile. Be clear about your message. In the next pages, we will share with you specific strategies of what has (or hasn't) worked for others in the past.

To get started, follow our suggestions and try to come up with some crazy, creative ideas of your own. Let us know how things are going, and remember that there are many other people across the country who are doing exactly what you are doing - trying to raise funds for something they believe in.

CONTACTS AND NETWORKING

List everyone you know and how they might help you. You will be surprised how this can help. Social media is a great way to get in touch with people and advertise your 'event'.

PRIZES

Local businesses—theatres, cinemas, football clubs, leisure centres etc. could support you by donating prizes to make your event more attractive. If you frequent a local restaurant ask them to donate a meal for two as a prize. If you don't ask you'll never know, and you could end up with some fantastic prizes, attracting more people.

Don't forget to ask your company if they will match what funds you raise. Many companies have a matched giving scheme for employees.

Above all remember, fundraising is an exchange. People will be more likely to give to you if they know they'll get something out of it. Emphasize that they'll get an IAPF membership and regular newsletter if they donate more than \$50. Offer to give a report when your event is over.

Writing APPROACH LETTERS

Approach letters to local businesses, service clubs, Lions, grant making trusts and other potential donors can be a very successful way of fundraising. This type of fundraising is highly competitive so you need to make sure that your application stands out from the crowd. Here are a few guidelines to ensure that your application is noticed.

- You will get a better response by writing to local organisations, companies and trusts rather than national headquarters.
- Do your research—some trusts and organisations will not give to individuals or overseas projects. Luckily we have a dedicate education program in Australia as well.
- It is always better to write to a specific individual in an organisation, rather than ‘to whom it may concern.’ This way you can follow up the letter and be sure someone has read it.
- Personalise your letters, for example use the name of a neighbour who suggested you write to this donor or refer to your volunteer work in the local area.
- Try to assess the appropriate amount to ask for. It is a common mistake to ask for too little.
- Try to keep your letter to one side of A4.
- Try to be professional in all your fundraising requests and letters
- Always, always, always remember to thank everyone

Whom to SEND IT TO?

Think about where you work. Is there a staff magazine, newsletter or intranet? If so, get an article put into it to encourage others to help you. If you are part of a national organisation, spread the word and see what your colleagues across the country can do. Write to the Chairman/General Manager and ask for their support. If you work for a large organisation, don't just try one person, try different departments. They all have budgets.

Does your organisation have e-mail? Draft up a memo and network it to those who you think may be willing to help you. Give the link to our web page at www.iapf.org so they can see what they will be supporting and send them the media links to the '60 minutes' story and ABC Radio interview.

Companies get lots of requests, so you will need to make yours different.

Be clear about the challenge that you have set yourself, who the beneficiaries are and any potential benefits to the person you are writing to. The golden rule with letters is KISS - Keep It Short Stupid.

List all the organisations or people with which you have had contact over the last year or so, bizarre things such as shops you have used for framing pictures, private specialists you have seen, local shops you use or producers of shows you have seen many times. Write to them sending copies of IAPF information so they know what you are doing with the money.

Ask them to make cheques out to the Foundation directly, not to you personally.



Don't be put off by the prospect of raising a lot of money. Set your sights high and go for as much as possible.

6 Things you NEED TO KNOW

1. Tailor your approach to your donor. Try and address each letter individually either to the Managing Director or if the company has one, to the Community Affairs Director. Do not expect a high rate of return from your mailing unless your addressees know you, or you are writing to local organisations. However it is always worth asking and by following some of the advice here you might well improve your chances of success.

2. Consider writing to suppliers of the company you work for, explaining what you are planning to do. It's amazing what some letters sent cold can deliver.

3. Don't be afraid to be too pushy! Try to get the money immediately from people who say they will sponsor you. If they go away, you'll have to try even harder to secure the funds.

4. Consider organisations that may be affiliated with wildlife, animals, Africa, education or tactical groups.

5. Change your email auto-signature at work and/or home; add a line about your challenge to raise awareness of what you are doing. If you have set up a web page for the challenge then create a link in the signature.

6. As you get closer to your deadline, email or write to all the people you contacted originally. Let them know that you are short of your fundraising target, that you still need \$X and will they sponsor you in order to take you to the target.

APPROACH LETTER LAYOUT

1. Your personal goal
 2. Why you are supporting this particular cause
 3. If you have a personal emotional connection discuss how the issue has affected you or those around you
 4. What the money raised will go towards
 5. Website address and copy of the media links
 6. How and where they can send their donations—or when you will call them
-

SUGGESTED LETTER LAYOUT

Dr Lisa Brown

[Your name and address]
Director, Mialls Veterinary Clinic
45 High Road
Sydney, NSW 2005

Dear Dr Brown,

I am writing to ask for the support of Mialls Veterinary Clinic, in helping me raise funds for the International Anti-Poaching Foundation (IAPF)—Registered Charity No 57142987782.

On [date of your event], I am taking part in [your event] to help raise funds and awareness for the IAPF, whose mission is to protect and preserve wildlife in volatile regions. The IAPF operates on the front line in Africa, training rangers and protecting wildlife against para-military style units bent on exploiting innocent animals such as rhino and elephant. The illegal trafficking of wildlife is the third largest criminal industry in the world yet hardly anything is being done to stop the slaughter. You may have seen the IAPF on '60 Minutes' or in National Geographic Magazine. I have attached the links below to further your understanding of this very worthwhile cause.

My target is to raise [\$ amount] in sponsorship. I am taking part in the event because [your reasons for taking part]. This funding will be used to [state what project you will be supporting].

Alternative paragraph—request for a donation

I live locally to your company and I would be very grateful if you could make a donation to help me raise my target. Please make your cheque payable to the 'International Anti Poaching Foundation' and forward it, mentioning my name, 7 Shrapley Avenue, Safety Beach. Victoria. 3936. Australia If you need to know more about the Foundation you can contact Damien Mander at damien@iapf.org. The IAPF also has a very detailed website at www.iapf.org.

Alternative paragraph—request for donated goods/services

My local pub, The Royal Hotel on the Esplanade in Morninton, is organising a raffle on my behalf. I would be grateful if you, as another local organisation, could provide a raffle prize. The names of all prize donors will be displayed on posters in the pub. If you need to know more about the Foundation you can contact the team at damien@iapf.org. The IAPF also has a very detailed website at www.iapf.org.

I do hope you will be able to support this very worthy cause.

Yours sincerely

Jane Smith
Jane Smith

[Your telephone number and email]



Publicity

Publicity is the lifeblood of fundraising. Why? Because you can reach the people you need to through the right media, free of charge. It also has the great effect of providing credibility. People are more likely to believe the money is going to a good cause if they hear about your event on the radio or read about it in their local paper.

To achieve this, you need to be inventive and creative, giving the media a truly interesting story. As well as using it to attract people to your event, you could also contact your local press for a follow up piece in which you can thank your sponsors—many of whom would give a generous donation for a mention in the paper/radio—and ask for a donation from anyone who couldn't make it. This chapter is designed to assist you in gaining publicity to help your fundraising effort.

Writing a good **PRESS RELEASE**

A press release contains details of a news story sent to the media, in the hope that it will encourage them to cover the story. Editors are interested in how newsworthy a story is, rather than how worthy it is. So your press release needs to be well-written and presented to catch their eye.

THE BEST PRESS RELEASES HAVE:

A gripping first paragraph,
A local link or an interesting angle,
A quote from a named person,
A contact name and phone number.

ASK YOURSELF:

Is what we're doing the biggest or the best?
Is it a first?
Is there something unusual or unique about it?
Your press release should answer all the following questions:

Who is doing it?
What is it?
Where is it?
When is it?
Why is it being done?
How is it taking place?
Can people help?

Overall, try to put yourself in the position of the person reading your press release who will be judging whether or not the story is truly newsworthy.

HITTING THE TARGET

Local papers are interested in a local slant to a story, because it will have more relevance to their audience. State or national papers will want to know about unique events for unique causes.

PHOTOGRAPHS

A picture paints a thousand words and often trebles your column inches coverage. Consider sending out a good quality print in black and white or colour (depending on the publication) that illustrates your information. Check if you have permission to use the image.

HANDLING MEDIA INTEREST

Great news! Your local paper has shown an interest and wants to interview you. Now what? Contact the IAPF and let us know that you are going to be interviewed. During your interview, if there are any issues or topics you are not clear about, tell the journalist that you will get back to them and contact the IAPF for more information. Don't feel pressurised into talking about anything you are not sure about. We will be able to give help and advice.

BE PREPARED

The most important thing to remember is to be prepared. Know what you are fundraising for and how you are going to do it. Have a couple of points ready that you want to get across and feel free to ask the reporter what questions they are likely to ask before the interview. Finally, if you remember these five points, you should be well on your way to a successful interview.

- Be clear
- Be upbeat
- Give examples to illustrate
- Avoid jargon
- Concentrate on your key message

When in doubt, just ask the reporter to see the article before it gets printed. In case you are approached by your local radio or TV station, please discuss this with the IAPF before you set up any interviews.

Press release **LAYOUT**

1. Embargo: If you have an embargo deadline (a time and date before which you don't want your press release to become public), make it clear here. For example: Not for publication before 0800 hours on x date.

2. A snappy title

3. Today's date

4. The first few lines should get the attention of the reader. Keep the introduction brief and try to make it punchy. The basic details of who, what, where, when, how and why should be in the first couple of sentences. Try to write short, crisp paragraphs.

5. Use clear, simple English. Avoid jargon.

6. Quotes are great. You can use them to include subjective information, which is really wonderful! It's OK to use shortened words with apostrophes. Quotes add interest to the story, providing they sound natural and believable. The body text, however, should remain objective and should not use shortened or abbreviated versions.

7. Break up the text with paragraphs. Keep it interesting.

8. Try and keep it to one page. If you have to use two then number the pages. "Ideally, a press release should be on one page if possible," said John Smith, event organiser. "I make sure everything's bin threw the spell chequer, but don't completely rely on it!"

9. If possible - end on a high note!

10. Further information: every press release should have at least one contact person, preferably two. Include contact numbers and website and email addresses if applicable.

11. You should include the IAPF as a second contact in case anyone wants official verification of what you are doing.

12. Photo opportunity: Location, time and date of anything interesting happening that serves to illustrate the story further. For example: reporters and photographers are welcome to attend the launch of the xyz event where John Smith will be... etc.

Where to **SEND THEM?**

LOCAL PAPERS

Contact your local paper to see if they'd be interested in running an article on your challenge/fundraising event. It is not advisable to give your home phone number/address to be printed in press. Instead ask readers to contact the Foundation at info@iapf.org.

Call the editorial section of the paper and ask if you can send them a press release. Follow it up with a call to check they have received it and to ask if they will use it. It could be worth asking the paper to send a photographer if you're planning a particular fundraising event.

LOCAL RADIO

You can contact your local radio in the same way, with a call and a press release. They may only mention your plans or they may be interested in interviewing you. If this is the case it's probably worth finding out what sort of questions they're planning to ask you so you can prepare your answers.

LOCAL WEBSITES

Again, contact your local websites to see if they'd be interested in featuring your fundraising efforts on their pages. Give them a link to www.iapf.org to show them who you are supporting.

POSTERS

Making your own posters is a very cheap and effective way of publicising your event. You can make some fabulously professional looking ones on a home PC, or ask a local printer to do them for free in return for acknowledging them on the poster or simply as a donation.

IN CASE YOU NEED TO USE OUR LOGO FOR ANY ARTWORK YOU'RE CREATING FOR PUBLICITY MATERIAL THEN WE CAN SUPPLY THAT TOO. DON'T FORGET TO QUOTE THE CHARITY NUMBER ON ALL POSTERS.

IF YOU GET ANY PRESS COVERAGE WE'D LOVE TO SEE IT SO PLEASE SEND US COPIES.

Note: Please show your draft press release to the IAPF before you circulate it.

The more people you can tell about your challenge the more potential sponsors you have.

Donating at **THE EVENT**

1. For smaller events you could have the internet set up and people could log onto the secure site and make a donation
2. Cash can be collected on the day
3. Cheques can be collected on the day, made out to the 'International Anti Poaching Foundation'
4. Membership forms can be completed and handed in to the event organiser. If it is a bigger event, nominate someone at the start of the day to go around and have people fill these membership forms out
5. The ultimate goal would be to have people sign up to make small regular monthly donations of \$20. To do this please go to 'make a regular donation' button on the 'donate' page
6. Remember to keep a detailed account of who donated what amount and to also get their email address
7. Once you have tallied up the donations they can be deposited into one of the IAPF accounts listed on the website.
8. To transfer directly across to our account please use the details on the donations page of the website. Alternatively, money can be deposited directly in Australia at any Bendigo Bank

Short checklist

EVENTS CHECKLIST

- Keep a list of everyone who is approached for support and their response.
- Use timelines leading up to the event outlining what has to be done by when.
- Do ensure you brand the event to make it clear where the money is going.
- Review expenditure at regular intervals in the planning stages.
- Use publicity material and advice from the other sections.
- For large events inform the relevant authorities.
- Ensure all the correct permits are applied for.
- Have contingency plans for bad weather and mishaps.

ON THE DAY

- Allocate people to specific tasks rather than trying to do everything yourself.
- Make one small team or person responsible for collecting the money.
- Give value for money and don't overcharge.
- Advertise your sponsors and supporters.

AFTER THE EVENT

- Thank everyone who helped and tell them, and the media, how much you raised.
- Evaluate the event and record any successes and areas for improvement.
- Clean up and return any borrowed equipment to its owner.
- Please follow the event up with an email to one of the IAPF-Team members informing them of how everything went.

The importance of **THANK-YOUS**

While it may seem an obvious display of courtesy to thank someone who has helped you by donating toward your event, it can also be a difficult task to include in your busy schedule. A quick response is important and most appreciated. In addition, you might consider sending pictures with an accompanying letter that highlights the successes you had. The people who supported you generally appreciate knowing what happened on your day.

Thank-yous also help establish an on-going relationship that can lead to the continued support of additional projects that the IAPF undertakes and future fundraisers you may hold.

*Above all, remember to keep
the fun in fundraising*

Our DETAILS

IAPF ZIMBABWE:

Stanley & Livingstone Private Game Reserve
PO box 44
Victoria Falls
Zimbabwe
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SOUTH AFRICA

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BANK DETAILS

AUSTRALIA

Bendigo Bank
Account name: International Anti Poaching Foundation
BSB: 633 000
Account: 139 132 450
Swift Code: BENDAU3B
Reference: Your email address

Address: Shop 28, Balnarring Shopping Village.
Balnarring. 3926.
Victoria.
Australia

INTERNATIONAL DONORS

Swift: BENDAU3B
Address: Shop 28, Balnarring Shopping Village.
Balnarring. 3926. Victoria.
Australia

SOUTH AFRICA

Standard Bank
Account Name: IAPF
Account No: 001975056
Branch: 004305
Swift Code: SBZAZAJJ
Ref: Your email address

Address: Standard Bank. 21 Cradock Heights.
Rosebank. 2196.
Johannesburg
