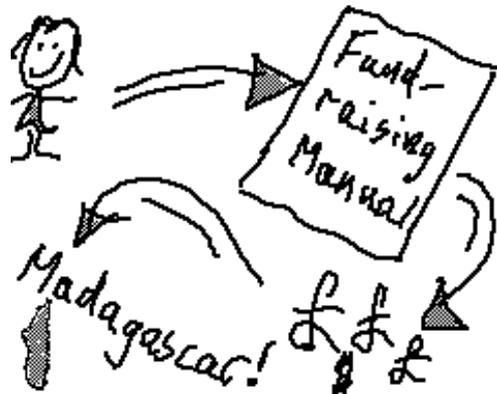


seed **madagascar**
sustainable environment, education & development

Fundraising Manual



How to squeeze money from a stone and materialise coppers from a variety of sources!

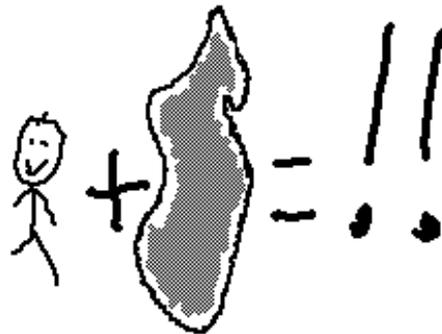
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Introduction

Congratulations on being selected to be part of one of SEED Madagascar's volunteer programmes! Take a moment out of your busy day to stand up and repeat the following:

"Woohoo! I'm going to Madagascar!"



So pat yourself on the back and feel good about the fact that you have exhibited the qualities we are looking for in a volunteer.

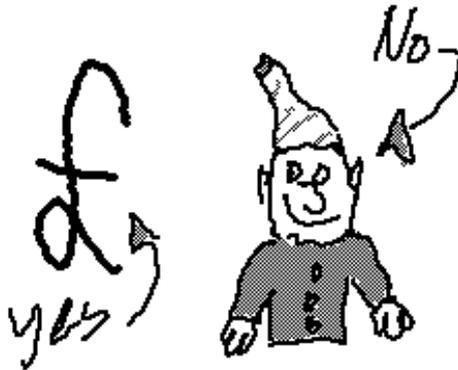
✓ Enthusiasm
✓ Desire to learn
✓ Want a challenge

SEED Madagascar hopes that the expedition satisfies your aspirations. Take this opportunity to learn from the experience, and also apply yourself to the projects at hand. You'll walk away from this feeling like you have accomplished something important, and hopefully, you'll want to return with a project of your own.

In just a short time, you are going to be transported to a part of the world that few people know about, and even fewer people will ever visit. Soon you'll be waking up in the morning to the sound of zebu being led out to pasture, women pounding grain before sunrise and curious children waiting for you to emerge from your tent! No cars, no tube strikes or football scores, no sad bloke singing karaoke in the local pub, and of course, no toilets!

How to use this document

Before you can experience Madagascar however, you have a little legwork to do for SEED Madagascar raising your minimum donation. This manual provides basic pointers on all aspects of fundraising, from sponsorship to avoiding ceramic garden gnomes. We hope that this manual helps dispel some of the trepidation that fundraising can cause, and leads you to run a successful campaign that actually raises more than the minimum donation.



This document has been broken into sections according to different fundraising aspects. We hope it gets your creative juices flowing and answers most of your questions. If you have any questions, or good fundraising ideas, give us a call!

The aims of fundraising

There are a number of reasons why we ask you to fundraise your minimum donation instead of just opening up your wallet (or dipping into your parent's overdraft!):

1. Fundraising raises awareness

One of the primary aims of SEED Madagascar is to raise the awareness of people living in developed countries about the threats that exist to the people and environment of Madagascar. You will find out very quickly when doing your campaign that many people have no idea about these issues. In fact, you may find few people even know where Madagascar is! The more you fundraise, the more you will spread the word about Madagascar.

As a result, it is very important that you understand a broad range of issues concerning Madagascar, its people and environment, and you should be able to tie that back to the work that you will be doing as a volunteer for SEED Madagascar. Further sections of this document should start you off on becoming an expert on all things Malagasy.

2. Fundraising puts less stress on your wallet

Once you raise the minimum donation, all you have to cover are the flights, insurance, visa and any immunisations you need. This equals approximately £1,200. That's about £120 a week if you stay for the 10-week expedition, or £13 a day if you stay for the whole 90 days, which is the length of

the tourist visa that you can get. Add up what you spend during a week at home, and you may find you'll actually be saving money by going on the expedition!

3. Fundraising opens doors

An important aspect of volunteering is that it is open to anyone, from any background or country. This means that you do not have to have a stash of gold bars to afford the expedition. Through fundraising, anyone can have the opportunity to gain the skills and experience of working on SEED Madagascar's conservation and construction projects, regardless of their income.

Important fundraising deadlines

Programme	Donation	Deadline
Pioneer	First part of minimum donation (£500)	ASAP
	Rest of minimum donation	3 weeks before departure
Conservation	First part of minimum donation (£200 for up to 4 weeks, £500 for 4-10 weeks)	ASAP
	Rest of minimum donation	3 weeks before departure
Short-term Community Construction	First part of minimum donation (£200)	ASAP
	Rest of minimum donation	3 weeks before departure

Note: Please contact us if you need to make alternative arrangements.

Special circumstances

As you know, the funds that you will be raising go towards paying your minimum donation. While we have strict guidelines as to how this should be done, we can be flexible in special circumstances, although ultimate decisions may have to come via our trustees.

For example:

- **Fundraising before paying the deposit for your volunteer scheme**

Generally, SEED Madagascar discourages this as it makes us lose sleep. Remember, we want to make sure you are committed to SEED Madagascar before we commit to you.

However, SEED Madagascar realises that not everyone is born with £200 or £500 sitting in their back pocket, and will under certain circumstances, allow people to fundraise before paying the deposit. There must be an understanding that you will pay the deposit to SEED Madagascar as soon as you have raised it, and will keep in touch with us on a weekly basis letting us know how the campaign is going.

- **Raising money for your flights, insurance, visa and other pre-scheme costs**

In some circumstances, we may be able to allow you to raise the additional money needed for flights etc. We realise that the flights are expensive, especially if you are travelling from outside Europe. Our main stipulation is that fundraising for these personal costs is authorised by SEED Madagascar first, and that you make it **very clear to the people who are giving you money, what is the donation to SEED Madagascar, and what amount you are trying to raise to cover your personal expenses.**



Please note that this cannot be done in retrospect. In other words, if you think you will need to raise money for your flights etc., you should speak to SEED Madagascar before you start fundraising.

- **Scholarships**

It is SEED Madagascar's dream that in time, we will have money available for scholarships. These would primarily be awarded to people in developing countries who stand to gain from the experiences of working with SEED Madagascar.

Unfortunately, at the time of writing, we don't have any extra money for scholarships and can therefore offer no one a reduction in price.

General rules of fundraising



Remember: anyone can fundraise! Some people find it easier than others, but there isn't a single person on the planet that can't put together a successful fundraising campaign if they are willing to invest the time and energy. We don't expect you to know anything about fundraising, or to have any prior experience, so don't count yourself out or worry that you don't have a particular necessary skill.

Look at fundraising as an integral part of the whole process, and a positive aspect as well. This is your chance to make contacts that may end up being very good donor connections for your future projects.

Your involvement in SEED Madagascar really starts before you've arrived in Madagascar. In the course of raising the minimum donation, you will not only be raising essential funding for the projects in Madagascar that your expedition team will be working on, you will be raising public awareness about the situation in Madagascar and what SEED Madagascar is doing there. Through this you will gain a first-hand familiarity with what SEED Madagascar is doing and why we are doing it, while establishing for the organisation that you possess the kind of motivation we are looking for.

Rule #1:

**DON'T
PANIC!**

It's normal to have a few butterflies in the stomach before starting anything new. We hope that this manual makes your campaign stress free. However, if you feel you need a pep talk, or you want to pass an idea by us, give us a call.

It has to be said though, that fundraising takes a lot of patience and perseverance – just as conservation and development does!

Rule #2: Planning

A plan that is well thought out from the beginning will be an invaluable asset to your campaign. Planning involves thinking of anything and everything and outlining how these aspects can impact your campaign either positively or negatively. Your plan is your roadmap. With it you will be able to set targets and objectives, keep track of your contacts, and manage the friends and family that you have brought into your campaign.



Your plan should take into account the following:

Your skills and assets: Are you a good communicator? Have you done fundraising before? Are you an artist? Can you organise people? Do you have access to transportation? Does your aunt work in an office building, giving you access to hundreds or thousands of people? Do you have contacts with local newspapers or local Lions or Rotary groups? Are you at university? Can the company you work for match funds raised for your campaign or does it offer employees grants towards personal development projects?

Listing the things you are good at, as well as the things you are not, will help customise your campaign to your own skills and assets.

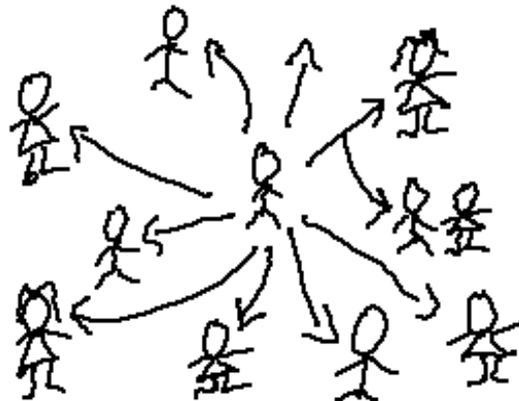
Your plan should also involve creating a **timetable** that outlines what needs to be done by when. This can be broken down on a weekly basis (i.e. £200/week) or when certain aspects of your plan have to come together, such as renting a hall if you are planning to hold a dance. By creating a realistic timeline, you will benefit from having large problems broken into manageable hurdles, and will ensure that you don't run out of time, or raise less than your target.

Rule #3: Networking – who do you know?

One of the most important steps in fundraising, is talking to your network, and using it to its fullest potential.

- Spend an hour or two on the phone calling everyone you know and speaking to them about your campaign and conservation.
- Don't just ask your friends and family for money. Tell them about what you are doing and explain that you need their help raising the money and would like to hear any ideas they have.

Essentially, you are trying to break into *their* network and get them to help you physically fundraise, either at their workplace, or through their friends/family/connections.



- List their contact address, email, phone and fax, as well as where they work and what kind of company or workplace they are employed at, as well as any clubs or organisations or religious organisations they are members of.
- Don't leave anyone out! Every extra person you talk to will give you a better idea of your assets, even if the people you are calling or talking to are only acquaintances. You'll be surprised where help will come from.

Some people will be willing to donate time or services, others will be able to give you things that could be raffled off (such as jumpers, sports equipment, paintings, gift baskets etc.) or even collected for a jumble sale. Others will be able to sell raffle tickets at their workplace or organisation, or may be able to organise a presentation on the project that you could deliver to their golf and country club.

Rule #4: Timing – how much time do I need to raise the money?

From past experience, we believe that two months is the average time people spend on fundraising. It may take more time if you are trying to raise the donation one pound at a time, or it may be accomplished in a few weeks with some well-planned events.

Either way, **beware** of the following:

- **Don't** set yourself unrealistic goals or timelines. If you're planning to raise all of your money the night before the plane leaves, you may end up coming to the airport to wave goodbye to the rest of the expedition team.
- **Don't** be complacent that you have months to do the fundraising. Sometimes having too much time is just as bad as having too little as you are more prone to lose interest or leave it to the last minute.
- **Never** put all your eggs in one basket! It's never wise to count on one event or letter to pull in the entire minimum donation. Events are tricky to plan and can fall through easily. Whereas donors approached by letter are notorious for leaving you hanging or delivering crushing blows when you least need it.
- **Backup plan.** Think about what you will do if U2 turns down the opportunity of playing in your backyard fundraising event. Have something to fall back on so that you don't panic.

- **Don't give up!** If you have left yourself enough time and have planned a number of events/fundraising ideas, the failure of any one won't sink the whole campaign.

What's coming up in the calendar?

Timing works in conjunction with planning, in that you should pace yourself to raise the money in a given number of weeks/months. However, timing also involves taking advantage of social events or holidays that fall into your campaign time. The obvious ones are Christmas and New Year, although you should pay close attention to any social events that are happening in your community including the various religious holidays that fall within all of the cultural calendars. This includes Chinese New Year, Festival of Lights, Ramadan etc. All of these events bring out the best in people and they will tend to be more generous. Your community might be holding a multicultural festival that you may be able to fundraise at, or your younger brother may be involved in a school play that could have part of the proceeds donated to you.

The types of events happening during your fundraising campaign period may have a great effect on the type of campaign that you design, so plan this carefully and use every event to its fullest.

Rule #5: Use SEED Madagascar's resources

SEED Madagascar has a number of resources that can and should be utilised to their fullest extent. First of all, everyone in the office has done fundraising before. We are a wealth of information and will be happy to go over ideas with you at any time. It would be more helpful if you had already created a basic plan, had figured out who your network is, and have a few ideas of your own before contacting us, as we will be able to give you better advice.

Our office is open during regular business hours (approx. 9am – 6pm, Monday to Friday) and is open to anyone who doesn't mind sitting in a rather cramped room! We have a number of books concerning fundraising, and more importantly, we have numerous books, publications and project data concerning Madagascar. You could easily spend an afternoon reading up on the projects and what SEED Madagascar does in general. This will be immensely valuable to your campaign, as your ability to convince people to give you funding will hinge on the knowledge you possess about the projects. The more you know, the more convincing you can be.

SEED Madagascar also has a number of things that can be used for fundraising, such as collection boxes, posters, newsletters, pamphlets, photographs, slides etc. Take advantage of these and don't be afraid to use them in combination with other events. For example, hold a fancy dinner party where people have to pay entrance. Hand out brochures and tell people that you are going to have a charity quiz on SEED Madagascar after dinner. Give a slideshow presentation at some point in the evening and have posters as prizes and get people to pledge money for your next event that may involve walking the Three Peaks. By putting a number of things together, you can successfully raise more money than focusing on just one aspect, such as the entry fee. Our materials can be used creatively if a little thought and planning take place beforehand.

Lastly, one of the best resources that we can offer you is our excellent reputation! SEED Madagascar has gained endorsements from people such as **Sir David Attenborough**, organisations like the **Duke Primate Institute**, and has received a **Whitley Award** for conservation and human rights presented to

us by **HRH Princess Anne**. We are very proud of these accolades and work hard to live up to the reputation these endorsements entail. As a volunteer of SEED Madagascar, it goes without saying that we expect you to live up to these expectations too.

Rule #6: Pitfalls

Believe it or not, there are some fabulous ways that you can spectacularly mess up your fundraising campaign! Some of these, such as putting all your hope into one event, or leaving the campaign to the last minute, have already been covered. However, there are certain things you could do that would have large negative repercussions on SEED Madagascar.



Remember who you are raising money for.

Always remember that you are not raising money for yourself, but for the projects you will be working on, the NGO in Madagascar and the registered charity in London.

Don't approach trust funds without first telling us whom you are applying to and giving us a draft of what you are sending for our clearance.

SEED Madagascar survives on trust funds and donations from a variety of sources. If you approach a trust fund asking for £200 at the same time as we are approaching them for £20,000, chances are neither of us are going to get anything and we will both look disorganised and unprofessional.

Never lie to donors. Never make up facts.

There are many unscrupulous companies that make a tidy living off of other people's generosity. As a result, the general public has become understandably wary of giving their money to people they don't know. If you lie to a donor, either about where the money is going, or as to the nature of SEED Madagascar, it leaves people feeling cheated and they are less likely to give to worthy causes in the future, and may even go so far as to lodge a complaint against you or SEED Madagascar with the Charity Commission.

In this sense, we encourage you to learn as much about SEED Madagascar as possible, either by coming into the office, reading the website thoroughly, talking to us on the phone or reading about our projects in detail, before approaching donors. This ensures that you will have realistic answers to their queries, which will have a positive impact on the success of your campaign.

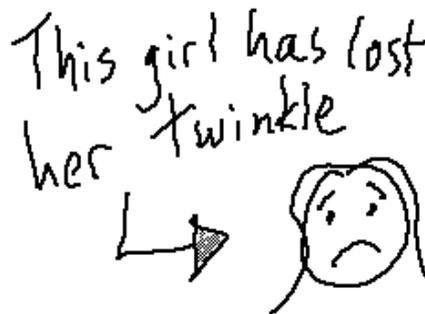
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Remember, when you are fundraising, you are representing SEED Madagascar and are essentially a part of the charity. Whatever you do or say has both positive and potentially negative impacts on the charity. Aim for the positive stuff!

Also, make sure that people understand that you are *not* raising funds so that you can go and have a jolly good time in Madagascar! Make it clear that you are paying for your own costs (flights, visa etc.) but that you are fundraising to support SEED Madagascar's projects in the field. More than 93% of what you raise will go directly to our charitable projects, with the rest of the money going to pay food and transport costs for you whilst you are working with us. We term food and transport as project costs as if we didn't feed you and take you to the project sites, nothing would ever get done!

Don't let your star lose its twinkle!

Losing enthusiasm due to initial disappointment can be catastrophic. Remember that fundraising takes perseverance and patience. If the first thing you have tried has failed, stand back and analyse why it failed.



Was it because?

- She approached donor agencies such as trust funds and grant giving organisations without researching what it is they fund?
- She didn't properly plan out an event and didn't realise that there would be no halls to rent 2 days before Christmas?
- She talked to a donor on the phone and could answer no questions about Madagascar including the killer, "What is a lemur?"
- It may be that she will have to go back and re-think her plan, research her donors and figure out what a lemur is.

Rule #7: Ethics, ethics, and ethics

SEED Madagascar's trustees have asked that the following be included in this document:

Anyone seen to be using fundraising in SEED Madagascar's name in ways that are deemed to be unethical or inappropriate will be reprimanded or terminated from the programme. As a result, it is wise to clear any fundraising ideas not found within this document with the London office first.

Types of fundraising

Below we've listed a few ideas on how you can go about raising your funds. Don't feel that these are the only ways to raise your money. Remember, somewhere in your circle of friends/family you may have an Aunt Bertha who would love to split the proceeds from her husband's stamp collection. If you don't have long-lost and loaded connections, try some of the ideas below. Remember, there is no reason to reinvent the wheel. Lots of people have done fundraising before and have written books on the subject, as well as posted their experiences on websites. Some of these are listed later in the document. We have ordered them from most preferred to least (from our point of view!).

Online fundraising

Where possible it's always better to be 'face to face' with someone when you are trying to get them to financially help out. Your chances of getting a donation, and the size of that donation, will be greatly increased when they see the smile on your face and tear in your eye. An email is all too easy to put aside and forget!

Having said that, the internet is great for raising funds from people whom you don't see often.

Charity Checkout allows you to fundraise easily and keep track of your donations by setting up a personal fundraising page where friends, family and colleagues can donate online directly to SEED Madagascar, as part of your minimum donation. Here are some instructions for setting up your fundraising page.

1. Please contact SEED's UK office at info@seedmadagascar.org and provide us with:
 - a. The title of your page (e.g. Sue's Fun Run for SEED Madagascar)
 - b. A thank you message for your donors
2. We will then set up your page for you – this is a simple process and will take around 24 hours. You will be able to preview your page before it goes live.
3. You can share the URL on social media, for example on your Facebook, Instagram or Twitter pages, or email the link to your friends and family so that they can easily access your fundraising page.

Note: We get many enquiries about making donations via [Justgiving.com](https://www.justgiving.com) and [Virgin Money Giving](https://www.virginmoneygiving.com). At present, we do not subscribe to these services, having moved to Charity Checkout in 2017 after a review of costs and services.

eBay

Thousands, in fact millions of people buy and sell unwanted items on [eBay](https://www.ebay.com) every day. So if you have a computer at home and lots of clutter this could be an easy way to raise funds from the comfort of your own home. Ask friends to donate stuff as well and your online car boot sale will tot up the £s without you having to do very much at all. You could also add a line in about SEED Madagascar next to your for sale item just to get the word out and so people know you are raising money for charity.

Collections

Everyone has seen people standing on street corners, rattling collection boxes. The concept is pretty simple, but you will be amazed at how much money can be collected in just a few weeks. SEED Madagascar has a limited number of collection boxes that can be used for your fundraising. Please note, you may **only** use the collection boxes supplied by us, and **only volunteers that have paid their £200 or £500 deposit should open collection boxes.**

The steps involved in doing a collection are:

1. Phone your local council and find out all the legalities of collection box fundraising in your area. Tell them where you plan on fundraising (i.e. pubs, outside tube stops, outside theatres) and get them to send you any forms that may need signatures etc. Also, ask them how long it takes to get a licence to collect, and how long this is good for. Remember to copy down the name of who you were talking to, in case you have to call them again.
2. The council may need our authorisation. We have a standard letter to send them.
3. SEED Madagascar will send you the collection boxes for a limited time (due to our limited number of boxes and box seals). Make sure you co-ordinate things with your friends, the council and SEED Madagascar, so that you can make the most of your time.
4. SEED Madagascar will also send you identification cards. These need to have a passport-sized photo put on them for each person who is going to do collecting. Therefore, if you have 5 mates helping you, they all need their own ID badge. The badges must then be signed and laminated and worn at all times during collection.
5. Seal the boxes with the ring seals we provide. A collection box full of money can be very tempting and we have had many disappear. Choose your team well, and make sure they keep the boxes with them at all times during collection. If a box is stolen or goes missing, contact SEED Madagascar as soon as possible and we will contact the police.
6. Always ask permission from the place where you want to collect money, be it a tube station or a pub. Pub owners in particular will not look kindly on your solicitation if you interrupt the karaoke bloke during his rendition of Stairway to Heaven.
7. Send the boxes back to us as soon as your collection period is finished so that we can pass them on to someone else. Also, let us know how much you raised.

Collection box fundraising works best when a large group of friends can concentrate their efforts on a small area. For example, choose the areas and times that will see the greatest concentration of people. This may be rush hour in the early morning or after the theatre at night. Pubs are good to hit an hour or two before closing time as people part with their cash easier after a few pints (sad, but true!). With 3 teams of 2 people, each in a car, a large area can be covered in two to three hours. Make sure you don't overlap, or hit the same pub twice in a week. Also, don't leave the boxes in public places for a week hoping they will be filled automatically. Chances are, they will just go missing.

People collecting for you should also know a bit about what the money is for. Answering the question, "What's this for then?" with the answer, "It's for me mate Tracy" probably won't fly. Make sure they have a few standard facts to impart (see the **facts section** later in this manual). Tell your friends to be honest and not make up information. If a person is really interested in some aspect of the project that can't be answered by anyone collecting, get them to write down our phone number on the side of the

box. SEED Madagascar can supply basic photocopied literature if you require it or print out the leaflet on the CD to give away to people. Remember, any questionable conduct may turn itself into a formal complaint.

Another curious aspect of collection box fundraising is that there is a direct correlation between how ridiculous you look and how much money you raise. **Borrow our lemur suit** and we can almost guarantee it will get you more cash. Plus a silly suit will also make you feel braver.

If you live in London contact London Underground for tube collections. Do this well in advance and pick busy stations. More people = more money.



Events

Events are virtually limitless. The basic idea is that you do something for which people pay money to attend. The form the event can take is up to your imagination and the particular skills or interests you hold. Some general ideas could be:

- **Auction of promises:** Local tradespeople, service providers or willing volunteers can pledge services, such as free welding, or hedge trimming, lawn care, babysitting, laundry, essay writing, retail help, community service etc. All of these promises are then sold off at an auction held locally. A previous volunteer held a similar auction before leaving for Madagascar and was able to raise £1,500 in one night.
- **Charity discos** at local clubs/pubs or university centres, perhaps with a dress code and a prize for the best/worst dressed.
- **Film festivals:** Rent the entire Star Wars set and invite people over, charging them admission. Have a door prize (which should be a donation such as a *May the Force Be With You Aromatic Soap Assortment* from Boots that you would have had donated) and sell raffle tickets, or get them to agree to sell them for you as they are leaving. Another idea is to approach independent theatres and work out an agreement whereby you buy a large number of tickets at a lower price, and then sell them at regular price, pocketing the difference. This works particularly well for movie premieres or film festivals. Ask if you can give a small presentation before the film and remember to use the opportunity to sell raffle tickets, posters etc.
- **Excursions:** Plan a trip to a local conservation area or park and charge people a set amount to go. Provide a simple lunch.

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- **Presentations on Madagascar:** Invite people over for a night of Malagasy food (we have a cookbook of local Malagasy cuisine adapted slightly for western tastes). Borrow some slides and give a presentation on what you will be doing.
- **Sports events:** Either organise an outing to a sports event, perhaps even getting the tickets donated or at a reduced price, or get people to join a charity league.
- **Dinner parties:** guests can make donations at the door. Organisations such as **Dinner4Good** have already cottoned onto this idea, and their website is great for ideas and advice, but be aware that companies such as this take a significant amount of your raised money in commission, so are perhaps not the best way to collect donations!
- **Pub quiz**
- **Karaoke Elvis singing competition** at the local pub.
- **Fancy dress or costume dinners**
- **Pub race:** This involves getting video tapes of horse races from small fields around the world and then betting on the horses for charity.
- **Backward-running, banana-eating midnight donkey swim race:** You get the picture.

Some events are a lot more popular with certain ages/types of people. Some more specific ideas include:

Fundraising at university?

- Organise a **themed club night**, “Battle of the Bands”, or live music event. Have collection boxes at the door at the beginning and the end and/or charge entry. You could give a short talk on SEED Madagascar and the project you are working on at the beginning to inform everyone why you are raising money.
- **“Swishing”**, or clothes swapping. Charge an entry fee, and give people tokens to purchase clothes/other items (which have been donated by you, your friends, and the general public of course!).
- Run a **speed-dating event** with a fee at the door.
- Get **sponsored** to have your head shaved/bodily hair waxed! Very popular with male fundraisers, and draws in big crowds of friends and family who will be very willing to part with cash to watch the spectacle!
- **Exploit your skills!** Sell a service like nail painting, henna tattooing, shoulder massages, tidying/cleaning, giving music lessons, or essay/proof-reading help!

Fundraising in the office?

- **Organise a cake sale:** Publicise, put up posters and be on hand to explain to colleagues why you are raising money. People are more likely to be generous if you take the time to explain your cause.
- **Exploit your skills!** Sell a service like yoga lessons, lunchtime manicures, shoulder massages, making personalised cards, or baking cakes.
- **Organise a car wash** in your work’s car park in the morning and evening. Get a friendly colleague to dress up as a lemur and hold the collection bucket to provoke more interest/sympathy!

Fundraising at school or college?

- **Hold a fashion show:** Charge entry, and give a short talk at the beginning explaining why you are fundraising. You could also combine with a raffle held during an interval.
- **Hold a sponsored event,** sponsored silence, “stay-awake-athon”, sleep-out, or a sponsored swim, walk, or bike ride. With these types of events, the more innovative and original ideas will generate more interest.
- **Exploit your skills!** Sell a service like nail painting (strangely popular with both genders!), henna tattooing, dog walking, making personalised cards, or giving music lessons.

Events are an excellent way to raise funds, however, there are a few pitfalls that you should think about before putting them together.

- **Plan, plan, plan!** Events can potentially take a lot of time to plan. If you are hoping to rent a venue any time around a holiday, plan well in advance. The same goes for many other factors. Make a detailed outline of what you want to organise and also set yourself a reasonable fundraising target. Ask yourself if the time you are going to put into the event is going to translate into money.
- **Approach a local bar/pub that has a function room** or two floors and explain you would like to hold your event on a Monday or Tuesday evening (this would not work for all events). These are slow nights for pubs and you may be able to negotiate with the manager than you get the venue for free if you bring in business they may not otherwise have attracted.
- **Make sure that you are not relying on one event to fund your whole expedition.** It makes more sense to organise 2 or 3 smaller events than one big one, as they have a way of falling apart after many hours work because, for example, you couldn’t find a DJ for your disco, or a venue for your Darth Vader Dance-a-Thon.
- **Get as much donated to you as possible.** This includes the DJ, the venue, door prizes, food, drinks, tables, banners, publicity, party hats etc. The less you have to put out in expenditures, the more goes into your minimum donation. If you don’t ask you don’t get, so go on be brave!
- **Events take time, effort and in some cases money.** Make sure you have enough of all of these before investing anything into planning an event.

We’re sure that your imagination will be able to come up with all kinds of excellent events. However, if you hit a wall and can’t think of anything, ask your friends and family or even us.

The **Institute of Fundraising** also has a lot of useful technical advice on their website, especially in the “About Fundraising” section.

Slideshow presentations

SEED Madagascar has put together a standard presentation that can be delivered to a wide range of audiences, from friends and family, to larger donors. Please do ask if you would like a copy of this. Many previous volunteers have found that offering to give a presentation is a great way of getting money out of Rotaries, Round Tables, Women’s Institutes etc. etc. Don’t forget to offer to do a follow up presentation on your return so they can see how their money was spent.

Sponsorship

Sponsorships are a cross between selling raffle tickets and hosting an event. Essentially people pay for the privilege of knowing you are doing something they probably wouldn't do themselves, such as bungee jumping, or climbing Mt. Kilimanjaro.



Sponsorships are a great way to gather funds, but they have to be something that *catches the imagination* of the public. Therefore walking the old pilgrimage route to Canterbury may be more attractive than entering a pie eating competition. However, if your heart is set on eating 5 economy brand tripe pies in 2 minutes, try to spice it up a little. Eat them raw. Or frozen.

Also sponsorships can be an amazing way to have a vacation before going to Madagascar. There are marathons, trekking the 3 peaks, excursions to other countries and even some organisations that can involve you in a ready-made sponsorship event, such as **Charity Challenge**. One volunteer for SEED Madagascar raised almost £2,000 climbing Mt. Kilimanjaro through Charity Challenge!

Remember, that the fact that you are going on an expedition to Madagascar is challenging enough in its own right to qualify for sponsorship!

Some things to remember when putting together sponsorships are:

- Don't feel you have to put yourself in near death experiences to raise money; it just needs to capture people's imagination.
- Why not do something that you've always wanted to do, or that you know you can accomplish?
- If expenses are built into the event (i.e. you have to rent the reindeer and the Santa suit for your trans-polar expedition), this must be clear to the people who are sponsoring you.
- Always focus on your final aim of coming out to Madagascar to work for SEED Madagascar. Have bite-sized facts in mind to use to persuade people why they should sponsor you (see the **facts section** coming later).
- Be proactive in suggesting how much people should be giving you. You know how much your friends and family can really afford!
- Why not offer an incentive for people promising large amounts? Donations of over £50 get a CD of Malagasy music or a book? Call us on this one; we may be able to provide you with something if you can't get anything to give away yourself.
- Try to get the first person on every page to donate a large amount. If the first person donates £10, it's pretty much assured that everyone else will try to match that. If you start receiving donations of £2, begin another sheet.
- Collect the money when people sign up. Don't try to find them after you have done the sponsorship activity.
- We suggest you use the **Sponsorship Gift Aid Forms** (at the back of this manual), which have the bonus that if you use these we can claim back Gift Aid on the donations. Please send us the original sheets at the same time as the money to enable us to take advantage of this.

If you are feeling sporty, why not try one (or two!) of the following:

Three Peaks Challenge

The Three Peaks Challenge involves walking up and down the three highest mountains in England, Scotland and Wales. Some people try to accomplish this in 24 hours, whilst others prefer to take it at a more of a leisurely pace. This activity will take you up and through some truly beautiful countryside, and should leave you with a great sense of satisfaction. However, it shouldn't be undertaken lightly, and we strongly advise that you do not do the challenge on your own. A much safer, more enjoyable and efficient way would be to get a few friends to do it with you.

Whilst there are companies who can organise the whole challenge for you (have a look at **Three Peaks Challenge** for details) you will find that the cost of taking part in the challenge this way is rather expensive. Obviously, whilst trying to raise money it's always best to avoid spending it in the process, and many people plan and organise the challenge themselves which can all be part of the fun. A word of caution though – this kind of trip requires proper planning and some basic equipment to keep you safe and comfortable. Some things to consider:

- **Transport between the peaks:** Try and recruit a friend to volunteer driving you and your group. Driving in between the peaks and hiking up them is a massive demand which can be both physically and mentally draining.

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- **Plan your route in advance:** Not only do you need to plan your route up and down the mountains, you need to plan the best way to get to and from the mountains.
- **Do some training:** You will find the challenge so much easier and more enjoyable if your body is prepared for the physical demands it entails.
- **Clothing:** See [here](#) for details of what you will need to wear and other important information.

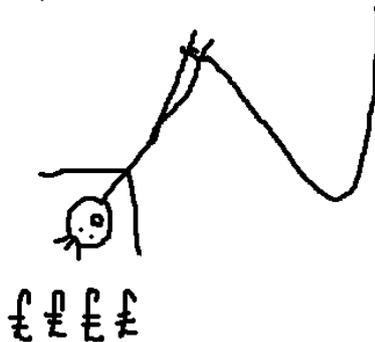
Bungee jump

If you don't like the sound of all the planning and organising that the Three Peaks requires, why not choose something a bit less time consuming? It will be over in about a minute but is likely to be one of the biggest adrenaline rushes you will ever experience.

To get info on possible dates and locations, check out ukbungee.co.uk.

Again, this is a great activity to do with a friend – share the experience, spur each other on and raise more money and awareness at the same time.

One thing to consider is that age/health restrictions may apply. For example, if you have high blood pressure, a heart condition, suffer from epilepsy/dizziness, asthma, neck/eyes/spinal damage or if pregnant, you're advised not to jump.



Skydive

Another option for those adrenaline junkies. Jumping out of a plane is a truly awesome experience, and one which you will never forget. However, it isn't cheap and as such is not the most efficient way of raising money. If the idea really appeals to you though, one possible company to look at is [Tandem Freefall](#).

You can expect to pay somewhere in the region of £200 if jumping for a charity, depending on which company you go with and how many people you book with (the greater the number, the cheaper the price). Another thing to consider is the weather. UK weather is obviously notoriously difficult to forecast with any degree of accuracy, especially more than 24 hours in advance, and unless conditions are good the jump may be postponed. Health restrictions may also apply here.

Bike rides

For a completely free, enjoyable, relatively undemanding group fundraising activity, a sponsored bike ride is an old favourite. For a comprehensive and international list of possible rides along with maps showing you safe and scenic routes, check out [MapMyRide](#).

Other walks

For those of you who prefer something even less strenuous, walking can also be a great way to raise some cash. For a list of beautiful, safe, ramblers-association-approved walks in and around the U.K. have a look at ramblers.org.uk or for a Europe-wide list check out era-ewv-ferp.com. Because it is completely free and you don't need any specialist equipment, all the money that you collect goes directly to the cause making it an extremely efficient way of fundraising.

Running

Another absolutely free and very efficient fundraising activity is running. Again, with no specialist equipment required and such great accessibility, running is up there with the best of them. There are a number of great sites to help you plan your run, providing advice on everything from warm ups to routes. For a sample of these, check out marathonguide.com, walkjogrun.net and runfinder.co.uk.

Trust funds

If the idea of jumping off a bridge leaves you nauseous, then raising money through writing letters can seem like an easy option. However, *be warned*, applying to trust funds or grant giving agencies can be the least rewarding and most time consuming way to fundraise. You will probably find that you invest hours writing out 100 proposals, just to have the pleasure of receiving 2 letters back saying they will not fund you. The other 98 won't write you back at all.

Another problem is that it is very likely SEED Madagascar is approaching the same trust funds and grant giving agencies as you. This could jeopardise our ability to get large grants for projects (as has very nearly happened in the past). Therefore it is *critically important* to let SEED Madagascar know who you are contacting before you send anything out.

If however, you feel that you would like to try this option, here are a few pointers:

- **Research the trust fund before doing anything.** Many trust funds and aid giving agencies fund only specific things.
- **Phone the trust fund office.** Get a contact name and verify the address. Also, ask when they make their funding decisions. There's no point in sending anything to them if they make their decision 3 months after you have come back from Madagascar.
- **Don't send form letters.** Each trust fund letter must be tailored to suit the organisation, bringing out the strengths of the program and linking those strengths to the funding parameters of the trust. Any book that tells you it has one million and one sure-fire form letters isn't worth the paper it's printed on.
- **Make the letters personal by addressing it to a specific person.**
- **Follow up** after a week or two to ensure that your proposal was received and again after a suitable length of time to see how the proceedings are carrying on. However, don't annoy the people that you are trying to get money from!
- It may be worthwhile to suggest **giving their board of trustees a presentation** on what you are doing.

You may find that you have more success approaching organisations like your local Lions and Rotary clubs, or local grant giving agencies or trust funds from your home community. This has the advantage

of probably not overlapping with organisations SEED Madagascar has applied to, as well as making you more attractive on account of you being local. Offer to go in and give a talk when you return from Madagascar and offer to help publicise their donation to the local papers, giving them some good PR and raising their profile in the community.

Corporations

Similar to the trust funds in terms of frustration is applying to corporate donors. No matter how many billions of pounds in profit they made last year, you can be sure that few will be interested in giving you any of it. The standard line is that “we already have a list of charities that we fund”, or something along those lines.

On a personal note, this author worked for many months trying to squeeze money out of a massive banking multinational, during the same year that I was working for them. They had just announced unbelievable profits in the billion pound region and were planning on giving everyone a bonus, which, if it had been shared equally between all employees would have amounted to a tens of thousands of pounds each. I couldn't get a penny out of them, even though I worked there and knew the people in corporate donations!

But this is not always the case! Some volunteers have managed to get their friends' companies to match the donations that they have made, so it is worth asking if anyone's places of work have 'match-giving' schemes.

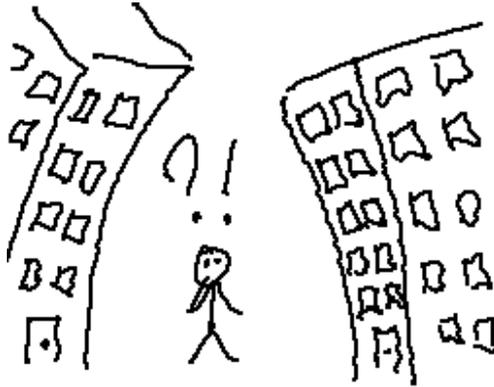
Some ways to improve your chances include:

- **Be prepared to give something back to the corporations.** This may include wearing their T-shirt and taking pictures with a lemur for their newsletters, or giving the corporations good publicity when you get home.
- **Contact companies that are in your hometown** or that you have contacts in through friends or family.
- **Always phone the company and talk to the correct person**, directing all subsequent information and queries to them.
- **Follow the same guidelines as for trust funds**, in that you should tailor your correspondence and follow up anything you send out with a phone call.

A special note on fundraising from corporations and trust funds

Both can be extremely frustrating. After contacting a number of them, or receiving a hat full of rejection letters, it may seem that there is no way to raise the minimum donation.

Don't lose heart! If these are the only methods you've tried, then go back to your plan and start working in fundraising ideas from the top of the list. We have talked to many potential volunteers who have had the wind knocked out of them by approaching organisations that showed initial interest, but came back with rejections. Don't let a few stuffed shirts ruin your chances at going to Madagascar!



Merchandising

Selling merchandise is a risky, but potentially rewarding, way to make your minimum donation, especially if you are able to make the merchandise yourself. The risk comes in the amount of time and money that has to be shelled out initially in the planning stage. If you run up huge costs, you may end up having to raise a great deal more than you bargained in order to break even and cover the donation.

Other merchandising ideas include:

- Design and sell **Christmas cards or postcards** if you are artistic. SEED Madagascar also has some fab lemur Christmas cards which we can give you to sell with proceeds going towards your donation.
- Make **bags or toys out of scrap materials** if you can sew. Use up any leftovers that you have in the attic so that you keep costs to a minimum.
- **Charity car boot sales:** Collect articles from friends and family. Usually the organisers will allow you to set up your stall free of charge if you are raising money for charity, make sure you speak to them in advance.
- If it is winter and you can knit why not make **scarves, hats or gloves** to order for friends and work colleagues and sell them to them for Christmas presents. Even better make a couple of examples and then take orders in advance so you don't waste money and people can personalise their colour schemes.

Use the power of the media

Contact your local papers and tell them what you are planning to do. Just call the news desk or e-mail a press release, it's that simple. They are always interested in local stories and will no doubt be intrigued to find out more about your trip and Madagascar. Chances are you are the only person from the area to ever visit the island! A sample press release can be found at the back of this manual. Don't forget to send pictures too. The press love 'em.

At the end of the article make sure they agree to include details of how local individuals and businesses can sponsor you. Agree to give them an update on your return and lots of great photos.

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Use social media

Facebook is a great way to engage with a large amount of people quickly and easily. Here are a few helpful tips to maximise your Facebook fundraising abilities!

- **Use your Facebook status!** Post links to the [SEED Madagascar Facebook page](#) and update people about your fundraising events. Get your friends and family to donate their statuses to you in the run up to big events to reach out to as many people as possible!
- **Upload photos** before and after fundraising events, and tag lots of people in them to raise awareness of what you are doing.
- In the run up to events, **make event pages** and send out mass messages.
- **Write on people's walls** to say thank you when they sponsor/donate. It shows that you are grateful for each individual contribution, and also gets the message out to other friends that they should be donating!

YouTube is a great way to upload interesting videos of your fundraising activities, and also to publicise your events, and wider fundraising aims. You can also use links to [SEED Madagascar's YouTube channel](#) to quickly and easily inform people about the work you intend to do on your volunteering programme.

Update your **Twitter** with news of your fundraising activities, and re-tweet posts from [SEED Madagascar's Twitter](#) to raise awareness and interest about SEED Madagascar and the work in Madagascar. Ask followers to retweet your posts to spread the message!

Upload photos to your **Instagram** with photos of your fundraising events, and link to [SEED Madagascar's Instagram](#) to showcase what you'll be doing in Madagascar!

Start a **blog**. This is a great way to keep people updated about your fundraising efforts, especially for those who aren't a big fan of Facebook, and would rather read a longer, witty narrative about your triumphs and successes! You can use the blog to write up your experiences when you return, so people can read about their money being put to good use. Check out [SEED Madagascar's blog](#) for stories from previous volunteers!

Use your talents

If you already speak a language or can play an instrument why not run special courses over a number of weekends for a few months? Make clear the money is going to charity and approach a local village hall or school for a discounted or free venue. If you held a conversational Spanish class for 8 weeks at £10 a lesson for 5 people that's £400 and just 8 hours of your time!

Fundraising companies

Not surprisingly, companies have sprung up in many countries with the sole intention of making money from your fundraising. Some of the companies help put you in touch with organisations that sell you discounted T-shirts, Christmas cards, garden gnomes etc.

These make us nervous. The last thing we want is to get a call, saying that you are sitting in your living room surrounded by 5,000 stale bars of Greenland chocolate and 900 ceramic garden elves. Most

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likely, you will now be £300 in debt and feeling paranoid from all the beady eyes watching your every move.

Beware of these companies. Take some of their ideas and adapt them, but I'd be personally hesitant before I sent them any money.

A final word on fundraising

- Be polite/honest
- Follow all leads
- Don't give up

Madagascar and SEED Madagascar facts

Use the following facts to amaze your friends and family around the dinner table or donors when they ask impossible questions:

- Madagascar is twice the size of Britain, and the fourth largest island in the world.
- Madagascar's land area equals 0.4% of global land surface.
- The island has suffered around 90% deforestation (estimated by Conservation International).
- As many as 83% of all plants and animals in Madagascar are unique to the island, forest dependent and therefore greatly affected by deforestation.
- There are more orchids on the island than on the whole continent of Africa.
- Madagascar is the only natural home of lemurs and the rosy periwinkle, an effective cure for childhood leukaemia – who knows what else is still to be discovered?
- 5 of the 6 sea turtle species in the world are found in the waters off of Madagascar.
- Infant Mortality Rate: 1 in 10 children before the age of 5 die as a result of what are largely preventable diseases such as cholera.
- 65% of people in rural areas have no access to safe drinking water.
- Madagascar is regularly hit by the same cyclones that hit Mozambique but never gets the same media attention.
- The population of Madagascar is 23.5 million (World Bank, 2016), and is projected to double every 15-20 years. This links back directly to the people's abject poverty.
- Most of the Malagasy people rely on subsistence slash and burn agriculture, which involves clearance of remaining forest to plant crops.
- Madagascar's national debt was \$3.46 billion in 2015. Although a considerable amount (roughly 50%) of Madagascar's debt has been written off since 2004, prevailing debt repayments of more than \$50 million a year mean that only very small amounts of government funds are channelled into health and education spending.
- Hence, organisations such as the World Bank and IMF are relying on organisations such as SEED Madagascar to provide health care and education. Unfortunately many of the larger charities, such as War on Want, Christian Aid and Oxfam do not work in Madagascar.
- SEED Madagascar has received endorsements from both Sir David Attenborough and The Duke Primate Institute for its efforts in the field of conservation. SEED Madagascar received a Whitley Foundation award for human rights and conservation, given to us by HRH Princess Anne. **Check out more of our supporters and awards here!**
- SEED Madagascar has been voted president for the Regional Committee of the Environment in Madagascar, advising the government on matters of environmental consequence for an area the size of England.
- SEED Madagascar is community based. We work closely with communities helping them with income generation activities and helping them manage their resources in a sustainable manner.
- SEED Madagascar runs projects in four key areas: community health, education, sustainable livelihoods and the environment. **Check out our projects page for information on past, current and future projects!**

- SEED Madagascar's overheads in 2015 were just 8%, so 92% of all money raised went directly to its charitable purposes. This is a much lower administration cost than many other well-known charities.

[Visit our website for more info on the country and areas in which we work!](#)

Frequently asked questions

Use these to satisfy your own curiosity or to answer questions from donors!

What is SEED Madagascar?

SEED Madagascar, a registered UK-based charity (no. 1079121), is a body working on conservation, humanitarian and sustainable livelihoods projects in the southeast of Madagascar. SEED works in conjunction with ONG Azafady, an independent organisation set up with our help in 1996, to implement our projects on the ground.

SEED Madagascar has many prestigious endorsements for its groundbreaking work, such as those from **Sir David Attenborough** and the **Duke Primate Institute**. It has won a number of coveted funds such as the **Sting and Trudie Styler Award**, one of the **Whitley Foundation's** awards for conservation – the so-called 'Green Oscars' – presented to SEED Madagascar by **HRH Princess Anne**.

SEED Madagascar focuses its work in the southeast of the island in the Anosy region. This region is home to a great variety of unique, rare and endangered plants, animals and eco-systems but, as is the case in all of Madagascar, poverty poses an enormous and immediate threat to this precious natural environment. SEED Madagascar has a bias towards projects that bring measurable benefits to the very poorest members of the village communities where help is needed most.

[Check out our website to find out more about our vision, mission and approach!](#)

Where does your donation go?

In 2015, SEED Madagascar as a charity spent 92% of its total income in pursuit of its charitable aims. Only a very low 8% went on administration costs.

Presently 100% of volunteers' donations go straight out to Madagascar to run both the organisation and the projects, some of which you will be a part (a small amount will be used to cover project costs such as food and transport).

Please don't forget that the minimum donation does not cover your flight, insurance, vaccinations, visa, or any other personal expenses.

Why is it called a minimum donation?

Because we hope you'll raise more!

Why Madagascar?

Madagascar is increasingly being recognised as a conservation priority. There is greater biodiversity within the 4% of forest remaining on Madagascar than in all of Africa, or most other regions globally. Madagascar is quickly being recognised as a global conservation priority from professionals in many fields. However these precious ecosystems are being destroyed at a surprising rate. Tied very closely to this is the absolute poverty of the people who live in Madagascar, especially those in the area where SEED Madagascar works. SEED Madagascar believes that the best way to improve the survival rate of the forest is to work with the villagers to reduce their poverty levels.

How are SEED's volunteer programmes different from other volunteer expedition schemes?

Volunteer expeditions seem to be a dime a dozen with new organisations springing up all the time. Many offer you the ability to see distant parts of the world and all will require you to pay money to some degree. However, SEED Madagascar sees itself as catering to different people from those who would be interested in an exotic holiday! We actively seek out people who want real experience working on development and environmental conservation projects, and hopes that you will return to Madagascar with a project of your own. Essentially, we're looking for people like you!

Our volunteer programmes are different from others in many ways:

- **Our volunteer schemes are non-profit.** All revenues generated above costs will be donated to SEED Madagascar (registered UK charity number 1079121).
- **Volunteers will be working with a grass-roots NGO** with many years of experience placed in one of the biologically richest yet humanly poorest corners of the world.
- **The coordinators are among an award-winning team**, as our many prestigious endorsements show.
- **Our projects are led by some of the most competent conservationists and development workers on the island** and are based on communities' expressed needs and therefore provide an insight for volunteers into real on-the-ground work – they are not set up simply to keep volunteers busy.

We encourage you to check out other organisations that are offering expeditions and are confident that you will be able to see the differences between our and their schemes.

Is SEED Madagascar a religious organisation?

No. We are more than pleased to host volunteers from any religious or cultural background, but we are in no way tied to any religion or religious organisation.

Is SEED Madagascar a campaign group?

No. SEED Madagascar is not a campaign group. We have been elected President of the Regional Committee on the Environment in southeast Madagascar, and therefore give advice on environmental

issues to the government. However, we remain a non-government organisation in Madagascar and are not waving a banner for any particular cause.

If I'm a veggie, will I starve?

Yes, most likely.

Joking! The food you will get will revolve mostly around rice and beans along with vegetables, fruit and sometimes a side order of zebu, chicken or fish (all of which can be easily avoided). If you are vegan, you may have more trouble as eggs play a moderate part of the local diet, although dairy products are relatively rare.

I'm from the US. What is the best way to send SEED Madagascar my money?

There are a few ways in which money can be sent to SEED Madagascar. They are explained in brief below and are listed from least secure to most. What is most critical is that you remember that *amounts are in British pounds, not American dollars* and the exchange rate changes daily (check with your bank for up to date rates or on xe.com).

Remember: Never, never send cash in the mail!

Write SEED Madagascar a cheque

Probably the simplest way to get your deposit and minimum donation to us is to write us a single cheque for the full amount. However, SEED Madagascar strongly discourages this as cheques frequently get lost in the mail, or are cashed with different exchange rates weeks later. *Also SEED Madagascar has to pay bank charges on every single foreign currency (non-GBP) cheque, typically in the region of £12.00, which we would need you to cover.*

As a result, SEED Madagascar will only accept a cheque payment if:

1. You have discussed this option with SEED Madagascar and we agree to receive your cheque.
2. The cheque can be couriered by registered post on the same day.
3. There is no other way to get the money to us.

Bank transfer

Transferring money is more secure than writing a cheque. Nothing is put in the post, and the money arrives on the same day with the same exchange rate. The downside is that you will have to pay a bank transfer charge, which (depending on your bank) may be approximately £12. This cannot be worked into your donation and would have to be covered out of your own expenses.

If you are going to transfer money, it is crucial that you let us know in advance so that we can track the money, and ensure you that it has arrived safely in SEED Madagascar's account. Please, transfer all money in your name so that it can be tracked.

Please contact us for our UK bank details.

Charity Checkout

You can send your donation through our Charity Checkout page in GBP via credit or debit card or PayPal. If your bank offers reasonable currency exchange rates, this can work out cheaper than sending through CAF America (see below). Most banks will use the **Visa** or **Mastercard** rates and charge a percentage fee on top.

To send your donation via Charity Checkout, visit our **page**, choose “I would like to make a single donation” and enter the relevant amount in pounds. Your card will be charged in pounds and your bank will add the administration and currency conversion fees, so there is no need to add a percentage like with CAF America.

PayPal

You can also send your donation directly through **PayPal** instead of going through Charity Checkout. Sign into your account, click *Pay or send money* then *Pay for goods or services*. Enter our PayPal address, **info@seedmadagascar.org**, and the amount in pounds (GBP). As above, there is no need to add an extra percentage. You can choose whether to use PayPal’s or your bank’s currency conversion rate, depending on which is cheaper – since banks usually charge a percentage fee on top of the Visa or Mastercard rates (see above), the PayPal rate is often slightly better.

CAF America (Charities Aid Foundation)

You can also use CAF America, a US registered charity, to transfer money. To quote from their **website**, “CAF America is a tax-exempt organization which supports and promotes global philanthropy. Our job is to remove the obstacles to international giving by bringing together U.S. donors and non-U.S. charitable organizations.”

There are two ways by which you may donate to SEED Madagascar via CAF America:

1. **By cheque:** in short, cheques are made out to CAF America and sent in conjunction with a tax exemption “gift form” (available on their website) that specifies the money is to go to SEED Madagascar.
2. **By credit/debit card or PayPal:** by searching CAF America’s website for SEED Madagascar and donating online.

Please bear in mind that CAF America takes an 8% administration fee from all donations, and that we therefore require you to add an additional 8% to your donation to cover this fee. *Please also note that CAF America only accepts donations of \$500 or more.*

CAF America will issue you, or your donors, a tax exemption “gift form” which can be used to reduce the amount of money you pay on your income tax. This is a very exciting option as you may find that you can travel to Madagascar for considerably less or even for free, due to the money saved on income tax. The scheme becomes extremely useful when dealing with larger donations (over \$500) or donations from large corporations.

Also, at the end of the tax year, many corporations are actively looking for places to donate money to avoid excess taxes. As a result, both you and the corporation come out ahead, as the corporation is exempt from taxes, and you go to Madagascar for free!

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SEED Madagascar suggests that you first familiarize yourself with the information on CAF America's website. Afterwards, contact us, or CAF America directly with any questions.

CAF America
King Street Station
1800 Diagonal Road
Suite 150
Alexandria
VA 22314-2840
USA

Tel: + 1 703 549 8931

Fax: + 1 703 549 8934

Email: info@cafamerica.org

There are three very important things to realise when using CAF America. First, it is against the law to claim tax relief for money that you did not earn. Therefore, if all your friends and family make small donations to you totalling \$500, and you write a single \$500 cheque to CAF America as if you had earned that \$500 without sending in a separate gift form for each donation, you will have broken the law.

Second, there is more administration you will have to undertake to coordinate the fundraising, especially if your donations are coming from a variety of sources or are small amounts. For example, if three people make three donations through CAF America, you must contact SEED Madagascar with their names and amounts pledged so that we can track the transfer and keep a running total of your total donation. In other words, if your three friends pledge \$500 each, yet SEED Madagascar only receives \$1000, we have to be able to let you know who didn't send money, or that we didn't receive the amount you quoted.

Last, CAF America charges an additional 8% as a service charge. This is important to calculate when sending in a donation as it is not part of your minimum donation (i.e. SEED Madagascar does not receive any of the 8%).

For example, as of October 2016, 1 US Dollar = 0.80 British Pounds Sterling. If your donation is for £500 GBP, add 8% = £540

Convert to USD = \$673

Write out cheque to CAF America and enclose it with the CAF America gift form, filling in the section that states where the money should be sent.

SEED Madagascar receives £500 from CAF America.

Donor receives a tax relief form stating how much they have donated and how much they do not have to pay income tax on.

This must be done for *every* separate donation cheque.

I'm from the UK. What is the best way to send SEED Madagascar my money?

The UK has something similar to CAF America, called **Gift Aid**. Essentially, by using Gift Aid, you will allow SEED Madagascar to claim a 25% tax relief on the donation. **This only works if the person who is giving you the donation is a UK taxpayer!** A Gift Aid form can be found in the back of this manual. Get people who are giving you a donation to fill in the form and then mail them to us (you can mail it for them as they are more likely to fill in the form if you are standing there waiting for it!).

Unfortunately, we can't count the 25% towards your minimum donation, as we usually have to wait a year before seeing the proceeds, if we see them at all. However, if everyone were to fundraise using Gift Aid, we would be able to increase our revenue by 25%, making our projects all the more robust.

Cheques can be made out to SEED Madagascar directly, or to you. All money donated should go into a separate account of yours (or keep very good records of the donation money going into your account) and then you can write us a cheque for the full amount once you have it. **Don't ever send cash in the mail!**

We can also accept your donation via UK bank transfer (cheapest for us!), Charity Checkout or PayPal. See the US section above for details.

How can I get in contact with SEED Madagascar?

If anyone, including potential donors, funding groups or your mother, would like to talk to us, we can be reached at:

SEED Madagascar
Suite 7, 1a Beethoven Street
London
W10 4LG

Email: info@seedmadagacar.org

Phone: +44 (0) 208 960 6629

Fax: +44 (0) 208 962 0126

Please note that we can act as a communications node between parents/spouses and you when you are in Madagascar. There is a phone in our office in Fort Dauphin and our staff carry phones out in the bush for emergencies. Email is usually the best way to get a message through.

Can I talk to someone who has already volunteered with you to find out what to expect?

Of course you can! We have many ex-volunteers who are happy to speak to you about the whole experience. They may even give you a few hints on how to raise the donation. Just call the London office and we will put you in touch with someone.

Why am I going?

Please finish this sentence:

I'm going to
Madagascar
because ...

Where to find info

Use the sources listed below to help you plan your fundraising campaign and gain knowledge on SEED Madagascar and Madagascar in general. If at any time you come up with an information source that you feel is particularly juicy, please let us know. The following lists should be viewed as only a start. There is a great deal of information on both on the Internet, at your local library or in good bookshops.

Books

The following books are just the tip of the iceberg concerning fundraising. [Amazon](#) is a good place to check for other titles.

A word of caution on books: fundraising covers a wide topic base, from approaching grant-giving organisations, to setting up Wembley Stadium concerts for large NGOs. Before shelling out any cash on a book, make sure it deals with the type of fundraising that you are going to be doing: charity based, volunteer fundraising for small amounts. As always, if you find a great book, let us know!

Fundraising for Dummies

John Mutz, Katherine Murray

I D G Books Worldwide; ISBN: 0764552201

Covers all the basics of fundraising and gives some good ideas.

The Complete Fundraising Handbook

Nina Botting

Directory of Social Change; ISBN: 1900360845

Written with fundraisers in mind, this text gives a thorough overview of the strategies, skills and techniques needed by those who raise money for charity. It contains case studies of successful fundraising.

The Complete Guide to Fundraising

P.F. Sterrett, P.W. Sterrett

Management Books 2000; ISBN: 1852523697

A guide to charitable fundraising. The authors provide practical advice on the administration and organization of fundraising events. They highlight the problems and suggest ways in which firms and individuals can be persuaded to part with their money. Finally, they illustrate in detail over 80 fundraising ideas, which are designed to be both good fun and money-spinners.

Fundraising from Grant-making Trusts and Foundations

Karen Gilchrist

Directory of Social Change; ISBN: 1900360772

Grant-making trusts and foundations give money to charitable activities every year. This book shows fundraisers how to find the right trusts to ask for funding and put an effective case for support by showing how their project matches their aims.

Fundraising Manual

Fundraising

Peter L. Edles

McGraw-Hill Companies; ISBN: 0070189285

This hands-on operations manual shows employees of non-profit organizations and volunteers how to design and run successful fundraising campaigns for their organizations. "Fundraising" provides strategies for building better organizational, management, sales and marketing practices. It gives tips for training solicitors, cultivating donors, and organizing small and large gift drives that capture the emotions and imaginations of potential supporters. Sample letters, scripts, invitations, pledge cards, acknowledgement letters, press releases, budgets, grant proposals, and action checklists guide readers toward fundraising success.

Good books on Madagascar include:

- Bradt Guide to Madagascar
- Lonely Planet – Madagascar and Comoros Islands
- Taboo – Jorgen Ruud, Oslo University Press
- History of Madagascar – Mervyn Brown, British Library Cataloguing in Publication Data
- The Eighth Continent – Peter Tyson, Harper Collins

Check out some of the excellent travel books that have been written about Madagascar to get a feel for the island. *Muddling through Madagascar* by Dervla Murphy is a good one to start with.

Office resources

The following are books on fundraising that we have available in the London office. Unfortunately, we can't let them out, but you are welcome to come by anytime to flip through them. We have numerous other books on Madagascar, so please do drop in to have a read!

Good Ideas for Raising Serious Money

Sarah Passingham

Relates more to large scale fundraising events, but you may be able to steal an idea or two from it.

The Complete Fundraising Handbook (different from the one listed above)

Sam Clarke

Some good ideas, but related more to fundraising as an organisation and not an individual. However, a lot of ideas and pointers are the same for both.

Web

As stated earlier, there are a million and one websites. Be wary about what you are reading, especially when they want you to send money for fundraising equipment, cookies etc. If anything sounds too good or easy, it's probably a scam.

Some useful sites:

- **institute-of-fundraising.org.uk**
 - Very comprehensive online resource; free registration updates you with fundraising e-newsletters, allows access to a great wealth of event ideas, letter templates, a directory of suppliers, a calendar of nationwide fundraising events to take part in on behalf of SEED Madagascar.
- **better-fundraising-ideas.com**
 - A good range of conventional and unconventional event and fundraising suggestions if you're stuck for ideas!
- **fundraising.com**
 - US-based, has some interesting food-based ideas and fundraising companies, however it might be wise to take the ideas and adapt them, and not send money.
- **fundraising-ideas.com**
 - US-based, some books, also some ready-made fundraising ideas from fundraising companies
- **fundraisingdirectory.com**
 - US-based, some ideas and resources, also links to books and fundraising companies

Remember, the more knowledgeable you are during fundraising, the more successful you will be, so look at these websites if you can:

- **[World Health Organisation](#)**
- **[Official website of Malagasy embassy in Washington](#)**
- **[List of online resources and information relating to Madagascar](#)**
- **Travel advisories – UK and US**
- **[US Library of Congress](#)**



Conservation Press Release

Instructions for use

On the following page, you will find a copy of a do-it-yourself press release. This press release has been designed to help you publicise your involvement in the Conservation or Pioneer scheme in your area. We have highlighted the areas that need to be personalised yourself and you can use this either as a template to add to, or simply fill in the gaps.

Please note that this press release is currently on SEED Madagascar headed paper. If you wish to use headed paper and/or wish to substantially change the letter (i.e. more than the bits highlighted), please contact the London office for an editable version.

By sending out this press release, we hope that you may be able to secure editorial coverage that will not only help you to raise funds towards the scheme but also raise awareness and educate people about the plight of Madagascar and its inhabitants.

Some examples of places you can send the press release to include:

- **Local newspapers:** paid for and free papers
- **Student newspaper** or website: if you are at university
- **Newsletters:** of any clubs or societies you are a member of
- **In-house publications:** if you work for a large company that has its own internal magazine then make sure you contact them if you are taking a sabbatical
- **Community radio stations**

But what do I do?

The easiest way is to call a publication (contact details are usually on the first few pages inside the front cover) and ask to speak to someone in the newsroom, or the editor if it is a small publication. Simply explain to them what you are doing and say you have a press release you can fax or email through to them which contains all the information.

Always make sure you include your contact details on the bottom of the press release, as they may want to contact you for further information, or even arrange for a photographer to visit you. If you are planning a big fundraising event to raise money then this is also a great way to publicise it. And just think, you could become something of a local celebrity!



seed **madagascar**
sustainable environment, education & development

Press Release

<Today's date>

<Your name> gets ready to marvel at Madagascar!

On <date, month and year of project> <your name> will be departing from <his/her> home town of <name of home town/village> headed for the magical island of Madagascar to take part in a <2-10> week charity expedition.

<Your name> has secured one of a limited number of places on the <Pioneer/Conservation/Community Construction> scheme run by the charity SEED Madagascar. SEED Madagascar runs projects in rural southeast Madagascar supporting conservation, humanitarian and sustainable development projects.

As part of the scheme, <your name> needs to raise a minimum donation of <£your amount>. This goes directly to support SEED Madagascar's work, with only a tiny proportion covering the volunteers' food, training and travel whilst in Madagascar. <Insert information about any events or sponsored activities that you may be doing>.

Set in the Indian Ocean off the east coast of Africa, Madagascar is the fourth largest island in the world and is recognised as one of the planet's top conservation priorities. Eighty per cent of the island's plant and animal species (including over 100 species of lemur) are found nowhere else on Earth.

Delete one of the following sections as appropriate:

On the SEED Madagascar Conservation Programme, <your name> will be working with the staff of SEED and ONG Azafady in the Fort Dauphin region of the southeast of the country, an area which has been substantially deforested but retains fragments of some of the most important tropical forests in the world. The work of the Conservation team will be concentrated in the littoral forest which is a highly endangered coastal habitat.

Although Madagascar is biologically one of the richest places in the world, its inhabitants are amongst the very poorest. As a <Pioneer/Community Construction> volunteer, <your name> will be living and working alongside remote village communities helping them to build a better future for themselves. The kinds of projects <he/she> will become involved with could include school building, constructing desks and benches, running healthcare education sessions and assisting with conservation fieldwork.

Insert a quote below about how you heard about the scheme and why you decided to join:

"XXXXXXX," said <your surname>.

Delete one of the following sections as appropriate:

The Conservation scheme was set up in 2009 to support the ongoing conservation projects of SEED Madagascar, an organisation that has been working in the south east of Madagascar for over 15 years. It runs across the year and allows volunteers to be involved in all different aspects of conservation work through modular courses.

The <Pioneer/Community Construction> scheme was set up in 2008 to support the ongoing development projects of SEED Madagascar, an organisation that has been working in the south east of Madagascar for over 15 years.

For further information on SEED Madagascar and its volunteer schemes, visit madagascar.co.uk.

To make a donation on behalf of <your name> to assist <him/her> to her target please call 020 8960 6629.

Ends

SEED MADAGASCAR
SUITE 7, 1A BEETHOVEN STREET, LONDON, W10 4LG, UK
PHONE: +44 (0)20 8960 6629 • FAX: +44 (0)20 8962 0126
EMAIL: INFO@SEEDMADAGASCAR.ORG • WEB: MADAGASCAR.CO.UK
COMPANY NUMBER 3796669 • REGISTERED CHARITY NUMBER 1079121

For further information, or to arrange photography, please contact:

<Your name, address, telephone number and email address>

Or:

Mark Jacobs
Managing Director – SEED Madagascar
Email: mark@seedmadagascar.org
Phone: +44 (0) 208 960 6629
Fax: +44 (0) 208 962 0126

Notes to editor:

<Conservation/Pioneer/Community Construction> is a non-profit scheme. All revenues generated above costs are donated to SEED Madagascar (registered UK charity number 1079121)



seed **madagascar**
sustainable environment, education & development

Gift Aid Declaration

Saying yes to Gift Aid means that for every pound you give, SEED Madagascar gets an extra 25p from HMRC, helping your donation to go further.

We can Gift Aid your donation if it is from a personal account, a one-person business, a partnership or is on a 'trading as' basis. To qualify for Gift Aid, what you pay in income tax or capital gains tax must be at least equal to the amount the charity will claim on your contribution in the tax year.

Title _____ Forename(s) _____ Surname _____

Address _____

Post code _____

I want the charity SEED Madagascar to treat as a **Gift Aid** donation (delete as appropriate):

- My donation of £_____ only
- All donations I make from the date of this declaration until I notify you otherwise
- All donations I have made since 6th April 2000, and all future donations I make from the date of this declaration, until I notify you otherwise

Signature(s) _____ Date _____

Please return this form to SEED at the address below. Thank you for your support.

SEED MADAGASCAR
SUITE 7, 1A BEETHOVEN STREET, LONDON, W10 4LG, UK
PHONE: +44 (0)20 8960 6629 • FAX: +44 (0)20 8962 0126
EMAIL: INFO@SEEDMADAGASCAR.ORG • WEB: MADAGASCAR.CO.UK
COMPANY NUMBER 3796669 • REGISTERED CHARITY NUMBER 1079121