

# Fundraising Tips for HOPE Global Challenge

*This one scares people more than the challenge itself!*

The individual fundraising target is 10,000 yen (plus). For some this can sound challenging, but it's easier than you think. The HOPE Global Challenge website is set up as a tool to assist you, but not do the work for you. So here's a 5 step program that works every time.

## 1. [www.hopeglobalchallenge.com](http://www.hopeglobalchallenge.com) (Time Frame: 30 – 60 minutes.)

Set up a page on the HOPE Global Challenge Website. Send us ([challenge@hope.or.jp](mailto:challenge@hope.or.jp))

- ✧ a photo
- ✧ a short paragraph of who you are and why you're doing the challenge
- ✧ a short request for people to support you

For sample sponsor pages, please click:

- <http://www.hope.or.jp/hgc/participants.asp?pageno=1&id=75> (Fuji 2009).

## 2. Names, Names, Names (Time frame: 1 – 2 hours.)

Compile a list of the people you will inform about the trip and your fundraising goal. Don't be shy about these names. Aim for a minimum of 20-30 people, including:

- Family
- Friends
- Acquaintances
- Colleagues
- Suppliers
- Clients
- Church Members
- Associate Club Members
- etc...

*Remember you are not asking for money for yourself . . . you are asking **on behalf of the poor!***

## 3. Sponsorship Sheets & Pledges (Time frame: 1 – 2 hours.)

2-4 weeks before the challenge, send each contact a letter/fax/email that is short, simple and to the point. Refer people to the HOPE Global Challenge Website to make a pledge.

HOT TIP: Use a **Sponsor Sheet** (a sample can be provided if you request it). Take it with you to the office, church or a club meeting. Just ask outright, don't be shy, but do not pressure people...unless you know them well enough that cajoling would be enjoyed and appropriate.

## 4. Second Simple Snap-Shot (Time frame: 1 – 2 hours.)

1 week before the challenge, send out a second message to everyone on your list. This should be short, sweet, and saying three things

- ① The challenge is imminent
- ② You have raised \$XXX so have a shortfall of \$YYY
- ③ Ask them to sponsor you...their sponsorship will help you climb to the top and meet the needs of the poor families with a sense of satisfaction that their have done their part in helping the families get a better life.

## 5. Thank You Notes

Once the challenge is over, send all your sponsors a 'thank you' note and a short report directing them to the HOPE Global Challenge website where photos will be posted. For those you know who haven't sponsored you, send them the report too, letting them know it's not too late for sponsorship.