



FUNDRAISING 101 (Beta Version)

Fundraising -- while it's a scary word for many, this 101 guide is designed to make it easy!

First off, you need to know how to collect donations:

It's very easy! Just send the following link to your friends and family, and they can make donations towards your fundraising goal...

<http://pepyride.org/support/donate>

Just make sure that everyone making a donation in your name **specifies your name in the field provided**. This is important, as it means the system can keep a track of the donations made in your name. If you can we also advise you to keep track of your overall donations, which you can do using a [fundraising tracking sheet](#) such as this one.

Alternatively, we can recommend you some great fundraising websites that allow you to set up elaborate interactive campaigns to engage your donors. Keep in mind though, that these sites charge anywhere from 2.5% to 4% of your fundraised amount. It only makes sense to use them if you are committed to take the time to really make the most of their fundraising features.

You can also create your own fundraising pledge on our Facebook causes page. This is an easy way to inform friends and family about PEPY Cambodia and what you are doing while generating funds. Become a member of our PEPY causes on Facebook [here](#) and create your own fundraising pledge.

Offline

You can ask US bank account holders to pay by US check and write your name in the memo line. It is best if you also tell them to e-mail you/us when they send a check so that we can ensure it makes it to us and so that you can keep track of your donation. We can only accept US checks at this time. Please make checks payable to PEPY Ride at this address:

PEPY Ride
105 Schrade Rd
Briarcliff Manor, NY
10510 USA

If neither of these options works for you, you can pay by bank transfer or into our Japanese postal account. Email info@pepytours.com for more information about these options.



Fundraising Ideas

TALK!

What's one of the simplest and most effective ways to fundraise? Talk about what you are doing! Tell people about your trip with PEPY Tours, where you are going, and the programs we support. Show them maps and PEPY Cambodia's [website](#) so that they can understand more about what you will be seeing, learning, and supporting. The more they know about what your fundraising is supporting, the more likely they will want to donate money to you, and therefore education and youth empowerment programs in Cambodia.

Tell as many people as possible that you are looking for sponsors: at work, with your family and friends across the globe, out socializing, or anywhere at all! You will be surprised at how many people have been to Cambodia, want to go there, love supporting education programs, etc. Really, it's not that hard to get people interested in invested in education – just ask!

Where to start

Once you have done your research, understand what PEPY Cambodia do, and are prepared to begin your fundraising, it's time to ask for support! Below are some tips and ideas for how to do that. If you are looking for even more encouragement for how to ask, check out ForImpact.org or email us (info@pepytours.com) for more ideas.

- Stress the fact that you have already paid for the entire trip yourself and that all sponsorship will go directly to PEPY Cambodia's projects. Many charity challenges use much of the raised money to pay for the actual trip rather than aiding the charities in question.
- Point as many people as possible to the PEPY Cambodia website so that they know where their money will be going and what it will achieve. You may end up inspiring them to continue supporting PEPY Cambodia once you have completed the trip!
- Send an e-mail to your friends, family and colleagues and include a link to the website so they can learn more about the programs their money will be supporting.
- Write about your trip on your personal website, blog, Facebook, or wherever you communicate with people online.
- Visit www.YouTube.com/pepyride and check out some of the videos that interns and trip goers have already made. Show them to teachers at work, or share the link with friends and family.

At work

- Ask permission to post a flyer or other information about your trip on a bulletin board or communal space.



- From a cardboard box, with a money slot in the roof, make a PEPY schoolhouse! Buy some sticky notes on which people can write messages and stick all over the school. Put it on your desk in your office or workplace, post information about PEPY Cambodia and your upcoming trip, and ask people to make donations and write good luck wishes to stick on the school. Have the school in a fairly accessible place and be ready to talk about it as it will definitely generate interest as well as funds!

Organizing events

- Organize a charity hike, run, bike-ride, silence, or marathon!
- Organize a pub quiz as a fundraising event. All you need to do is organize a venue, buy a silly cheap prize, set a fee to join (\$5 US) and advertise like crazy!
- Arrange a book, toy or clothing sale by gathering any goods that you, friends, and family don't want. Price each item and sell them at an "auction". You could also sell homemade cakes or cookies during the evening.
- Throw a "PEPY Party". You could have a themed party, organize a venue, send invites, put up posters, sell tickets, etc. Use the proceeds to pay for the event and help you reach your fundraising target.
- PEPY Bowling, PEPY Prom, PEPY Movie Night... do something fun to get your friends involved!
- Organize a "Murder Mystery Night"! Invite your friends to your house and ask for a donation to take part.
- Do a clothing auction with your friends! Everyone brings in a few items, and you can buy back items for a set donation to PEPY (\$2, for example). You can refresh your wardrobe, and recycling clothing is good for the earth!
- Yoga, surfing, salsa, karate, tennis, cooking lessons... what's your skill? How about trying to raise money while sharing your special talent with somebody else?
- Restaurant "your name"—Make a delicious 3 course dinner. Ask your guests to donate to the grocery/beverage fund and your fundraising efforts at the same time. Spend a great evening together while raising money and awareness for PEPY Cambodia.
- Do you have an artist friend who can paint pictures? Who can make crafts? Can you cook
- Cambodian-style desserts? Get your friends involved in the process!
- Talk to a staff member about buying scarves or cloth directly from weavers, which you can sell back home as a PEPY fundraiser.

Advertising and public relations

- Get local businesses or restaurants involved by asking them for sponsorship of your event in return for publicity. Try to approach companies who may be interested in supporting children's charities and think of a way in which you can give them publicity.
- Getting publicity in local newspapers, company newsletters, on radio stations, etc, will introduce you to a wealth of possibilities for gaining both corporate and individual sponsorship.



- Try writing a press release to your local paper, including information about your event, your trip, your contact details, an explanation of PEPY Cambodia, and include any local support you have gotten from businesses in the area.

Remember to thank people!

After you are done with your trip, you might want to follow up with all those people who have donated on your behalf and send them an update as to how your trip went, what you learned, PEPY Cambodia's programs, and how their support is being used, etc. You might want to send them:

- Postcards or letters (from Cambodia?!)
- E-mails and e-cards
- A video slideshow
- Printed photographs
- Drawn or painted pictures of your experience
- Your own postcards, made by printing a photo you took in Cambodia, and pasting it to cardboard. Send it to your sponsors!

Large Events

If you've got the time and energy, you might want to throw a larger event to meet your fundraising target and raise awareness of PEPY Cambodia. You could try a dance night, an art show, a sporting event, a fun run, a wine and cheese jazz night, or a (fill-in-the-blank)-a-thon. If you think you can generate enough interest for an event, pick a venue and a time frame and start advertising. You'll need to consider:

- Place and time
- Number of participants
- Transportation
- Access to food
- Cost
- Keep receipts, and write records of cash collected In the US, have people write personal checks to PEPY Cambodia, which you can mail to our accountant. Internationally, send cash via money order.

Need help?

The best tool you have is the community around you. Talk it up, and ask for assistance!

You can also e-mail us to get your event on the PEPY calendar, get mentioned in the newsletter, or for help connecting with other PEPY people in your area who might want to join you.

Be sure to let us know if there are ways we can help you, and good luck!